



CIN- L74899DL1999GOI101707

OPEN E-TENDER IN TWO STAGES SYSTEM

A. TECHNICAL BID

B. FINANCIAL BID

Tender No: 2020/IRCTC/CO/T&M/Digital Marketing

E-Tender for Digital Marketing (Search Engine Optimization, Social Media Marketing, Search Engine Marketing, App Store Optimization) of following websites/Apps of Indian Railway Catering and Tourism Corporation (IRCTC) New Delhi.

SN	Products	Websites and their Social Media Accounts	Applications
1.	IRCTC Official Social Media Handle	Twitter, Facebook, Instagram, Pinterest, LinkedIn etc.	--
2.	IRCTC Air	https://www.air.irctc.co.in and its Social Media Accounts	IRCTC Air
3.	Maharajas' Express	https://www.the-maharajas.com and its Social Media Accounts	--
4.	IRCTC e-Catering	https://www.ecatering.irctc.co.in/ and its Social Media Accounts	IRCTC eCatering-Food on Track
5.	IRCTC Buddhist Circuit Tourist Train	https://www.irctcbuddhisttrain.com and its Social Media Accounts	
6.	Golden Chariot Train	https://www.goldenchariot.org/ and its Social Media Accounts	--
7.	IRCTC Tourism ((Bharat Darshan Trains, Hotels, Retiring Rooms, Packages-Land, Air, Rail, Charters - Hill, Cruises, Full Train, saloons, Cab, Event Management or any other product added at a later stage etc.))	http://www.irctctourism.com/ and its Social Media Accounts	--

Last Date and Time of Submission of Bids	14.08.2020 at 15:00 hrs.
Opening of Technical Bids	14.08.2020 after 15:00 hrs.
Tenure of Contract	One Year
Approximate value of Contract	Rs. 1,10,72,592/-
Earnest Money Deposit	Rs. 3,00,000 /-
Address	Jt. General Manager Office of General Manager/Tourism IRCTC, M-13, Punj House, Outer Circle, Connaught Place, New Delhi – 110001
E-Tender processing Fee	Nil

Online bidding available on:

www.irctc.com

www.tenderwizard.com/IRCTC

For queries related to e-tendering Registration, e-tendering process, Digital Signatures, please contact the following members from the ITL Team:

Sh. Mayank Singh: 08800115628

Sh. Rahul: 08800107755

The following nodal officer may be contacted for any queries/clarifications in respect of the tender. Any clarification may be obtained upto 10 days of publishing of the tender

Name: V.K. Bhatti

E-mail: vk.bhatti@irctc.com, Mobile No.: 8287930441



E-Tender No: 2020/IRCTC/CO/T&M/Digital Marketing

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The Tenders have to be submitted using the Online Mode only. No other form of Tender submission shall be accepted.

The E-Tender Document is divided into 2 parts viz. **Technical Bid (A)** and **Financial Bid (B)**.

The Technical Bid (A) shall comprise of the Tender Document with digital signatures (Class 3) of the Authorized Signatory of the Company along with the Covering Letter of Company Letterhead and all documents in support of Eligibility Criteria. All documents to be duly uploaded only on the e-tender portal in .pdf format. No documents are to be submitted physically. EMD should be paid online, failing which the Tenders shall be rejected.

The Financial Bid (B) shall comprise of the Financial Bid. The rates are to be filled in the format provided online. Financial Bid of only those bidders shall be opened online on a subsequent date, who are found eligible in the Technical Bid (A)

DISCLAIMER

- This request for Bid document is not an agreement and is not an offer or invitation by IRCTC to any party other than (Bidders) the applicants who are qualified to submit their proposals to IRCTC.
- The objective of the Bid document is to provide the prospective Bidder(s) with all the relevant information to assist in formulation of proposals or bids.
- The bid document may not be apposite for all persons interested in bidding as it is not possible for the IRCTC or any of their employees or advisors to take into consideration the financial and investment objectives, financial situation as well as specific needs of each party who reads or uses this Bid document.
- The prospective bidders should conduct detailed analysis and study for authenticating the accuracy and completeness of the information provided in the Bid document and wherever necessary obtain independent opinion from appropriate sources.
- The IRCTC, their employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations about the accuracy, reliability or completeness of the bid document.
- The IRCTC may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this Bid document.

PREAMBLE

INDIAN RAILWAY CATERING AND TOURISM CORPORATION (A Government of India Enterprise)

The Indian Railway Catering and Tourism Corporation Ltd. (IRCTC) is a Public sector enterprise under the Govt. of India-Ministry of Railways and is the single window interface for providing complete travel & tourism solutions for the various customer segments over the Indian Railways. Promotion of rail based tourism is one of the foremost lines of business for IRCTC, amongst the many mandates given by the Ministry to Railways, which included onboard catering, production and distribution of packaged drinking water (Rail Neer) and Internet ticketing, Air Tickets, E-catering and operation and marketing of Maharajas' Express, Buddhist Circuit Tourist Train & Golden Chariot Train.

Through this tender, IRCTC wishes to avail services of expert firms **for Digital Marketing (Search Engine Optimization, Social Media Marketing, Search Engine Marketing and App Store Optimization) of following websites/Apps of Indian Railway Catering and Tourism Corporation (IRCTC) New Delhi**".

SN	Products	Websites and their Social Media Accounts	Applications
1.	IRCTC Official Social Media Handle	Twitter, Facebook, Instagram, Pinterest, LinkedIn etc.	-
2.	IRCTC Air	https://www.air.irctc.co.in and its Social Media Accounts	IRCTC Air
3.	Maharajas' Express	https://www.the-maharajas.com and its Social Media Accounts	-
4.	IRCTC e-Catering	https://www.ecatering.irctc.co.in/ and its Social Media Accounts	IRCTC eCatering-Food on Track
5.	IRCTC Buddhist Circuit Tourist Train	https://www.irctcbuddhisttrain.com and its Social Media Accounts	-
6.	Golden Chariot Train	https://www.goldenchariot.org/ and its Social Media Accounts	-
7.	IRCTC Tourism ((Bharat Darshan Trains, Hotels, Retiring Rooms, Packages-Land, Air, Rail, Charters - Hill, Cruises, Full Train, saloons, Cab, Event Management or any other product added at a later stage etc.)	http://www.irctctourism.com/ and its Social Media Accounts	-

Intending bidders are requested to thoroughly read the contents of the document before bidding.

NOTICE INVITING TENDER

Subject: Digital Marketing (Search Engine Optimization, Social Media Marketing, Search Engine Marketing and App Store Optimization) of IRCTC Product Websites/Apps.

Reference: Tender number 2020/IRCTC/CO/T&M/Digital Marketing.

E-Tender is invited for Digital Marketing (Search Engine Optimization, Social Media Marketing, Search Engine Marketing and App Store Optimization) of following websites/apps owned by Indian Railway Catering and Tourism Corporation (IRCTC) New Delhi”.

SN	Products	Websites and Social Media Accounts	Applications
1.	IRCTC Official Social Media Handle	Twitter, Facebook, Instagram, Pinterest, LinkedIn etc.	-
2.	IRCTC Air	https://www.air.irctc.co.in and its Social Media Accounts	IRCTC Air
3.	Maharajas Express	https://www.the-maharajas.com and its Social Media Accounts	-
4.	IRCTC e-Catering	https://www.ecatering.irctc.co.in/ and its Social Media Accounts	IRCTC eCatering-Food on Track
5.	IRCTC Buddhist Circuit Tourist Train	https://www.irctcbuddhisttrain.com and its Social Media Accounts	-
6.	Golden Chariot Train	https://www.goldenchariot.org/ and its Social Media Accounts	
7.	IRCTC Tourism ((Bharat Darshan Trains, Hotels, Retiring Rooms, Packages-Land, Air, Rail, Charters - Hill, Cruises, Full Train, saloons, Cab, Event Management or any other product added at a later stage etc.)	http://www.irctctourism.com/ and its Social Media Accounts	-

Indian Railway Catering and Tourism Corporation Ltd.(IRCTC), New Delhi invites Open e-Tender from reputed organisation/agencies, registered in India for providing Digital Marketing (Search Engine Optimization, Social Media Marketing, Search Engine Marketing and App Store Optimization) for IRCTC Websites/Apps as per the Eligibility Criteria and terms and conditions stipulated in this Tender Document.

Bidders are required to submit **EMD of Rs. 3.00 lakhs** through online mode of e-tender website only. The bidders shall not be permitted to proceed with the bidding process without submission of the requisite EMD. EMD deposited in any other form or any other account of IRCTC or by any other medium will not be considered and such offers will be summarily rejected.

All documents should be uploaded on the e-tendering portal of IRCTC by logging in through a Class 3 Digital Signature. No documents are required to be submitted physically.

The successful Tenderer shall be intimated about the Award of Work, and EMD of other Tenderers shall be returned without any interest on the amount deposited within 30 days of finalization of Tender.

The Notice for tender and the enclosed instruction to bidders, scope of work, Terms and conditions shall form part of the tender document. This document consists of **54 pages** including one Index page and one cover page.

The E-tender shall remain open for acceptance for 120 days from the date of opening.

IRCTC reserves the right to reject any/all tenders without assigning any reason.

**For and on behalf of
Indian Railway Catering and Tourism Corporation
Ltd.**

MINIMUM ELIGIBILITY CRITERIA

- The firm should be registered in India having experience in providing Digital Marketing Services for a **minimum of 3 years i.e. 2017-18, 2018-19, 2019-20.**
- The firm should have **minimum annual turnover of Rs. 50 Lakhs in each of the financial year 2018-19, 2017-18 and 2016-17** and total turnover of **minimum Rs. 3.00 Crore from financial years 2018-19, 2017-18 and 2016-17** from related business of SEO, SMM & SEM.
- The firm should have Digital Marketing experience (Search Engine Optimization, Social Media Marketing and Search Engine Marketing) at least since 01st April 2017. **At least one work order each for SEO, SMM and SEM respectively for each Financial Year i.e. 2019-20, 2018-19 and 2017-18, i.e. a total of 9 Work orders.** If it is a comprehensive work order, it should clearly specify all three components, i.e. SEO, SMM and SEM.
- The firm should have provided Digital Marketing Services – SEO or SMM or SEM services to at least one department/ministry of Government of India/ State Govt/UT Administration/Subordinate Department of Govt. of India or State Govt or UT Administration/Central PSUs or State Govt. Undertakings for **minimum value of Rs. 25 lakhs** in one FY out of the three preceding Financial Years i.e. 2019-20, 2018-19 and 2017-18. Experience of working directly or through DAVP or other Govt. Organizations shall be considered.
- The firm should have **at least one office in Delhi/NCR** with technical team available at Delhi/NCR.
- The firms should have a **minimum of 30 staff** on their rolls out of which minimum 20 should be based in Delhi/NCR office.

**CHECK LIST OF MANDATORY DOCUMENTS AND OTHER DOCUMENTS TO
BE SUBMITTED ONLINE WITH E-TENDER**

A. Mandatory Minimum Eligibility Criteria - Documents to be uploaded.

SN	Parameter	Minimum Eligibility	Document Requirement																
1	Status of firm	Company/Partnership/Proprietorship incorporated/registered in India at least on or before 1 st April 2017 having business of Digital Marketing Services.	Copy of Memorandum and Articles of Association with List of Current Directors for Companies incorporated under the Companies Act and Certificate of Incorporation or Copy of Partnership Deed with Certificate of Registration, if registered under the Partnership Act 1932 or Notarized Self Declaration on Stamp Paper of Rs. 100/- for Proprietorship Firms.																
2	Turnover	The firm should have minimum annual turnover of Rs. 50 Lakh in each of the financial year i.e. 2018-19, 2017-18 & 2016-17 and total turnover of minimum of Rs. 3.00 Crore from financial years 2018-19, 2017-18 and 2016-17 from related business of SEO, SMM & SEM.	Financial Statements including Profit and Loss Account and Balance Sheet for the FY 2016-17, 2017-18 and 2018-19 AND Certificate of Turnover issued by Chartered Accountant in the format given at Annexure C .																
3	Work Experience	The firm should have Digital Marketing experience (Search Engine Optimization, Social Media Marketing and Search Engine Marketing) at least since 01 st April 2017. At least one work order each for SEO, SMM and SEM respectively for each Financial Year i.e. 2019-20, 2018-19 and 2017-18, i.e. a total of 9 Work orders. If it is a comprehensive work order, it should clearly specify all three components, i.e. SEO, SMM and SEM.	Original Certificates in the format given at Annexure E along with respective Letters of Awards/Work Orders. Minimum Certificates to be uploaded: <table border="1"> <thead> <tr> <th>FY</th><th>SEO</th><th>SMM</th><th>SEM</th></tr> </thead> <tbody> <tr> <td>2017-18</td><td>1</td><td>1</td><td>1</td></tr> <tr> <td>2018-19</td><td>1</td><td>1</td><td>1</td></tr> <tr> <td>2019-20</td><td>1</td><td>1</td><td>1</td></tr> </tbody> </table> Including Govt organizations as per 4.	FY	SEO	SMM	SEM	2017-18	1	1	1	2018-19	1	1	1	2019-20	1	1	1
FY	SEO	SMM	SEM																
2017-18	1	1	1																
2018-19	1	1	1																
2019-20	1	1	1																
4	Work Experience of Govt. Organizations	The firm should have provided Digital Marketing Services – SEO or SMM or SEM services to at least one department/ministry of Government of India/ State Govt/UT Administration/Subordinate Department of Govt. of India or	Same as above.																

		State Govt or UT Administration/Central PSUs or State Govt. Undertakings for <u>minimum value of Rs. 25 lakhs</u> in one FY out of the three preceding Financial Years i.e. 2019-20, 2018-19 and 2017-18. Experience of working directly or through DAVP or other Govt. Organizations shall be considered.	
5	Office in Delhi/NCR	The firm should have at least one office in Delhi/NCR with technical team available at Delhi/NCR	Proof of Address in the form of utility bills/Rent Agreement/ Lease Deed etc
6	Staff Requirement	The firms should have a minimum of 30 staff on their rolls out of which minimum 20 should be based in Delhi/NCR office.	Copy of the EPF remittance slip for any quarter in 2019-20 mentioning the staff should be enclosed and wherever the staff is not mandatory to be member as per EPF rule, copy of payroll sheet which shows the name of the employee, amount paid (basic + DA + Other allowances) & Bank Account number shall be uploaded in addition to the EPF Remittance statement.

B. OTHER DOCUMENTS (Documents to be uploaded by authorized signatory on e-tendering portal)

SN		Details/Document enclosed
1	Name of the Firm	To be filled online
	Email ID of the Firm	To be filled online
	Website of the Firm	To be filled online
2	Address of the firm	To be filled online
3	Business Profile of the Firm	To be filled online
4	Bidder’s Bank details – Address, Current Account Number	To be filled online
5.	Details of Authorised Signatory submitting the Bid Name: Designation: Contact number: E-mail ID:	To be filled online
		To be filled online
		To be filled online
		To be filled online
DOCUMENTS TO BE UPLOADED IN ADDITION TO MANDATORY DOCUMENTS IN SUPPORT OF ELIGIBILITY CRITERIA		
1.	Covering Letter on firm’s Letterhead as per Format (Annexure “D”) enclosed to be uploaded on e-tendering portal.	
2.	PAN card	Upload copy
3.	GST Number	Upload copy

4.	ESIC Registration	Upload copy
5.	EPF Registration	Upload copy
6.	In case of Limited Company, authorization in favour of the Authorised Signatory for signing the Tender Documents and other papers in connection with this contract	Upload copy

Consortium Bidding shall not be permitted.

Documents uploaded on the e-tendering portal only shall be accepted. All documents uploaded online should bear class 3 Digital signature of the authorised signatory in .pdf format.

INSTRUCTIONS TO BIDDERS

1. This tender can only be submitted through the online mode on www.tenderwizard.com/IRCTC. This Tender Document can only be viewed on www.irctc.com and www.tenderwizard.com/IRCTC and will be submitted/received only at www.tenderwizard.com/IRCTC.
2. To participate in the E-Tender, it is mandatory for the bidders to register themselves with M/s ITI. A detailed procedure for bidding is placed at www.tenderwizard.com/IRCTC. Bidders are required to possess at least a Class 3 Digital Signature for submission of bids.
3. The applicant should upload complete set of documents as mentioned in the Check-List of Mandatory Documents in support of Minimum Eligibility Criteria. Incomplete tender are liable to be rejected.
4. Corrigendum/Addendum to this Tender, if any, will be published on website www.irctc.com, www.tenderwizard.com/IRCTC only. No Newspaper/Press Advertisements shall be issued. The last Corrigendum/Addendum, if any, will be uploaded/hosted on the e-tendering portal a minimum of 7 days prior to bid due date.
5. The Digital signature of the bidder on the E-Tender form will be considered as confirmation that the bidder has read, understood and accepted all the documents referred to in the tender documents. It may please be noted that in case of deviation quoted by the bidder, offer will be passed over without further correspondence/communication.
6. The prospective bidder voluntarily agrees to the exclusive jurisdiction of courts situated at New Delhi by submitting the bid.
7. No other court except courts at New Delhi only have jurisdiction to resolve the disputes arising out of the bid document.
8. This E-Tender is based on Two Bid System i.e. **Technical Bid** and **Financial Bid**.
9. Technical Bid shall form the basis ascertaining the Technical and Financial credentials of the bidder (s). Bidders must ensure that they submit the requisite documents in support of the Technical Bid.
10. Non submission of any of the document listed in the **MANDATORY CRITERIA will lead to rejection of the offer and no correspondence in this regard shall be made.**
11. Financial Bid(s) shall consist of the Offer Form for the **Financial Bid** in the E-Tender Schedule duly filled in online only. The Financial Bid is to be filled in accordance with the instructions and other relevant provisions mentioned in this Tender Document. Financial Bid is to be submitted alongwith Technical Bid on or before the bid submission date
12. **Evaluation of Offers:** The entire process shall be in two stages:

Stage 1: The Technical Bid of all the offers that are received within the date and time mentioned shall be opened on the due date and time. The technical suitability of the tenderers shall be evaluated based on the eligibility criteria.

Stage 2: Financial Bids of only those tenderers shall be opened who are shortlisted in Stage 1. The Date and time of opening of Financial Bid shall be intimated to the shortlisted tenderers and shall be opened at such appointed date and time.

13. Both the bids shall be opened electronically and will be immediately available on the tender uploading site for viewing to the bidder.

14. Withdrawal of Bids:

- If Bidder withdraws its bid before opening of tender by uploading the letter in e-tender site, EMD of the bidder will be refunded if already deposited.
- If bidder withdraws or amends impairs or derogates its bid before opening of Financial Bid in writing and the letter is uploaded in the tender site before opening of Financial Bid, EMD will be forfeited.
- If bidder withdraws, amends, impairs or derogates its bid after opening of Financial Bid, EMD of the bidder will be forfeited and the bidder shall be debarred for a period of two years from participation in future tenders of IRCTC.

15. The bidder should have the capability and willingness to commence the operations on short notice. The date of commencement may be 7-10 days after issuing work order. However, services may be required at earlier dates also.

16. IRCTC reserves the right to discharge this Tender process at any stage, without assigning any reason for the same. Any claim by tenderers for any damages/compensation, for any reason, on this account will not be admissible.

17. The intending bidders are advised to study the document carefully and acquaint themselves with the conditions therein as these shall govern the operations and shall form an integral part of contract.

18. The Tenderers are expected not to propose any alteration/s to any of the condition/s in the Tender. The stipulated conditions embodied in the Tender shall be binding on the Tenderers. Any Conditional Tender shall be rejected.

19. **Validity:** The offer shall be kept valid for acceptance for a minimum period of 120 (One Hundred and Twenty) days from the date of opening of tenders.

20. Offers shall be deemed to be under consideration immediately after they are opened and until such time the official intimation of award of contract is made by IRCTC to the tenderer. While the offers are under such consideration, tenderers and or their representatives or other interested parties are advised to refrain from contacting IRCTC by any means. If necessary, IRCTC will obtain clarifications on the offers by requesting for such information from any or all the tenderers, in writing, as may be

considered necessary. Tenderers will not be permitted to change the substance of their offers after the offers have been opened.

21. The submission of any offer connected with this tender document shall constitute an undertaking that the tenderer shall have no cause for and claim, against IRCTC for rejection of the offer. IRCTC shall always be at liberty to reject or accept any offer at its sole discretion and any such action will not be called into question and the tenderer shall have no claim in that regard against IRCTC.
22. **Rates:** The tenderers should quote rates exclusive of GST or any other statutory Tax or any other expense to carry out the service to achieve the desired targets.
23. **Tenure of Contract:** The contract shall be awarded for a period of One year with provision for extension of one year at the sole discretion of IRCTC. The extension shall be subject to the fulfilment of terms and conditions of the contract and successful delivery of desired standards of services. The Agency shall have no right over extension of award.
24. If a bid is not substantially responsive, it will be rejected by IRCTC and may not subsequently be made responsive by the bidder by correction of the nonconformity. IRCTC's determination of bid responsiveness will be based on the contents of bid itself and any written clarifications sought by IRCTC in writing the response to which shall also be in writing and no change in rates shall be sought, offered or permitted.
25. During Tender Evaluation, IRCTC may at its discretion, ask the Tenderer(s) for clarification(s) regarding its tender and documents submitted. The request for clarification and its response shall be in writing and no change in the price or substance of the tender shall be sought, offered or permitted.
26. **Earnest Money:** Tenderers are required to furnish Earnest Money of **Rs. 3.00 lakhs** in favour of Indian Railway Catering and Tourism Corporation Ltd. The Earnest Money shall be paid online through online payment gateway on the e-tendering website www.tenderwizard.com/IRCTC.

Earnest Money of the unsuccessful tenderers shall be refunded within 30 days of the award of contract. No interest shall be payable by IRCTC on the Earnest Money. The Earnest Money deposited is liable to be forfeited if the tenderer withdraws or amends, impairs or derogates from the tender in any respect within the period of validity of offers/extended period consented by the bidder(s). The Earnest Money of the successful tenderer will be returned after the Security Deposit required is furnished.
27. Tenders are not transferable. IRCTC reserves the right to reject or accept any tender in whole or in part on account of credentials, technical capability, past performance or any other evaluation criteria to ensure desired levels of service standards. The decision of IRCTC in this regard will be final and IRCTC is not liable to assign any reasons for the decision.
28. The following nodal officer may be contacted for any queries / clarifications in respect of the tender. Any clarification may be obtained upto 10 days of publishing of the tender.

Name: V.K. Bhatti
E-mail: vk.bhatti@irctc.com
Mobile No.: 8287930441

29. All bidders are required to sign and stamp integrity pact at 'Annexure G' and upload the same with other documents.
30. For any difficulty in downloading & submission of tender document on website www.tenderwizard.com/IRCTC, please contact at tenderwizard helpdesk no. 011-49424365 or cell no. 08800115628 / 08076206940.

GENERAL CONDITIONS OF CONTRACT

I GENERAL

1. The contract for Digital Marketing Services will, normally, be awarded to the agency quoting the lowest rate as per Financial Bid. However IRCTC has sole discretion to enter into an arrangement with any other party, in order to ensure best services. The decision of IRCTC in this regard shall be final and binding.
2. The Agency will arrange necessary infrastructure and manpower etc. for delivering services.
3. The Agency shall at all times indemnify IRCTC against all claims and losses which may be suffered due to the Agency or any person employed by them for reason of any default on the part of the bidder in due Observance and performance of provision of Workmen's Compensation Act -1923, Employment of Children's Act XXVI of 1938 and Contract labour regulation and abolition Act-1970 and other statutory laws.
4. The employees of Agency, will not be in any contractual relation, whatsoever, with IRCTC.
5. The Agency will be responsible for any liability arising out of various laws enacted by Govt of India/subordinate departments.
6. Agreement on Rs. 100/- Stamp Paper will be signed between the Agency and IRCTC after Award of Contract. Till such time, the agreement is signed, this tender document along with the letter of award (LOA) shall deem to be the agreement.
7. IRCTC will not be liable for any liability arising under the labour laws, non payment of any statutory taxes or any other/default of law of the land incurred by the Agency.
8. In case Agency is found indulging in malpractices such as poor quality of services which is against the spirit and terms of the contract, written or implied, the bidder will be warned and for subsequent offences, will be appropriately penalized or terminated.
9. The Agency should never try to influence IRCTC employee/officials for their own benefit. While providing service to our clients the Agency must always keep in mind that they are representing IRCTC.
10. The Agency will ensure that the staff providing services should follow the instructions given by the IRCTC Staff/Officials/representatives.
11. The Agency agrees to submit all disputes arising out of or in connection with bid document/license to the exclusive jurisdiction of courts at New Delhi.

II Security Deposit

- i. Security deposit of an amount equal to 5% of the contract value (upto a maximum of Rs. 10 Lakhs) in the form of RTGS/NEFT, DD/Bankers Cheque (of any scheduled commercial bank) drawn in favour of IRCTC Ltd, New Delhi is to be submitted by the bidder along with the acceptance of Letter of Award. No interest will be admissible on this Security Deposit.
- ii. The Security Deposit is liable to be forfeited if the Agency unilaterally withdraws, amends, impairs or derogates from terms and conditions in any respect during its currency.
- iii. No interest shall be payable / admissible on the Security Deposit or any other amount payable by IRCTC to the Agency.

III Payment and Taxes

1. All applicable taxes and billing procedures should be followed by the Agency.
2. The Agency will quote rates for providing services, exclusive of GST. The quote should be made in terms of rupees. Quote should be in absolute terms without any alteration/over writing and should be specific for each item.
3. The Agency will raise the bill each month.
4. Bill/Invoices shall be raised as per prevailing GST norms indicating the HSN/SAC Code, GST Percentage and GST amount.

IRCTC may at its discretion, seek documentary evidence from Agency for payment of Statutory Taxes on Bill Amount remitted to Govt. of India / subordinate departments.

IV Quality & Response

1. In order to maintain excellent quality of the Digital Marketing services, the Agency will strictly comply with the best industry practices and standards. Similarly, response time shall form an integral part of service delivery.
2. IRCTC reserves right to take action against the Agency based on the non-compliance of the instructions given by IRCTC Staff/official/representatives. IRCTC shall levy penalty of Rs. 2,000 to Rs. 10,000 depending upon the level of complaint/discrepancy/non-compliance per case. On repeated substantiated complaints/non-compliance IRCTC may terminate the contract, with 24 hours notice, with forfeiture of Security Deposit.

V Liability and Indemnity

The bidder agrees to defend, indemnify and hold harmless IRCTC and their respective officers, directors, employees and agents (collectively the “Indemnified Persons”) and its associated companies from and against any and all claims, actions, damages, expenses, costs (including legal costs) and other liabilities actually incurred by the indemnified parties arising as a result of any negligence, breach of contract or warranty, or any other wrongful act or default on the part of the Bidder, its employees, agents, representatives or Agency, including prosecutions under the legislation affecting the use of any of its sub Operators or agents any of its warranties, undertakings and obligations set out in this Agreement.

VI Labour Law and Other Regulations

It is distinctly understood by the bidder that the employees engaged by it will be deemed to be its employees and the bidder will be entirely responsible for compliance of all laws and rules governing employment of such employees. It shall also be responsibility of the bidder to comply with all laws, ordinances, rules, bye-laws, regulations, notifications, guidelines, policies, directions, directives and order of any governmental authority including municipal authorities with specific reference to labour, EPF, Contract Labour act.

VII. Events and Consequences of Default.

IRCTC can terminate the contract forthwith by giving 24 hour notice for breach of any of the terms and conditions of the contract on part of the service provider and at the cost and consequence of the Bidder in the following events:-

- a) If the bidder provides sub standard & untimely services or fails to provide service or frequent/repeated material complaints and/or reports from IRCTC officials.
- b) In event of the bidder/Agency being convicted by the court of law under Criminal Procedure Code or any other law.
- c) In the event of proprietor or firm being judged insolvent, or any proceedings for liquidation or composition under insolvency Act, or the firm dissolved under the Indian Partnership Act or in the bidder being a company, if the company shall pass any resolution to wind up business either compulsorily or voluntarily,
- d) Repudiation of agreement by Agency or otherwise evidence of intention not bound by agreement,
- e) Failure to comply with any statutory law or non-payment of any of the statutory taxes.

IRCTC shall be entitled to forfeit the whole or in part of the Earnest Money/Security deposit/Agency fee besides terminating the agreement.

VIII. Termination of the Contract

The contract may be terminated by IRCTC by giving one month notice however, the service provider is required to give three months' notice for termination of the contract. Moreover, the notice for termination from the service provider can only be given after lapse of (no target) period of the contract of first four months.

VIII (I) The liabilities for any charges, payments or expenses due to the other party which accrued prior to the termination date shall not be extinguished by termination, and such amounts (if not otherwise due on an earlier date), shall be immediately due and payable on the termination date.

VIII (I) Any obligations under this Contract which either expressly or by their nature is to continue after termination or expiration of this contract shall survive and remain in effect.

IX. Dispute Redressal Mechanism

IX (I) Demand for Arbitration:

1. In the event of any dispute or difference between the parties hereto as to the construction or operation of this contract or the respective rights and liabilities of the parties on any matters in question, dispute or difference on any account or as to the withholding by IRCTC of any certificate to which the Agency/contractor/licensee may claim to be entitled to, or if IRCTC fails to make a decision within 120 days,

then and in any such case, but except in any of the “excepted matters”, the contractor/licensee/Agency, within 180 days of his presenting his final claim on disputed matters shall demand in writing that the dispute or difference be referred to arbitration.

2. In the event of any dispute or difference between the parties hereto as to the construction or operation of this contract, or the respective rights and liabilities of the parties on any matter in question, dispute or difference on any account or as to the withholding by IRCTC of any certificate to which the contractor may claim to be entitled to, or if IRCTC fails to make a decision within 120 days, then and in any such case, but except in any of the “excepted matters”, the contractor, after 120 days but within 180 days of his presenting his final claim on disputed matters shall demand in writing that the dispute or difference be referred to arbitration.
3. The demand for arbitration shall specify the matters which are in question, or subject of the dispute or difference as also the amount of claim item-wise. Only such dispute(s) or difference(s) in respect of which the demand has been made, together with counter claims or set off, given by the IRCTC, shall be referred to arbitration and other matters shall not be included in the reference.
 - a) The Arbitration proceedings shall be assumed to have commenced from the day, a written and valid demand for arbitration is received by the IRCTC.
 - b) The claimant shall submit his claim stating the facts supporting the claims alongwith all the relevant documents and the relief or remedy sought against each claim within a period of 30 days from the date of appointment of the Arbitral Tribunal.
 - c) IRCTC shall submit its defence statement and counter claim(s), if any, within a period of 60 days of receipt of copy of claims from Tribunal thereafter, unless otherwise extension has been granted by Tribunal.
 - d) Place of Arbitration: IRCTC, Corporate Office, New Delhi.
4. No new claim shall be added during proceedings by either party. However, a party may amend or supplement the original claim or defence thereof during the course of arbitration proceedings subject to acceptance by Tribunal having due regard to the delay in making it.
5. If the contractor(s) does/do not prefer his/their specific and final claims in writing, within a period of 90 days of receiving the intimation from the IRCTC that the final bill is ready for payment, he/they will be deemed to have waived his/their claim(s) and IRCTC shall be discharged and released of all liabilities under the contract in respect of these claims.

IX (II) Obligation during Pendency of Arbitration:

Work under the contract shall, unless otherwise directed, continue during the arbitration proceedings, and no payment due or payable by IRCTC shall be withheld on account of such proceedings, provided, however, it shall be open for Arbitral Tribunal to consider and decide whether or not such work should continue during arbitration proceedings.

IX (III) Appointment of Arbitrator:

1. In cases where the total value of all claims in question added together does not exceed Rs. 25,00,000 (Rupees twenty five lakh only), the Arbitral Tribunal shall consist of a Sole Arbitrator who shall be nominated by the CMD/IRCTC. The sole arbitrator shall

- be appointed within 60 days from the day when a written and valid demand for arbitration is received by CMD.
2. In cases not covered by the Clause above, the Arbitral Tribunal shall consist of a Panel of three arbitrators. For this purpose, IRCTC will send a panel of more than 3 names of Officers which may also include the name(s) of retired Railway Officer(s) empanelled to work as Arbitrator to the contractor/licensee/Agency within 60 days from the day when a written and valid demand for arbitration is received by the CMD/IRCTC.
 3. Contractor/licensee/Agency will be asked to suggest to CMD at least 2 names out of the panel for appointment as contractor's nominee within 30 days from the date of dispatch of the request by IRCTC. CMD/IRCTC shall appoint at least one out of them as the contractor's nominee and will, also simultaneously appoint the balance number of arbitrators either from the panel or from outside the panel, duly indicating the 'presiding arbitrator' from amongst the 3 arbitrators so appointed. CMD/IRCTC shall complete this exercise of appointing the Arbitral Tribunal within 30 days from the receipt of the names of contractor's nominees.
 4. If one or more of the arbitrators appointed as above refuses to act as arbitrator, withdraws from his office as arbitrator, or vacates his/their office/offices or is/are unable or unwilling to perform his functions as arbitrator for any reason whatsoever or dies or in the opinion of the CMD/IRCTC fails to act without undue delay, the CMD/IRCTC shall appoint new arbitrator/arbitrators to act in his/their place in the same manner in which the earlier arbitrator/arbitrators had been appointed. Such re-constituted Tribunal may, at its discretion, proceed with the reference from the stage at which it was left by the previous arbitrator (s).
 5. The Arbitral Tribunal shall have power to call for such evidence by way of affidavits or otherwise as the Arbitral Tribunal shall think proper, and it shall be the duty of the parties hereto to do or cause to be done all such things as may be necessary to enable the Arbitral Tribunal to make the award without any delay. The Arbitral Tribunal should record day to-day proceedings. The proceedings shall normally be conducted on the basis of documents and written statements.
 6. While appointing arbitrator(s) under Sub-Clause (1), (2) & (3) above, due care shall be taken that he/they is/are not the one/those who had an opportunity to deal with the matters to which the contract relates or who in the course of his/their duties expressed views on all or any of the matters under dispute or differences.
 7. The arbitral award shall state item wise, the sum and reasons upon which it is based. The analysis and reasons shall be detailed enough so that the award could be inferred there from.
 8. A party may apply for corrections of any computational errors, any typographical or clerical errors or any other error of similar nature occurring in the award of a Tribunal and interpretation of a specific point of award to Tribunal within 60 days of receipt of the award.
 9. A party may apply to Tribunal within 60 days of receipt of award to make an additional award as to claims presented in the arbitral proceedings but omitted from the arbitral award.
 10. In case of the Tribunal, comprising of three Members, any ruling on award shall be made by a majority of Members of Tribunal. In the absence of such a majority, the views of the Presiding Arbitrator shall prevail.
 11. The cost of arbitration shall be borne by the respective parties. The cost shall inter-alia include fee of the arbitrator(s), as per the rates fixed by IRCTC from time to time and the fee shall be borne equally by both the parties. Further, the fee payable to the arbitrator(s) would be governed by the instructions issued on the subject by IRCTC

from time to time irrespective of the fact whether the arbitrator(s) is/are appointed by IRCTC Administration or by the court of law unless specifically directed by Hon'ble court otherwise on the matter.

12. Subject to the provisions of the aforesaid Arbitration and Conciliation Act 1996 and the rules thereunder and any statutory modifications thereof shall apply to the arbitration proceedings under this Clause.

All disputes arising out of or in regard to the tender, the courts at New Delhi/Delhi shall alone have the jurisdiction to resolve.

X. Force Majeure

In the event of any unforeseen event directly interfering with operation of Agency arising during the currency of the agreement such as war, insurrection, restraint imposed by Govt., act of legislature or other authority, explosion, accidents, strike, riot, lockout, act of public enemy, acts of God, sabotage, flood, earthquake pandemic any other national level disaster etc, the Agency shall immediately from the commencement thereof notify the same in writing to IRCTC with reasonable evidence. No compensation shall be claimed from the affected party in such a situation.

If such force majeure conditions are in force then, no payments are liable to be paid to the Agency by IRCTC.

If the force majeure conditions as mentioned be in force for period of 15 days or more, IRCTC will have the option to terminate the LOA on expiry of 15 days of commencement of such force majeure by giving 3 days notice to the Agency in writing. In case of such termination, no damage shall be claimed by either party against the other except those which had accrued under any other clause of this agreement prior to such termination.

XI. Wrong information: If the tenderers/s deliberately give/s wrong information in his/their tender, create/s circumstances for the acceptance of information in his/their tender, the IRCTC reserves the right to reject such tender at any stage and in that eventuality EMD/Security Deposit lying with IRCTC shall stand forfeited and the bidder shall be debarred from taking part in future projects for a period of two years.

XII. Confidentiality of Bid Evaluation: Any information regarding the examination and evaluation of bid, clarifications sought thereof and recommendation of the short listed bidder shall not in any case be disclosed to any person or employee not officially concerned with the process of bidding.

XIII. No interest shall be payable/Admissible on Security Deposit or any other amount payable by IRCTC to the Agency.

XIV. Compliance of Instructions

The bidder shall comply with any instructions issued by IRCTC from time to time within a reasonable time, as may be necessary to ensure better services.

XV. Rider Agreement: Since the services to be rendered are dynamic in nature, the scope of work may have to be modified considering addition, deletion, modifications of products and deliverables. In case of a permanent change, a rider agreement shall have to be signed. The rider agreement in this regard shall be executed between the parties within 15 days of the amendment/change.

XVI. Amendments to the Tender Document: Any Corrigendum or Addendum to the Tender shall be hosted on the website of IRCTC, www.iretc.com. The Bidders are, therefore, advised to visit the IRCTC website regularly till the Bid Due Date. The last amendment, if any, will be hosted a minimum of 7 days before the Bid Due Date.

XVII. Costs associated with preparation of documents: The Bidders shall be responsible for all the costs associated with the preparation of their bids and their participation in the Tender process. IRCTC shall not be responsible or in any way be liable for such costs, regardless of the conduct or outcome of the Tender process.

XVIII. Withdrawal of Bids: The Bidders may withdraw their bids as per guidelines given in the Instructions to Bidder. No Bid shall be permitted to be modified, substituted or withdrawn by the Bidder on or after the Bid Due Date.

XIX Documentation: All relevant documents will be submitted online only by the Bidders and/or the Selected Bidder, as the case may be, at their own cost. IRCTC reserves the right to verify all statements, information and documents submitted by the Bidders in response to the Tender and the Bidder shall, when so required by IRCTC, make available all such information, evidence and documents as may be necessary for such verification. Any such verification, or lack of such verification, by IRCTC shall not relieve the Bidder of its obligations or liabilities hereunder nor will it affect any rights of IRCTC hereunder.

XX. Corrupt or Fraudulent Practices: IRCTC reserves the right to verify the authenticity of the documents submitted as Technical Bid by the application. If an applicant is awarded the Bid and on a later date, if it is noticed that the Bidder has engaged in corrupt or fraudulent practices, in competing for or in executing the Bid, IRCTC may, after giving 14 days notice to the Bidder, terminate the Agreement. For the purpose of this Sub-Clause:

“Corrupt Practices” means the offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the tendering process or in the execution of the contract.

Fraudulent Practice” means a misrepresentation of facts or submission of forged documents in order to influence a procurement process of the execution of a contract to the detriment of the Licensor (IRCTC) and includes collusive practice among bidders (prior to or after bid submission) designed to establish bid prices at artificial non competitive levels and to deprive the administration of the benefits of free and open competition.

XXI. Inspection Clause: As part of the evaluation of the Technical Bids, IRCTC reserves the right to inspect at its own cost the facility/facilities of the Bidders in order to assess their infrastructure and capability for carrying on the contractual obligations as stipulated in the Tender Document.

In case it is found during the evaluation or at any time before signing of the contract agreement or after its execution and during the subsistence thereof, that one or more of the pre-qualification conditions have not been met by the Bidder, or the bidder has made material misrepresentation or has given any materially incorrect or false information, the Bidder shall be disqualified forthwith if not yet appointed as the Selected Bidder either by issue of Letter of Award or has entered into Contract Agreement, as the case may be, the same shall, notwithstanding anything to the contrary contained therein or in this Tender, be liable to be

terminated, by a communication in writing by IRCTC to the Selected Bidder without IRCTC being liable in any manner to the Selected Bidder. In such an event, IRCTC shall be entitled to forfeit and appropriate the EMD or Security Deposit or Bank Guarantee, as the case may be, as Damages, without prejudice to any other right or remedy that may be available to IRCTC under the Tender documents and/or contract or otherwise.

XXII. Risk Purchase: Delivery of highest standards of services shall be the essence of the contract. In case, IRCTC feels that the Agency is not providing the desired level of service(s), the same shall be informed to the Agency, which should be made good by the Agency. However, in case the Agency fails to do so, IRCTC shall have the right to make good the services through other sources and debit the amount to the Agency either by way deduction from Bills or recovery from Security Deposit. Such events shall also call for Invocation of the Penalty Clause and may also lead to termination of the contract invoking the **Events and Consequences of Default** Clause.

XXIII. Any notice to be served on Bidder shall be deemed to be sufficiently served if delivered at or sent by Registered Post addressed to the Bidder at their Registered Office or last known place of business. Any notice to be served by the Bidder on the contract shall be deemed to be sufficiently served if, left at the office/sent by registered post/courier addressed to Chairman and Managing Director, IRCTC, B-148, 11th Floor, Statesman House, Barakhamba Road, New Delhi – 110001.

XXIV. All notices to be given on behalf of IRCTC and all other actions to be taken by IRCTC may be given or taken on behalf of IRCTC by GM/Tourism or any other officers for the time being entrusted with such functions, duties and powers by IRCTC.

SCOPE OF WORK AND REQUIRED SERVICES

Scope of work for Digital Marketing of IRCTC Tourism & other websites/apps/social media Account:

IRCTC Websites/Applications/Social Media Handles

SN	Products	Website and their Social Media Accounts	Applications
1.	IRCTC Official Social Media Handle	Twitter, Facebook, Instagram, Pinterest, LinkedIn etc.	-
2.	IRCTC Air	https://www.air.irctc.co.in and its Social Media Accounts	IRCTC Air
3.	Maharajas Express Train	hptts://www.the-maharajas.com and its Social Media Accounts	-
4.	IRCTC e-Catering	https://www.ecatering.irctc.co.in/ and its Social Media Accounts	IRCTC E-Catering, Food On Track.
5.	IRCTC Buddhist Circuit Tourist Train	https://www.irctcbuddhisttrain.com and its Social Media Accounts	-
6.	Golden Chariot Train	https://www.goldenchariot.org/ and its Social Media Accounts	-
7.	IRCTC Tourism ((Bharat Darshan Trains, Hotels, Retiring Rooms, Packages-Land, Air, Rail, Charters - Hill, Cruises, Full Train, saloons, Cab, Event Management or any other product added at a later stage etc.)	http://www.irctctourism.com/ and its Social Media Accounts	-

1.0 Goals and Objectives

- To examine all IRCTC website and Mobile Applications and advice best SEO practices (Search Engine Optimization) and ASO (Application Store Optimization) to help them rank hire on Search Engines and in Google Play/App Store
- To promote IRCTC and its products amongst National and Global audience published through its website, Applications and social media accounts.
- To create a brand image for IRCTC and its products on popular social Media platforms.
- To widen IRCTC and its products reach on social media and online platforms.
- To disseminate about new products, policies, initiatives and opportunities via online platforms.
- To raise awareness about the latest and important news events, summit and conferences etc. of IRCTC and its products.
- Create briefs for digital media basis the business issues or opportunities identified for IRCTC products.
- Evaluate Media Plans to meet the set objectives and analyze performance on the media campaigns.
- Recommend and share media innovations cases with IRCTC and also help leverage the medium by ensuring the briefs for monthly campaigns are maintained and IRCTC and its product have a budget efficient plan throughout the year.

- x. Verify the authenticity of all content/material released/to be released on various platforms.
- xi. Create innovative ideas to drive the objectives on a month on month basis to ensure that there is a constant conversation/engagement with the target audience.
- xii. Create and manage content related to emergency communication on digital platforms, in consultation of IRCTC.
- xiii. Share competitive analysis reports daily/weekly/fortnightly/monthly basis as per requirement.
- xiv. Organize Fortnightly operations review with the IRCTC team.
- xv. Review all plans and spends every quarter and suggest way forward for the next quarter:-
 - Setting metrics which sync with business goals and
 - Tracking progress of performance of strategy/campaigns against the metrics defined.
- xvi. Sync up and work with current brand, media, research, analytics, chatbot agencies or Processes.
- xvii. Strengthen engagement strategies for increased brand loyalty.

2.0 SEARCH ENGINE OPTIMISATION (SEO)

Common SEO and SMM deliverables for all IRCTC Products

A. ON PAGE SEO:

- a) Agency to advice On-page optimization, modifications to websites to improve it's rank on search engines.
- b) Agency to advice SEO friendly on-page optimisation as per latest norms of Google and other search engines.
- c) Agency to advice Image optimisation on all pages.
- d) Agency to advice measures to Improve Page Speed (Google) and (Yahoo) metrics for the sites to more than 90% in all devices.
- e) Agency to develop and implement tracking mechanisms using Google Analytics, Tag Manager to track visitors and traffic to all the landing pages.
- f) The On-page optimisation should be suggested at regular intervals as new pages/ amendments are likely to be carried out from time to time. The on page SEO activity should include the following:

SN	On Page Activities
1	Page Optimization
2	Mobile Optimization
3	URL Optimization
4	ALT Tag Optimization
5	Website and blog content optimisation
6	XML Site Map
7	Robots.txt
8	Canonical Issue
9	W3C standard suggestion
10	Google Analytics and Sitemap setup
11	Keywords Research
12	Event tracking and Goals Tracking
13	Broken Link Management
14	Meta Descriptions and meta title Creation
15	Content Plagiarism Check
16	Title Tag Check

17	Load Time issue
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B. Off- Page SEO: The off-page SEO to run parallel and it has to effective to achieve desired targets. The suggested off page activity is as under.

S.No	Off Page Activiies
1	Link Building (Oneway, twoway, three way)
2	Search Engine Submission
3	Article Submission
4	Business Listing
5	Web 2.0 writing
6	Web 2.0 Page Creation
7	Regional Search Engines Submission
8	Forum and community participation
9	Map Listing
10	Web 2.0 Promotion
11	Blog Content Writing
12	Classified Submission
13	Blog Promotion
14	PPT Content Writing
15	PPT Creation, Submission, Promotion
16	Video Submission
17	Image submission
18	PDF submission

The agency to regularly advice off-page activity and carry it out as per trends.

3.0 Application Store Optimisation (ASO) of IRCTC Apps(Products):-

1. Agency to Improve the Visibility & Discoverability of IRCTC Apps in the Apple App Store and Google Play store.
2. Agency to ensure that IRCTC Apps (product) get discovered by Relevant Users in Apple App Store and Google Play store.
3. Agency to ensure regular monitoring and updating of ASO strategies to boost organic installs and ensure long-term results. The ASO activities/Optimization should include the following:-

SN	Activity/Optimization
1.	App Name (Title)
2.	Short & Long Description of the App
3.	Keyword Field Optimization (Position in Search results on target keywords and keyword combination.
4.	Top Charts Rankings:- Position in the Top Charts (Free, Paid and Grossing)
5.	Category Ranking- Position of App in its Category (e g. Travel or Food)
6.	App URL/Package Optimization
7.	Rating and Reviews
8.	Backlinks

9.	Icon
10.	Screenshots
11.	Feature Graphic
12.	Video Previews.
13.	App Indexing(Google Firebase) (Andriod App Linking & iOS Universal Linking

4.0 SEO and ASO Keyword Target:

In order to achieve growth in website ranks a Keyword ranking matrix shall be used. Domain and Application wise ranking of all keywords as on date of issue of the work order shall be obtained from www.google.com or www.google.in and Google Play Store for Applications. The agency would be required to work on the shortlisted/selected target based keywords. The Agency shall advice the Keywords from the keyword planning tool and these keywords shall be mutually decided however IRCTC shall have full authority to approve the relevant keyword as per product requirement. IRCTC of its own may also suggest the product keyword to target.

A month wise keyword target shall be derived. Assuming 5 keywords, 10 keywords and 21 keywords have already been achieved in the Category 1, 2 and 3 respectively as on the date of issue of LOA, the target to the successful bidder at the end of 2nd month will be 6 Keywords, 11 Keywords and 23 Keywords for Category 1, 2 and 3 respectively.

IRCTC shall have the provision to alter 10% of the keywords (in the target list) in each category every month depending on the dynamic traffic estimates. Agency to submit new set of keyword 20 days prior to the targeted month along with current ranking and search volume for perusal and approval.

A suggestive table for keyword targeting is as under. The target for first four months (1+3) shall be relaxed for the agency to understand and plan the strategy for respective domain.

SN	END OF PERIOD	KEYWORD RANKING TARGETS		
		CATEGORY 1	CATEGORY 2	CATEGORY 3
1	1 st Month	SEO/ASO Optimization. Keyword ranking as obtained from Google.com/ Google.in and Google Play Store.		
2	2nd Month			
3	3rd Month			
4	4th Month			
5	5th Month	1 Keyword	1 Keyword	2 Keywords
6	6th Month	2 Keywords	2 Keywords	4 Keywords
7	7th Month	3 Keywords	3 Keywords	6 Keywords
8	8th Month	4 Keywords	4 Keywords	8 Keywords
9	9th Month	5 Keywords	5 Keywords	10 Keywords
10	10th Month	6 keywords	6 Keywords	12 Keywords
11	11th Month	7 Keywords	7 Keywords	14 Keywords
12	12 th Month	8 Keywords	8 Keywords	16 Keywords

REMARKS

Category 1	The target number (in addition to the existing) of keywords from category 1 should be ranked No: 1 in google.com / google.in and in Google Play Store from the list of keywords suggested.
Category 2	The Target number (in addition to the existing) of Keywords from the Category 2 should be ranked among top 3 in google.com/google.in and in Google Play Store from the list of keywords suggested
Category 3	The Target number (in addition to the existing) of Keywords from the Category 3 should be ranked among top 10 in google.com/google.in and in Google Play Store from the list of keywords suggested

5.0 SOCIAL MEDIA MANAGEMENT:

a) Strategy Formulation

The agency will formulate a result oriented comprehensive social media promotion strategy. The present IRCTC Social Media Accounts are mentioned in monthly deliverables at 3:

b) Creation and management of Social Media platforms

- i. The agency shall maintain all IRCTC Social media Accounts i.e. Facebook, Twitter, Youtube Channel, LinkedIn, instagram and other accounts and set up complete social media networking management system and manage the same by deploying requisite numbers of resource and tool.
- ii. The agency to plan and execute quality social media promotion and campaigns for IRCTC.
- iii. The agency to provide fresh and trendy look to the social media accounts from time to time.
- iv. The agency to explore new social media/digital platforms and create IRCTC account on them after consultation with IRCTC.
- v. The Agency must understand the content requirement of IRCTC and create fortnightly content calendar for which standard requirements/templates for all platforms will be approved by IRCTC.
- vi. The agency would develop and upload on various social media platforms, creative content or adapt the already available creative content. The content includes but not limited to banners/pages for websites and social media channels, Videos, graphics, cartoons, animation, polls, contests etc. in high resolution (HD-4K) for consumer engagement and education etc as per target deliverables mentioned in **Clause No. 3 in Monthly Deliverables section**.
- vii. The agency to monitor all social media and digital channels of IRCTC in promotion of all its products nationally and internationally through Digital means as per requirement.
- viii. The above activities will have to be executed at periodic intervals, the frequency of

which will be decided by IRCTC. The agencies may give elaborated details of the schedule of activities planned to achieve desired results.

- ix. The Agency to suggest and Assist IRCTC in the new trends for running campaigns for different products.
- x. Apart from standard campaign creative, agency to share high res. images/vectors for designing creative/websites/banners/brochures etc. at no additional cost. The agency shall design creative newsletter, emailers with their .htmlisation and press release statements for IRCTC and its products as per requirement at no additional cost.
- xi. The agency may cover the BTL activities/events/programs etc. for producing any kind of online content as per IRCTC's requirement. The agency will engage its resource(s) at the place of activity (within Delhi NCR at no additional cost) for covering the mentioned activities.
- xii. The agency must verify the authenticity of all the content released on various channels/platforms. The agency must comply and follow copyright guidelines for all the content created, collected, publicized, promoted on the web or social media channels etc.
- xiii. The agency must take prior approval from domain/vertical head or his/her nominated official/staff before publishing any content on social media

c) Dissemination of messages through social media platforms

- i. The agency would be responsible for enhancing reach of messages and other activities on various social media platforms through non-paid media so that the content would reach the last mile on internet domain in the real time basis.
- ii. The content for IRCTC campaign Social Media handle and other domains to be drafted in English/Hindi and extended to other Indian languages as per requirement.
- iii. Regularly share posts /achievements /products/ Videos/ tweets/ images/ articles/feedbacks etc. shared through official handles of Ministers /officers /ministries/personalities related to railways and IRCTC by taking necessary prior approvals from IRCTC along with Post Copies.
- iv. While creating content platform limitation should be adhered to on Twitter, Image guidelines on Facebook/Instagram etc. as per standards.
- v. Compilation and coordination of news, events and community involvement posting within social media.
- vi. Design creative in a way that it increases curiosity and engagement amongst the audience.
- vii. Design creative piece in accordance with campaigns and adapt to platforms.
- viii. Create topics on Hash (#) tags on digital platforms and use of famous hashtags to

- increase engagements.
- ix. All activities are continuous activities and will be executed at the intimation of IRCTC from time to time.
- x. Quality posts on various platforms of Social media have to be carried out as per the frequency set in Clause No. 3 in Monthly Deliverables section.
- xi. Share press releases, media announcements to social media.
- xii. Utilize social media tools to support day to day image building efforts.
- xiii. The agency to use monitoring tool for analyzing comments/remarks about IRCTC in various forms web releases and social media mentions related to Tourism sector.
- d. **Key components of Social Media from a marketing perspective, including:-**
 1. Brand Management/ORM
 2. Content Management
 3. Response Management
 4. Social Media Listening and Management Tools.
 5. Social/digital advertising
 6. Social Media Security

Implementation and Management of Social Media Management Framework & Tools

The scope includes the implementation of a comprehensive social media management framework for the following activities:-

I. BRAND MANAGEMENT

- a. Updating IRCTC's and its products latest information and other essential details on an ongoing basis on social media channels.
- b. Developing branding collaterals - background image, skins, cover photo, profile photo, etc. on social media channels.
- c. Managing user feedback and inquiries on official brand channels
- d. Identifying and removing/merging fake profiles/unofficial profiles/presence on social media channels relevant to IRCTC and its products.
- e. Managing the Online Reputation of the IRCTC and its products.
- f. Developing a comprehensive reputation management system that allows for tracking and gauging of IRCTC's influence across various platforms.
- g. Keeping a close watch on relevant stakeholders and their projection of our brand, as well as the community that dwell within that channel and how they respond to our brand, as a part of feeds received from online monitoring of specific top keywords defined.
- h. Strategy to make this online reputation positive.
- i. Creation of a positive sentiment on social media platforms during the time of negative inflow on social media.
- j. Conducting an in-depth study of the present official/unofficial presence of IRCTC and its products on Social Media and relevant platforms across the web like mentions/tweets/blogs/news/forums, etc.
- k. The sentiment about the IRCTC and its products at present on Social Media and relevant platforms across the web Conversation and Sentiment Drivers.
- l. Identification of trend: Emerging negative/positive trends
 - i. Identifying key advocates or detractors.
 - ii. Building relationships through official social media channels for becoming a

- more trusted and positive brand.
- m. Opportunities and Threats.
 - i. Understand the trend among customer's conversation about what they want to see in our services/products.
 - ii. Identify what features of our competition are winning over us.
 - n. To obtain the verified stamp on all official channels of the IRCTC and its products within the timeline, as per guidelines and recommended process by social media platforms to successfully conduct the activity.
 - o. Removal of fake pages of the IRCTC and its products on various social sites, as per guidelines and recommended process by social media platforms to successfully conduct the activity.
 - p. Identify the top keyword's momentum in social networks.
 - q. Any other requirement given by the IRCTC.

II. CONTENT MANAGEMENT

- a. Innovative Content is to be designed to evince user interest. IRCTC may request for content to be designed in any of the Indian regional languages as deemed necessary.
- b. Creation of a content plan for all the Social Media channels. Campaign strategy, target group, rewards to be shared.
- c. Creation of workflow for content creation and approval between the IRCTC and the agency.
- d. Posting the approved content as per posting schedule mentioned in **Monthly Deliverables Point No 3(B)**.
- e. Create and execute social media campaigns and contests for drawing users to the IRCTC's pages as per the requirement given by the IRCTC from time to time basis.
- f. Develop creative (Images, GIFs, 2D animated videos, 2D Videos, PPT animated videos, whiteboard animated videos with music/voice overs as per requirement, Comicstips, infographics, etc.) for the official accounts of the IRCTC and its products and modify existing creative to interest the Social Media Users and digital marketing efforts as per monthly deliverables mentioned in **Monthly Deliverables Point No 3(B), 3(C) and 3(D)**.
- g. The content once provided to the IRCTC will be a property of the IRCTC and may be deployed at any other channel/platform as decided by the IRCTC. Open files of all creative assets to be shared with the IRCTC.
- h. Any other requirement given by the IRCTC.

III. RESPONSE MANAGEMENT:-

- a. Formulation of a Response Mechanism, which facilitates end-to-end tracking of the response.
- b. Creation of FAQs specific to brand, products and services for first level response (FLR).
- c. Creation of response templates based on various scenarios across brand, products and services.
- d. FAQs to be formulated and shared with the IRCTC on a weekly basis based on user queries/feedback and any new info on product and services.
- e. Standard Response Template to be updated by the Agency on a daily basis based on the responses submitted by the IRCTC and contact centre to the various queries. The SRT to be shared with the IRCTC on a weekly basis

- highlighting the updates.
- f. Integrated system for response management and escalation may be developed with facility to prioritize posts.
- g. 24X7 response management.
- h. 24X7 Monitoring and Response on the IRCTC and its Products Official Social Media Channels.
- i. Handling the negative comments immediately and appropriately.
- j. First level of response should be managed by the Agency as soon as possible of the post on real time basis, provided FLR's are pre-defined and approved by IRCTC.
- k. All queries which require input or consultation with IRCTC must be answered as soon as possible. For this monitoring and reply the agency will setup contact with individual officer domain head (POCs) to respond to the query at the earliest.
- l. Minimize negative impact on the IRCTC's brand on account of its official social media channels.
- m. Define an escalation and de-escalation process from Agency to IRCTC and within the IRCTC based on specific inputs.
- n. As per the requirement of the situation and need given by the IRCTC, the Agency should be able to provide multi language support for response management. Further any response given in vernacular language should be translated and given in English Language in the report submitted to the bank.
- o. Any other need-based requirement given by the IRCTC.

IV. Social Media Listening and Management Tools:-

The agency will provide one or more tool(s) for Social Media Listening and Management for publishing, engagement, real-time monitoring of IRCTC's social media platforms for customer feedback, direct mentions of IRCTC and its products, and discussions regarding related keywords, topics, competitors, or industries, followed by an analysis of this data to gain further insights and act on these opportunities, reporting advanced analytics/insights of all IRCTC's Social Media Channels in one concise dashboard from which one can respond to them all. The list of all tools that will be used for the optimization and execution of the campaigns has to be shared and the agency should be comfortable to arrange for a walk through for the same if needed.

- a. The tool should crawl the web including Social Media Platforms, Forums, Blogs, News, Communities, Websites, etc. to aggregate content/ mentions for the IRCTC's Products/Services, key competition of all Social Media Channels/Social Media Posts/product wise.
- b. The tool should be able to be used for social listening, sentiment analysis and posting & tracking responses and Insights/Analytics of all Social Media Channels/Social Media Posts/product wise.
- c. The tool should have the following capabilities:
 - i. To aggregate content from various Social Media Sites and relevant platforms across the web.
 - ii. Ability to monitor online posts across Social Media Channels using Keywords on various Channels/platforms.
 - iii. To run a sentiment analysis on the content.
 - iv. Real-time filtering and monitoring of posts.
 - v. To generate reports on the sentiments at the brand and product level.
 - vi. To track the response end to end.

- vii. To identify the sentiment of the post.
- viii. Social Media Analytics data.
- ix. Provide In-depth Dash-Board reports.
- x. Ability to publish content/posts on IRCTC's Social platforms.
- xi. Ability to fetch the comment in vernacular languages other than English or Hindi.
- xii. Ability to provide responses in multi-language and generate corresponding reports.
- xiii. Backup of the data should be stored and made available to the IRCTC
- xiv. Ability to export the reports/messages in PDF and excel format.
- xv. Any other customization of the tool as per the requirements of the IRCTC.

V. MANAGING SOCIAL MEDIA/DIGITAL PAID ADVERTISING/ACTIVITIES

- a. Develop an appropriate social/digital advertising plan for promoting the IRCTC's and its product Official Social Channels within a fixed Time period.
- b. Develop and execute a targeted social media advertising program to reach out to target stakeholders, namely existing and potential customers as per the marketing trends on real time basis.
- c. Develop and execute promotions campaigns through targeted keyword advertising in terms of featured videos and other ad options as per the marketing trends on real time basis.
 - i. Facebook Ads.
 - ii. YouTube Featured Ads, In-stream Ads, Display Ads, Trending Ads, etc.
 - iii. Influencer Marketing on Twitter, Instagram, etc.
 - iv. Lead generation Ads
 - v. Product promotion Ads
 - vi. Traffic Ads
 - vii. Promoted Tweets and Promoted Accounts Ads
 - viii. Social Bookmarking.
 - ix. Native ads.
 - x. Any other promotional methods offered by the platforms or on platforms, IRCTC intends to launch.
- d. Close monitoring/tracking of Ads/Campaigns/Contests and optimisation by plugging in different technologies required to amplify the performance, suggest alterations, etc.
- e. Making sure the campaigns performance is tracked through proper channels at our end.
- f. Partner with Bloggers/Influencers for creating buzz around the brand and to influence social signals.
- g. Paid Ads based Lead generation landing pages will be designed and developed by the Agency. The agency would be required to provide Lead generation landing pages based on different campaigns as per requirement.
- h. Any other requirements.
- i. Fee/commission for executing above mentioned various Paid ads/ Paid campaigns would be a part of retainership. There will not be any extra fee/commission for this. The agency should incorporate such resources cost associated for carrying out paid advertisements/activities campaigns such as to create the paid marketing strategies, optimizations, report generating, creative making, banners making, designing search ads and display ads etc. This has to be considered as in-built cost while submitted commercials. However, the

amount payable to platforms i.e. Google, Facebook, Twitter, Instagram, Native ads platforms, Influencers, Blogger etc for paid advertising, if any, shall be paid by IRCTC directly to the platforms as per arrangement. The approved budget for social media paid campaigns shall be advised to the agency accordingly as per requirement. The budget may decrease/increase as per IRCTC requirement. In case IRCTC doesn't carry out the any paid advertisement campaigns, the service provider shall not give it as an excuse for non-achievement of any prescribed targets in the scope of work.

- j. Agency to ensure that budget and period allotted for carrying paid activities on various platforms should not exceed its limit at any platforms. Proper monitoring of paid activities to be carried out to ensure this. At any stage, if the paid activities amount exceeds the approved amount, the differential amount may be deducted from the running bills of the agency accordingly.

VI. SOCIAL MEDIA SECURITY

The agency will provide alerts of various threats/dynamic risks as and when it appears on Social sites, which may be detected real-time by use of tool/software or any other technique and initiate appropriate actions to be protected from it. Below are some threats which are just illustrative but not exhaustive.

- a. Brand and executive impersonations
- b. Financial frauds, Profanity & Customer attacks
- c. Scams (Recruitment, Coupons, Lottery, Counterfeit, etc.)
- d. Piracy and trademark infringement
- e. Viruses
- f. Phishing and Social engineering
- g. Data leakage or posting inappropriate corporate data.
- h. Targeted attacks
- i. Insider threat
- j. Social account hijacking

6. OTHERS

- a. The agency shall ensure that the content and activities on social media platforms is accessible various mobile devices and different browsers.
- b. The agency must ensure that they do not use any matter/material (text, photo, video, creative, still etc.) which is copyright to any other organisation/firm/business/agency. The agency must mark all self created electronic content (text, photo, video or otherwise) as copy right, wherever applicable; and monitor and report unauthorised use. This responsibility includes but is not to the following activities:
 - i. Content sanitization, formatting and uploading
 - ii. Use of SEO-friendly clean permalink structure
 - iii. Tagging of posts and articles

The agency shall directly and fully bear expenses towards any later claim for use of any copyright material.

7. Archival Set Up

- a. The agency shall maintain a Digital repository of all content of social media of IRCTC. Agency would be responsible for storage of content and data by means of online/offline archival support. The archived content should be made available to IRCTC.

8. Target & time frame the essence of the Contract

- a. The targets and the time-frame specified in the contract or as extended for the delivery of the service shall be deemed to be of the essence of the contract and targets must be achieved not later than the date(s) so specified or extended.
- b. In the case of any dispute regarding the Service, targets, quality etc, the decision of the GM/Tourism or Vertical head shall be final.
- c. The whole work order should be executed in the most professional manner to the entire satisfaction of IRCTC and the authorized representative of the IRCTC shall have the power to reject any of the services which he may disapprove which is not conforming to the specifications and stipulations mentioned herein.

9. **Penalty clause:** Underperformance against the target, will lead to evoking penalty clause, whereby the corresponding amount equivalent to the underperformance would be deducted while making payments. The weightage along with the illustration is furnished in **Annexure-“B”**. The penalty clause shall be applicable for all heads.

10. Technology support and development activities for websites of products:-

- a) Agency would be required to carry out a one-time activity of website redesign for all the IRCTC products included in the scope without affecting the current SEO status of the websites. The website should be user friendly, SEO friendly and mobile responsive as well.
- b) Agency would be required to extend support for creating and developing various landing pages for SEO and Lead Generation on respective product sites every month as per scope of work and deliverables.
- c) Agency would be required to website redesign in a test environment which can then be copied by the internal IT Team at IRCTC to the production after assessment. (IRCTC IT team would provide the demo/test environment access for the agency to implement these changes)

11. **CO-ORDINATION:** The successful bidder has to co-ordinate with domain heads, Server & IT team, vendors(s) for ensuring timely completion of the tasks.

12. **PASSWORD/ADMIN/DATA/SECURITY MANAGEMENT**

As the successful bidder would get access to commercially important data and contacts of the IRCTC, the agency should ensure utmost confidentiality and fairplay. They have to ensure no information is being misused or misrepresented on any of the platforms. The agency should always ensure that the data made available for this work is not being used for any purpose that would be detrimental to the interest of IRCTC.

All Contacts, such as e-mail ids, phone numbers and other contact information which are being gathered as part of this assignment should be shared exclusively with IRCTC and confidentiality of the same should be ensured.

All log in password and admin rights are to be shared with IRCTC as and when created, changed and at the time of expiry of the contract.

All security aspects, including maintaining robust hacker free/spam free platforms is the sole responsibility of the agency. Agency has to ensure password are not being misused by any of its employee/ ex-employees/ or any person.

If, any further details are required, the bidders should seek us before bidding. After the award of contract, the successful bidders will not be provided grace period or seek for alternative servers or platforms to work on.

13. Intellectual Property Rights

The content provided the agency for website and Social Media and other broadcasting channels shall belong to IRCTC exclusively and any Intellectual Property Rights from such content shall vest solely and exclusively with IRCTC.

14. Deliverable Documents / Reports

The agency shall submit the following reports as per the periodicity

1. Daily/weekly/monthly Social Media Monitoring Report.
2. Monthly sentiment analysis report of all social media channels products wise.
3. Monthly content and Media Monitoring Report
4. A Pen Drive/CD containing all material (texts, images, videos, banners etc.) in original format on monthly basis.
5. Monthly social media/campaign activities on impression, followers, conversions, strategy impact.
6. Monthly Google Analytical data of each website.
7. Monitoring and maintaining Daily/Monthly Paid advertisement cost and data of all paid activities.
8. Any other report as required by IRCTC.

Monthly Deliverables

1. SEO and ASO Keyword Targets:-

Keyword	Rank on Google
Category 1	No 1 ranked on Google Search Engine, Google Play Store.
Category 2	On top 3 on Google Search Engine, Google Play Store.
Category 3	On Top 10 on Google Search Engine, Google Play Store.

Keyword ranking targets (as at Scope of Work Point No. 4.0) for all domains shall be relaxed for first (1+3) months i.e. from 1st Month (starting month of the contract) to 4th Month and full payment on these heads shall be made. This is to allow the agency for understanding of the products and acclimatize to the desired work. Fifth (5th) month of the contract will be considered as first month for keyword targets as per table mentioned at Scope of Work Point No. 4.0. **“SEO and ASO Keyword Target” of Scope of work. Please note that Google Search’s Feature Snippet (Zero Ranking of Keyword) shall be counted as Rank 1(One) for IRCTC and its product’s official website.**

2. Google Analytic traffic boost and App Organic Installs (First Time installs): The overall campaign should increase the traffic to the website and app install target as placed below.

S.N	END OF PERIOD	Google Analytics - Improvement in Organic Web Traffic	Google Play store & iOS App Store Download Improvement in organic First time Installations (Play Store + App Store Browse)	iOS App Store Browse Improvement in IMPRESSIONS
1	1st Month	Google Analytics target for all domains shall be relaxed for first 04 months (1+3) i.e. from 1 st month to 4 th month	First Time Install target for IRCTC Air and E-Catering App shall be relaxed for first 04 months (1+3) i.e. from 1 st month to 4 th month	Traffic of iOS App Store Listing Visitors for IRCTC Air and E-Catering App shall be relaxed for first 04 months (1+3) i.e. from 1 st month to 4 th month
2	2nd Month			
3	3rd Month			
4	4th Month			
5	5th Month	20% over the corresponding month previous year	10% over the 1 st month	10% over the 1 st month
6	6th Month		10% over the 2 nd month	10% over the 2 nd month
7	7th Month		10% over the 3 rd month	10% over the 3 rd month
8	8th Month		10% over the 4 th month	10% over the 4 th month
9	9th Month		10% over the 5 th month	10% over the 5 th month
10	10th Month		10% over the 6 th month	10% over the 6 th month
11	11th Month		10% over the 7 th month	10% over the 7 th month
12	12 th Month		10% over the 8 th month	10% over the 8 th month

a) **(Google Analytics -Improvement in Organic Traffic):-**

Google Analytics target for all domains shall be relaxed for first 04 months (1+3) i.e. from 1st Month (starting month of the contract) to 4th Month and full payment on these heads will be made. However, after completion of first 04 months, the Analytics Organic Traffic targets for the month of 5th month shall be compared with the Analytics data of same month of last year with 20% increase in the traffic. Same comparison will be followed from next month onwards.

b) **(Google Play store & App Store Browse Installation Improvement in organic First time Installs (Play Store + App Store):-**

First Time Installers (Google Play + App Store Browse) App Download Target shall be relaxed for first 04 months (1+3) i.e. from start of Digital Marketing services and full payment will be made. However, after completion of first 04 months, the First Time Installers (Google Play + App Store Browse) App Download Target for the month of 5th month of contract shall be compared with the install data of 1st month of the contract with 10% increase. Same comparison and pattern will be followed from next month onwards.

c) iOS App Store Improvement in Impressions in App Store Browse:-

Impressions (iOS App Store Browse) shall be relaxed for first 04 months (1+3) i.e. from start of Digital Marketing services and full payment will be made. However, after completion of first 04 months, Impressions (iOS App Store Browse) Target for the month of 5th month of contract shall be compared with the Visitor data of 1st month of the contract with 10% increase. Same comparison and pattern will be followed from next month onwards.

3. Social Media Marketing:-

A. Currently IRCTC is managing following Social Media Accounts:-

IRCTC's SOCIAL MEDIA ACCOUNTS AS ON DATE							
DOMAINS/ PRODUCTS	FACEBOOK	TWITTER	INSTAGRAM	YOUTUBE	PINTEREST	LINKEDIN	Total Accounts
IRCTC official (IRCTC Corporate Handle)	COMMON ACCOUNT	COMMON ACCOUNT	COMMON ACCOUNT	COMMON ACCOUNT	COMMON ACCOUNT	COMMON ACCOUNT	6
IRCTC TOURISM							
IRCTC AIR							
E-Catering	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT		INDIVIDUAL ACCOUNT		4
Maharajas’ Express	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT		5
Buddhist	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT		5
Golden Chariot	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT	INDIVIDUAL ACCOUNT (Account to create)		5
Total							25

B. Creative Design Posting on social media channels and its release as per following schedule or as desired by IRCTC on IRCTC's social media channels:-

DOMAIN	SUN	MON	TUE	WED	THU	FRI	SAT	Monthly Minimum Target Posting
OFFICIAL	1	1	1	1	1	1	1	31/30 Posts
MAHARAJAS EXPRESS	1	-	1	-	1	-	1	20 Posts
Golden Chariot	1	-	1	-	1	-	1	20 Posts
BUDDHIST	1	-	1	-	1	-	1	20 Posts
E-CATERING	1	-	1	-	1	-	1	20 Posts
IRCTC AIR	1	-	1	-	1	-	1	20 Posts
TOURISM	1	1	1	1	1	1	1	31/30 Posts
TOTAL								162/160 POSTS IN A MONTH

Aforementioned accounts can be replaced with other new social media platforms as per requirement. New social media accounts can be added from time to time as per their trend. The alternate postings indicated for some domains may be resorted to daily posting as per requirement and to encourage traffic and engagement.

C. Creative making and posting on the following social media channels:- (Payment weightage in %)

Channels/ Domains	Mahar ajas	Buddhist	E-Catg	Tourism	Air	Golden Chariot	Official
Creative Making	95%	95%	95%	95%	95%	95%	95%
Facebook	1%	1%	1%	1%	1%	1%	1%
Twitter	1%	1%	1%	1%	1%	1%	1%
Instagram	1%	1%	1%	1%	1%	1%	1%
Linkedin	1%	1%	1%	1%	1%	1%	1%
Pinterest	1%	1%	1%	1%	1%	1%	1%
Total weightage allotted (in %)	100%	100%	100%	100%	100%	100%	100%

The posting includes Jpeg. Infographics, Gif, Comicstrips, Quiz etc. In case of non creation or posting of creatives, amount will be deducted on pro-rata basis.

D. Video making and posting on the following social media channels:- (Payment weightage in %)

The videos include 2D videos, 2D animated videos, PPT animated videos, whiteboard animated videos with music/voiceovers as per requirement. However, minimum 7 videos are to be made per month with minimum duration of 00:30 seconds as per requirement in minimum 1080p resolution quality. More trending social media channels may be added in the list and the agency would be required to put videos on newly added channels beside old channels. Video making and posted on the following social media channels: - (Payment weightage in %)

Channels/ Domains	Maharajas	Buddhist	E-Catg	Tourism	Air	Golden Chariot	Official
Video Making	95%	95%	95%	95%	95%	95%	95%
Facebook	1%	1%	1%	1%	1%	1%	1%
Twitter	1%	1%	1%	1%	1%	1%	1%
Instagram	1%	1%	1%	1%	1%	1%	1%
Linkedin	1%	1%	1%	1%	1%	1%	1%
Youtube	1%	1%	1%	1%	1%	1%	1%
Total weightage allotted (in %)	100%	100%	100%	100%	100%	100%	100%

However, minimum 7 videos are to be made per month. The agency also needs to provide 20 SHUTTERSTOCK HD/4K Clips/footages per month for making videos/posts etc for IRCTC and its product.

E. Payment weightage for target to increase followers/subscribers:-

SN	Channel	Payment Weightage To Increase Followers (for Maharajas' Express, Buddhist Circuit Tourist Train, Golden Chariot)	Payment Weightage To Increase Followers (for E-Catering only)	Payment Weightage To Increase Followers (for IRCTC Official)
1	Facebook	2%	2%	5%
2	Twitter	2%	2%	5%
3	Instagram	2%	2%	5%
4	Youtube	2%	0%	5%
5	Pinterest	2%	2%	5%
6	LinkdIn	0%	0%	5%
Total		10%	8%	30%

The target is to increase number of followers by 5% over previous month as on last date, an example is tabulated below:-

S.No	No. of followers as on 31.08.2020	No. of followers as on 30.09.2020	% increase /decrease	Payment Methodology
1	600	630 and above	5% and above	Full payment as per payment weightage
2	600	610	0.1% – 4.99%	On Pro-rata basis as per payment weightage
3	600	599 or below	0% or below(-)	No payment

- Agency to ensure product centric audiences to be targeted to get followed, so they take action (like purchase/make query) after being inspired by a post.
- No bots to be used to increase followers, if found suitable action will be taken against the agency by IRCTC.
- Agency to ensure, increase the engagement rate and views of videos/posts.

4. Blog writing and posting:-

Content	Nos.	Domain	Total No.
Blog Writing	2	Per website per month	12 Blogs/Month

Agency to write atleast 2 blogs (600 words Approx. each) per month per website to boost SEO quality by positioning website as a relevant answer to customers' questions and to rank in search engines and get customers to visit website. The writing and posting includes following:-

- Focus on 1–2 long-tail keywords that match the intent of target customer.
- Include your 1–2 keywords in title tag, headers & body, URL, and meta description.
- Make sure posted blog is mobile-friendly and responsive.
- Optimize meta description, and use all the space.
- Optimize images with image alt text.
- Don't use too many similar topic tags. Create evergreen content.

- Use URL structures should be easy for the visitors to understand the structure of the website and the content they're about to see.
- Link internally to help search engines to validate or relevancy of content.
- Use Google's Search Console to determine which keywords people are using to find the blog content.
- Use topic clusters to avoid multiple blog posts about similar topics resulting in URLs competing against one another in search engine rankings.
- Repurpose or update current content and remove outdated content.
- To ensure industries best practices are being followed.

5. Keyword based SEO Friendly Landing pages:-

Content	Nos.	Website	Total No.
Keyword based SEO Friendly Landing pages	1	Per website per month	6 Pages per Month

Agency to write and create atleast 1 Keyword based Mobile optimised landing pages (minimum 800 words Approx. each) per month per website to boost SEO quality by positioning website as a relevant answer to customers' questions and to rank in search engines and get customers to visit website. The theme of the landing page should same as per website. SEO keyword based landing pages would be designed and created by the Agency following the top-ranking URL norms such as Word Limit, Keyword Pool, Schema Markup implementation etc. Implementation of the same to be carried out by the agency with IT support from IRCTC.

6. PAYMENT ALLOCATION:-

The overall accepted rates shall be allocated domain wise as under:-

SN	Account	Payment Allocation (In %) (Inclusive of taxes)	Payment Methodology allocation on Targets as per Annexure-B
1.	IRCTC Corporate Social Media Handle (Official)	6%	
2.	www.air.irctc.co.in/IRCTC Air App	17%	
3.	www.the-maharajas.com	15%	
4.	www.goldenchariot.org/	15%	
5.	www.ecatering.irctc.co.in/E-Catering App	17%	
6.	www.irctctourism.com	15%	
7.	www.irctcbuddhistrain.com	15%	
	Total	100%	

The total amount quoted by the firm shall be allocated domain wise as explained above however, in case if IRCTC later decides to discontinue Digital Marketing of any product the same shall be removed from the list by giving 15 days notice. Similarly, IRCTC Digital Marketing work profile being dynamic in nature, a new product may be added or replaced with existing/old product in the list and allocation of the % amount shall be decided by IRCTC and advised to the agency. However, the total value of the contract under no circumstances shall exceed the accepted value of the contract.

The Scope of work is minimum which is mentioned above, the service provider should ensure qualitative posts/uploads/articles/directories/Press release/Paid articles and if required need to increase the quantity to achieve the desired results/targets as indicated.

7. The scope of work is just illustrative and shall include other work associated to ensure higher visibility & booking conversion of IRCTC Tourism Products.

Annexure “B”

PAYMENT METHODOLOGY PER WEBSITE/DOMAIN

SN	PARTICULARS	IRCTC AIR	MAHARAJAS EXPRESS	E-CATERING	IRCTC TOURISM	BUDDHIST CIRCUIT TRAIN	GOLDEN CHARIOT	IRCTC OFFICIAL CORPORATE HANDLE	ILLUSTRATION			
									TARGET	ACHIEVED	PAYMENT	
											Acheived	Penalty
Google Search Engine Keywords Ranking Target (Monthly Deliverables Point No. 1)	Category 1 Keywords	5.00%	10.00%	5.00%	12.00%	10.00%	10.00%	0.00%				
	Case 1 (Achieved)								1	1 (Equal to target)	Full Payment	
	Case2 (Penalty)								1	0		NIL PAYMENT (0%)
	Category 2 Keywords	4.00%	10.00%	4.00%	12.00%	10.00%	10.00%	0.00%				
	Case 1 (Achieved)								2	2 (Equal to target)	Full Payment	
	Case2 (Penalty)								2	0 (0)		Nil Payment (0%)
	Case 3 (Pro-rata basis)								2	1 (less than target but more than 0)		Pro-rata Basis
	Category 3 Keywords	3.00%	4.00%	3.00%	7.50%	4.50%	4.50%	0.00%				
	Case 1 (Achieved)								4	4 (Equal to target)	Full Payment	
	Case2 (Penalty)								4	0 (0)		Nil Payment (0%)
	Case 3 (Pro-rata basis)								4	1 to 3 (less than target but more than 0)		Pro-rata basis
Google Play Store Keywords Ranking Target (Monthly Deliverables Point No. 1)	Category 1 Keywords	5.00%	0.00%	4.00%	0.00%	0.00%	0.00%	0.00%				
	Case 1 (Achieved)								1	1 (Equal to target)	Full Payment	
	Case2 (Penalty)								1	0		NIL PAYMENT (0%)

	Category 2 Keywords	4.00%	0.00%	3.00%	0.00%	0.00%	0.00%	0.00%				
	Case 1 (Achieved)								2	2 (Equal to target)	Full Payment	
	Case2 (Penalty)								2	0 (0)		Nil Payment (0%)
	Case 3 (Pro-rata basis)								2	1 (less than target but more than 0)		Pro-rata Basis
	Category 3 Keywords	3.00%	0.00%	3.00%	0.00%	0.00%	0.00%	0.00%				
	Case 1 (Achieved)								4	4 (Equal to target)	Full Payment	
	Case2 (Penalty)								4	0 (0)		Nil Payment (0%)
	Case 3 (Pro-rata basis)								4	1 to 3 (less than target but more than 0)		Pro-rata basis
Google Analytical Organic Traffic Target (Monthly Deliverables Point No. 2)	Google Analytics	6.00%	5.00%	5.00%	7.50%	4.50%	4.50%	0.00%				
	Case 1 (Achieved) (100%)								20%	20% and above	Full Payment	
	Case2 (Penalty) (Pro-rata basis)								20%	0.01% - 19.99%		Pro-rata basis
	Case 3 (Penalty) (0%)								20%	0%		Nil Payment
Play store + App Store Browse First Time Organic installations (Monthly Deliverables Point No. 2)	First Time Installs/Downloads	5.00%	0.00%	4.00%	0.00%	0.00%	0.00%	0.00%				
	Case 1 (Achieved) (100%)								10%	10% and above	Full Payment	
	Case2 (Penalty) (Pro-rata basis)								10%	0.01% - 9.99%		Pro-rata basis
	Case 3 (Penalty) (0%)								10%	0%		Nil Payment
iOS App Store Browse (Impressions) (Monthly Deliverables Point No. 2)	Google Analytics	4.00%	0.00%	3.00%	0.00%	0.00%	0.00%	0.00%				
	Case 1 (Achieved) (100%)								10%	10% and above	Full Payment	
	Case2 (Penalty) (Pro-rata basis)								10%	0.01% - 9.99%		Pro-rata basis
	Case 3 (Penalty) (0%)								10%	0%		Nil Payment

Social Media Marketing	Followers Target	0.00%	10.00%	8.00%	0.00%	10.00%	10.00%	30.00%	As per Monthly Deliverables No. 3(E)
	<u>CREATING MAKING INCLUDING POST COPY AND POSTING (INCLUDING SHUTTERSTOCK IMAGE FOR CREATIVE AS PER REQUIREMENT)</u>	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	30.00%	As per Monthly Deliverables No. 3(C)
	<u>1 VIDEO PER MONTH/DOMAIN WITH VOICE OVER/MUSIC(TOTAL 7 PER MONTH)</u>	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	25.00%	As per Monthly Deliverables No. 3(D)
	<u>20 SHUTTERSTOCK CLIPS PER MONTH FOR USE OF VIDEO MAKING</u>	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	
Blogs Posting	2 BLOGS WRITING PER MONTH of 600 words each	5.00%	5.00%	5.00%	5.00%	5.00%	5.00%	0.00%	As per Monthly Deliverables No. 4
Keyword Based Landing Pages	1 Keyword bases SEO friendly landing pages of 800 words each including graphics(look and feel) of the website.	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	0.00%	As per Monthly Deliverables No. 5
Analytical Tool Reporting	Social Media Listening and Management Tools	10.00%	10.00%	7.00%	10.00%	10.00%	10.00%	14.00%	As per Scope of Work Point No. 5(d)(IV)
	Total	100%	100%	100%	100%	100%	100%	100%	

(Original Certificate on the letterhead of the CA to be uploaded)

**Format for Certificate to be issued by CA with respect to experience
and turnover of the bidder**

Dear Sir,

I/We,

(Name of Chartered Accountant of M/s _____ (Name of Bidder),
hereby certify that M/s _____ (Name of the Bidder),
_____ (Status of the firm viz. Pvt. Ltd. Company/Partnership Firm/LLP
etc) is in the business of Digital Marketing (Search Engine Optimisation, Social Media
Marketing, Search Engine Marketing) in India since _____.

We certify that as per the Audited Books of Accounts of M/s _____,
the turnover in the last three
financial years from Digital Marketing (Search Engine Optimisation, Social Media Marketing,
Search Engine Marketing) is as under:

Financial Year	Total Turnover (Rs. in crores)	Turnover from SEO, SMM, SEM
2016-17		
2017-18		
2018-19		

Signature of the authorized signatory
Name & Designation
Name of the Firm/Company
Email
Mobile
Membership Number
DIN

FORMAT FOR COVERING LETTER
(On Letter Head)

ANNEXURE - “D”

To

**General Manager-Tourism
Indian Railway Catering & Tourism Corporation Ltd.
M-13, Punj House, Connaught Place
New Delhi 110001**

Ref: Tender No: 2020/IRCTC/CO/T&M/Digital Marketing.

Subject: **Open e-Tender for Digital Marketing (SEO,SMM,SEM and ASO) of IRCTC websites/Apps.**

Dear Sir,

- a) I / We _____ have read the general guidelines and e-Tender Document attached hereto containing the Terms and Conditions and agree to e-Tender by such conditions. I / We offer for the subjected services in the attached schedules and hereby bind myself / ourselves to complete all the formalities from time to time as required after the award of Contract.
- b) I / We hereby understand that the submission of e-Tender does not guarantee allotment of Contract. I / We further understand that in case of any information submitted by me / us being found to be incorrect, IRCTC will have the right to summarily reject the e-Tender, cancel the Contract or revoke the same at any time without assigning any reason whatsoever.
- c) I / We further agree to execute an agreement as per terms & conditions and Scope of work of Contract for the subjected services. In case of acceptance of e-Tender by the IRCTC, I / We bind myself / ourselves to execute the Contract agreement awarded to me / us and to commence the services as per the conditions of the Contract failing which, I / We shall have no objection to the forfeiture of full Security Deposit, deposited by us with IRCTC in addition to other penalties specified under the terms of Contract.
- d) IRCTC and its representatives are hereby authorized to conduct any inquiries or investigations or seek clarifications or verify any statements, documents and information submitted in connection with this e-Tender.
- e) On account of non-acceptance of award or on account of not fulfilling e-Tender conditions within the prescribed time, I/We shall be debarred by IRCTC for further participation in the future Tenders of IRCTC. In addition IRCTC can forfeit my/our Earnest Money Deposit (EMD).

- f) It is certified that rate(s) of the service(s) mentioned in the Financial Bid is not higher compared to as it is in the market. In case of any discrepancy noticed on this account IRCTC can take actions as may be deemed fit by IRCTC.

I / We do hereby confirm that I / We have the necessary authority and approval to submit this e-Tender document for the subjected services to the Authority of IRCTC Ltd. The following persons may be contacted for any information or clarifications relating to this Contract:

Name:

Address:

Telephone, fax number:

A notice or letter of communication addressed to me / us at the given address given in the e-Tender, even by ordinary post will be deemed to be valid and proper notice of intimation to me/us.

Authorized signatory
Name & Designation and seal

Address:

Date:

Place:

With Kind regards

For _____(name of the company/organization)

Signature of the Authorized signatory and Company/organization seal
(Name of the authorized signatory)
Address:

(Format for Certificate to be issued by Public Sector Undertakings/Private company on their letterhead with respect to the completed/ongoing Assignments/Activities awarded to the Agencies)

I, _____ (name and designation of official), hereby certify that M/s _____ (name of the Agency) has been awarded the following assignment(s) by our organization, _____ (name of the organization), and the Agency is performing satisfactorily/has executed the work satisfactorily.

Assignment	
Description of Assignment including the Scope of Work assigned to the Agency	
Period of Coverage	
Start Date	
End Date	
Geographical Distribution/Coverage with name of country(ies)	
Approx. Value of Services (Rs.)	

Signature
Name and Designation of the official with seal/stamp

- Only Digital Marketing (SEO, SMM, SEM) work experience shall be considered.
- In case of more assignments/activities the same may be included in the same Certificate with details as per the above format separately for each assignment/activity.
- The Agencies should enclose copies of Work Orders, Letter of Award issued to them by the respective Organizations in support of each Certificate.

FINANCIAL BID

To

**General Manager-Tourism
Indian Railway Catering & Tourism Corporation Ltd.
M-13, Punj House, Connaught Place
New Delhi 110001**

Ref: Open E-Tender No: 2020/IRCTC/CO/T&M/Digital Marketing

Subject: Open e-Tender for Digital Marketing (SEO,SMM,SEM and ASO) of the IRCTC Website/Apps mentioned in the Tender Document.

- a) I/We accept the terms and conditions mentioned in the e-Tender Document which have been clearly understood by us.
- b) I/We have duly digitally signed the e-Tender Document.
- c) I/We further certify that we are ready to start the Digital Marketing within the timeframe given by team of IRCTC as per the terms and conditions prescribed in the e-Tender Document.
- d) I/We understand that IRCTC reserve the right to accept, reject or consider any offer without assigning any reason whatsoever.

I further declare that the information furnished by us in this document is true and correct.

My offer cost for providing Services of Digital Marketing (Search Engine Optimization, Social Media Marketing, Search Engine Marketing and App Store Optimization of the IRCTC websites/Apps mentioned in the Tender Document and Scope of Work, per month is as under.

Particulars	Amount in INR (Per Month Rate)	
	In Figures	In words
Digital Marketing (Search Engine Optimization, Social Media Marketing, Search Engine Marketing and App Store Optimization of the IRCTC Websites/Apps per month	(Not to be filled here and to be filled through online mode only)	(Not to be filled here and to be filled through online mode only)
GST%	(Not to be filled here and to be filled through online mode only)	(Not to be filled here and to be filled through online mode only)
Total	(Not to be filled here and to be filled through online mode only)	(Not to be filled here and to be filled through online mode only)

(The quoted overall amount shall be bifurcated as per domain wise corresponding % allocation by IRCTC as given in scope of work monthly deliverables point no: 6)

Note: In case of discrepancy in the amount quoted in words and figures, the amount written in words shall be considered.

Signature of Bidder/Authorised Signatory
(To be uploaded digitally)

PRE-CONTRACT INTEGRITY PACT

This pre-bid pre-contract Agreement (hereinafter called the Integrity Pact) forming part of the Technical Bid (Packet A) is made between,

Indian Railway Catering & Tourism Corporation Limited (IRCTC), A Govt. Of India Public Sector Enterprise under the Ministry of Railways, (hereinafter called the “BUYER”, which expression shall mean and include, unless the context otherwise requires, his successors in office and assigns) of the First Part and

_____ (Name of company)
represented by Shri _____ (Name and Designation of Official signing the Tender Document and other documents) (hereinafter called the “BIDDER” which expression shall mean and include, unless the context otherwise requires, his successors and permitted assigns) of the Second Part.

WHEREAS the BUYER proposes to engage services of a Service Provider for providing comprehensive onboard services for the guests of IRCTC’s Luxury Train currently called Maharajas’ Express

and

WHEREAS the BIDDER is a private company/public company/Government undertaking/partnership /Proprietorship firm, constituted in accordance with the relevant law in the matter

NOW, THEREFORE , to avoid all forms of corruption by following a system that is fair, transparent and free from any influence/prejudiced dealing prior to, during and subsequent to the currency of the contract to be entered into with a view to:-

- Enable the BUYER to obtain the desired services at a competitive price in conformity with the laid down standards prescribed in this document by avoiding the high cost and the distortionary impact of corruption on public procurement, and
- Enable the BIDDER to abstain from bribing or indulging in any corrupt practice in order to secure the contract by providing assurance to them that their competitors will also abstain from bribing and other corrupt practices and the BUYER will commit to prevent corruption, in any form, by its officials by following transparent procedures.

The parties hereto hereby agree to enter into this Integrity Pact and agree as follows:

(A) Commitments of the BUYER

- 1) The BUYER undertakes that no official of the BUYER, connected directly or indirectly with the contract, will demand, take a promise for or accept, directly or through intermediaries, any bribe, consideration, gift, reward, favour or any material or immaterial benefit or any other advantage from the BIDDER, either for themselves or for any person, organization or third Party related to the contract in exchange for an

advantage in the bidding process, bid evaluation, contracting or implementation process related to the contract.

- 2) The BUYER will, during the pre-contract stage, treat all BIDDERS alike, and will provide to all BIDDERS the same information and will not provide any such information to any particular BIDDER which could afford an advantage to that particular BIDDER in comparison to other BIDDERS.
- 3) All the officials of the BUYER will report to the appropriate Government office if any attempted or completed breaches of the above commitments as well as any substantial suspicion of such a breach.
- 4) In case any such preceding misconduct on the part of such official(s) is reported by the BIDDER to the BUYER with full and verifiable facts and the same is prima facie found to be correct by the BUYER, necessary disciplinary proceedings, or any other action as deemed fit, including criminal proceedings may be initiated by the BUYER and such a person shall be debarred from further dealing related to the contract process. In such a case while an enquiry is being conducted by the BUYER the proceedings under the contract would not be stalled.

(B) Commitments of BIDDER

- 1) The BIDDER commits itself to take all measures necessary to prevent corrupt practices, unfair, means and illegal activities during any stage of its bid or during any pre-contract or post- contract stage in order to secure the contract or in furtherance to secure it and in particular commit itself to the following:-
 - (i) The BIDDER will not offer, directly or through intermediaries, any bribe, gift, consideration, reward, favour, and material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the BUYER, connected directly or indirectly with the bidding process, or to any person, organization or third party related to the contract in exchange for any advantage in the bidding, evaluation, contracting and implementation of the contract.
 - (ii) The BIDDER further undertakes that it has not given, offered or promised to give, directly or indirectly any bribe, gift, consideration, reward, favour, any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the BUYER or otherwise in procuring the Contract or forbearing to do or having done any act in relation to the obtaining or execution of the contract or any other contract with the Government for showing or forbearing to show favour or disfavour to any person in relation to the contract or any other contract with the Government.
 - (iii) The BIDDER shall disclose the payments to be made by them to agents/brokers or any other intermediary, in connection with this bid/contract.
 - (iv) The BIDDER, either while presenting the bid or during pre-contract negotiations or before signing the contract, shall disclose any payments he has made, is committed to or intends to make to officials of the BUYER or their family members, agents, brokers or any other intermediaries in connection with the contract and the details of services agreed upon for such payments.
 - (v) The BIDDER will not collude with other parties interested in the contract to impair the transparency, fairness and progress of the bidding process, bid evaluation, contracting and implementation of the contract.

- (vi) The BIDDER will not accept any advantage in exchange for any corrupt practice, unfair means and illegal activities.
- (vii) The BIDDER shall not use improperly, for purpose of competition or personal gain, or pass on to others, any information provided by the BUYER as part of the business relationship, regarding plans, technical proposal and business details, including information contained in any electronic data carrier. The BIDDER also undertakes to exercise due and adequate care lest any such information is divulged.
- (viii) The BIDDER commits to refrain from giving any complaint directly or through any other manner without supporting it with full and verifiable facts.
- (ix) The BIDDER shall not instigate or cause to instigate any third person to commit any of the actions mentioned above.
- (x) If the BIDDER or any employee of the BIDDER or any person acting on behalf of the BIDDER, either directly or indirectly, is a relative of any of the officers of the BUYER, or alternatively, if any relative of an officer of the BUYER has financial interest/stake in the BIDDER's firm, the same shall be disclosed by BIDDER at the time of filling of tender.
- (xi) The term 'RELATIVE' for this purpose would be as defined in Section 6 of the Companies Act 1956.
- (xii) The BIDDER shall not lend to or borrow any money from or enter into any monetary dealings or transactions, directly or indirectly, with any employee of the BUYER.

(C) Previous Transgression

- a) The BIDDER declares that no previous transgression occurred in the last three years immediately before entering into this Integrity Pact, with any other company in any country in respect of any corrupt practices envisaged hereunder or with any Public Sector Enterprise in India or any Government Department in India which could justify BIDDER's exclusion from the tender process.
- b) The BIDDER agrees that if it makes incorrect statement on his subject, BIDDER can be disqualified from the tender process or the contract, if already awarded, can be terminated for such reason.

(D) Earnest Money

While submitting the technical bid, the Bidder shall deposit an amount as specified in the Tender Document as Earnest Money with the BUYER through online e-tendering portal

The Earnest Money shall be valid upto a period of as specified in the document as per the contractual obligations.

In case of the successful BIDDER, a clause would also be incorporated in the Article pertaining to Performance Security which as per provisions laid down in the document and under Sanctions for Violations shall be applicable for forfeiture in case of decision by the BUYER for violation of this pact.

No interest shall be payable by the BUYER to the BIDDER on Earnest Money/Security Deposit/performance Security.

(E) Sanctions for Violations

Any breach of the aforesaid provisions by the BIDDER or any one employed by it or acting on its behalf (whether with or without the knowledge of the BIDDER) shall entitle the BUYER to take all or any one of the following actions, wherever required:-

- 1) To immediately call off the pre contract negotiations without assigning any reason or giving any compensation to BIDDER. However, the proceedings with the other BIDDER (s) would continue.
- 2) The Earnest Money Deposit (in pre-contract stage) and/or Security Deposit/Performance Bond (after the contract is signed) shall stand forfeited either fully or partially, as decided by the BUYER and the BUYER shall not be required to assign any reason therefore.
- 3) To immediately cancel the contract, if already awarded, without giving any compensation to the BIDDER.
- 4) To recover all sums already paid by the BUYER, BIDDER with interest thereon at 2% higher than the prevailing Prime Lending Rate of State Bank of India. If any outstanding payment is due to the BIDDER from the BUYER in connection with this contract/any other contract, such outstanding payment could also be utilised to recover the aforesaid sum and interest.
- 5) To encash the Advance Bank Guarantee/Earnest Money and Performance Bond/Warranty Bond/Security Deposit, if furnished by the BIDDER, in order to recover the payments, already made by the BUYER, along with interest.
- 6) To cancel all or any other Contracts with the BIDDER. The BIDDER shall be liable to pay compensation for any loss or damage to the BUYER resulting from such cancellation/rescission and the BUYER shall be entitled to deduct the amount so payable from the money(s) due to the BIDDER.
- 7) To debar the BIDDER from participating in future bidding processes of the IRCTC for a minimum period of five years, which may be further extended at the discretion of the BUYER.
- 8) To recover all sums paid in violation of this Pact by BIDDER(s) to any middleman or agent or broker with a view to securing the contract.
- 9) In case where irrevocable Letters of Credit have been received in respect of any contract signed by the BUYER with the BIDDER, the same shall not be opened.
- 10) Forfeiture of Performance Bond, if any, in case of a decision by the BUYER to forfeit the same without assigning any reason for imposing sanction for violation of this pact.

The BUYER will be entitled to take all or any of the action mentioned above on the Commission of any violation by the BIDDER or any one employed by it or acting on its behalf (whether with or without the knowledge of the BIDDER), of an offence as defined in Chapter IX of the Indian Penal Code, 1860 or Prevention of Corruption Act, 1988 or any other statute enacted for prevention of corruption.

The decision of the BUYER to the effect that a breach of the provisions of this Pact has been committed by the BIDDER shall be final and conclusive on the BIDDER However, the BIDDER can approach the independent monitor(s) appointed for the purposes of this Pact.

(F) Fall Clause

The BIDDER undertakes that it has not supplied/is not supplying similar products/systems or subsystems at a price lower than that offered in the present bid in respect of any other Ministry/Department of the Government of India or PSU and if it is found at any stage that similar product/systems or sub systems was supplied by the BIDDER to any other Ministry/Department of the Government of India or a PSU at a lower price, then that very price, with due allowance for elapsed time, will be applicable to the present case and the difference in the cost could be refunded by the BIDDER to the BUYER, if the contract has already been concluded.

(G) Independent Monitors

- 1) The BUYER has appointed following Independent External Monitors (hereinafter referred to as Monitors) for this Pact in consultation with the Central Vigilance Commission.

Sh. A P Shrivastava, IRS (Retd.)
1004, B-1 Building, Bramha Emerald
County
Kausar Baug, NIBM Road
Pune - 411048

- 2) The task of the Monitors shall be to review independently and objectively, whether and to what extent the parties comply with the obligations under this Pact.
- 3) The Monitors shall not be subject to instructions by the representatives of the parties and perform their functions neutrally and independently.
- 4) Both the parties accept that the Monitors have the right to access all the documents relating to the project/procurement, including minutes of meetings.
- 5) As soon as the Monitor notices, or has reason to believe, a violation of this Pact, he will so inform the Authority designated by the BUYER.
- 6) The BIDDER(s) accepts that the Monitor has the right to access without restriction to all Project documentation of the BUYER including that provided by the BIDDER. The BIDDER will also grant the Monitor, upon his request and demonstration of a valid interest, unrestricted and unconditional access to his project documentation. The same is applicable to Subcontractors. The Monitor shall be under contractual obligation to treat the information and documents of the BIDDER/Subcontractor(s) with confidentiality.
- 7) The BUYER will provide to the Monitor sufficient information about all meetings among the parties related to the Project provide such meetings could have an impact on the contractual relations between the parties. The parties will offer to the Monitor the option to participate in such meetings.
- 8) The Monitor will submit a written report to the designated Authority of BUYER/Secretary in the Department and, should the occasion arise, submit proposals for correcting problematic situations.

(H) Facilitation of Investigation

In case of any allegation of violation of any provisions of this Pact or payment of commission, the BUYER or its agencies shall be entitled to examine all the documents including the Books of Accounts of the BIDDER and the BIDDER shall provide necessary information and documents in English and shall extend all possible help for the purpose of such examination.

(I) Law and Place of Jurisdiction

This Pact is subject to Indian Law. The place of performance and jurisdiction is the seat of the BUYER.

(J) Other Legal Actions

The actions stipulated in this Integrity Pact are without prejudice to any other legal action that may follow in accordance with the provisions of the extant law in force relating to any civil or criminal proceedings.

(I) Validity

The validity of this Integrity Pact shall be from date of its signing and extend upto 5 years or the complete execution of the contract to the satisfaction of both the BUYER and the BIDDER, including warranty period, whichever is later. In case BIDDER is unsuccessful, this Integrity Pact shall expire after six months from the date of the signing of the contract.

Should one of several provisions of this Pact turn out to be invalid; the remainder of this Pact shall remain valid. In this case, the parties will strive to come to an agreement to their original intentions.

The Parties hereby sign this Integrity Pact at _____ on _____

BUYER

Name _____

Designation _____

WITNESS

1. _____

2. _____

BIDDER

Name _____

Designation _____

WITNESS

1. _____

2. _____