



Government of Maharashtra

**Request for Quotation for Social Media
support to Maharashtra Tourism
Development Corporation (MTDC)**

A) Introduction

Maharashtra – Nation within a Nation is the third largest state in the country, both in terms of population and area. The state capital city of Mumbai, one of the largest and most vibrant cities in the world is also the financial and entertainment capital of the country. It is one of the few regions in the world which offers multiple types of destinations for its tourists. It has long coastline of 720 kilometers along the lush green Konkan region. The Western Ghats and the Sahyadri mountain range offer hill stations and water reservoirs with semi-evergreen and deciduous forests. And, the Vidarbha region of Maharashtra, with its dense forests, is home to several wildlife sanctuaries and nature parks. The state is also blessed with a rich history, tradition and culture, which is evident through its world class ancient forts and monuments, ancient cave temples and pilgrimage centers.

Maharashtra Tourism Development Corporation (MTDC), a company incorporated under the companies Act 1956, is a Government of Maharashtra undertaking and has been incorporated to provide auxiliary support for development of commercially viable tourism infrastructure and products in the state of Maharashtra. It currently operates 29 resorts, 29 restaurants, 2 boat clubs, and Indian Institute of Scuba Diving & Aquatic Sports (IISDA). Besides, it organizes activities like BMC Heritage walk. Besides, MTDC also plans for product diversification wherein it would develop MTDC products and packages across Maharashtra so as to benefit tourism stakeholders, local people, and local businesses as well as generate revenue for MTDC.

MTDC is currently in process of rebranding its products and services for which it needs to reach out to all its stakeholders comprising of end consumers i.e. potential tourists, travel industry, wholesalers & retailers, trade professionals, travel associations, media, travel motivators and influencers.

With the current trend, the importance of social media has accelerated with its quick reach to millions of people. It has become one of the most significant aspect of digital marketing. MTDC therefore desires to obtain social media support to help reach its tourism products and services across the state amongst all its stakeholders and beneficiaries.

B) Scope of Work

The scope is specified below. It is to be noted that the roles & responsibility of the Agency will be inclusive but not limited to the following. The Agency will be required to carry out all activities and perform roles & responsibility to meet the objective of engagement with tourists / potential tourists through MTDC's social media handles. The agency shall be required to utilize back-end infrastructure like production facility/recording studio/etc. along with back-end experts like creative content writers, graphic designers, voice-over experts, animation and translation services etc. Necessary cost for the infrastructure/back-end experts (if any) should be included in the financial bid by the Bidder.

1. Social Media Strategy

Strategize, plan and continuously improvise the Social Media Strategy for MTDC. This includes how to optimize social media as a platform to strengthen MTDC as a brand and Tourism Corporation of Maharashtra in general. Proactively engage with MTDC to validate the strategy. Furthermore, leverage social media analytics to feedback into the overall strategy. Assess and target key influencers (seeds and drivers of popularity) in the overall strategy.

The agency will be responsible for handling, managing & maintenance of all official social media handles of MTDC (Facebook, Instagram, Twitter, and YouTube).

The agency shall be responsible for supporting MTDC for any paid social media activity as and when undertaken by the corporation.

List of all official social media handles of MTDC, is listed below:

Social Media Platform	Handle/Web Link
Facebook	@hellomtdc
Instagram	@hellomtdc
Twitter	@HelloMTDC
Youtube	hellomtdc

2. Social Customer Relationship Management (CRM)

Provide accurate, complete, polite and prompt feedback to user interactions on the social media sites. The bidder shall seek input from MTDC where the feedback requires such information. User interactions shall be replied in the originating language of the user (limited to Marathi, Hindi and English languages only); in all other cases, reply in English language shall be provided.

3. Moderation

Moderate the sites to avoid spam, advertisements and inappropriate content.

4. Relevance and current events

Ensure updating with respect to current season or key event surrounding MTDC resorts / units / properties in the state by changing or promoting corresponding content (text, photos or other) or display theme at periodic intervals. Regularly and periodically update the page with respect to the current/upcoming event(s). Care should be taken to highlight regional / seasonal variations across the regions and districts of the state especially where MTDC resorts / units / properties are located.

Ensure that the target audience for social media is relevant (people with interest in Travel or Tourism, or with interest in Maharashtra or India etc.) and thus consequently that the actual audience for social media is relevant.

5. Analytics

Collect, monitor, leverage social media site analytics (for example, Facebook Insights) to improvise Social Media Optimization. This shall include advanced analytics such as –

- User analysis - location, age-group, likes, user patterns etc.
- Hashtag & campaign tracking – shares, reach, engagement, mentions
- Sentiment analysis – negative & positive
- Image recognition - protect our trademark & reputation
- Social media ROI
- Virality

Submit analytics and their interpretation to the MTDC as supporting document fortnightly. Additionally, MTDC may ask its social media handler to provide analytics and their interpretation as and when required.

6. Out of hours work

Execute defined scope of work, for periods outside defined working periods, as and when required.

7. Privacy and Security

Apply suitable privacy and security controls for a given social media site and regularly monitor the same.

8. Online Reputation Management (ORM)

Online reputation management of MTDC brand in the digital & social space (Providing appropriate response for social media handles of Maharashtra Tourism). It will include, but not limited to:

- i. Proper response posting on queries.
- ii. Removal of non-relevant posts/information/offensive content from all social media handles within 60 minutes.
- iii. As part of ORM, daily review of user generated content platforms like trip advisor, Holiday

IQ as a mandate. Report to be submitted along with monthly report.

The Bidder shall be responsible to provide Social media optimization (SMO) services covering the following:

a. Facebook:

- i. Posts highlighting and featuring MTDC Resorts, Restaurants, Boat Clubs, MICE initiatives, Tourism festivals, activities and engagements, etc. Besides, the art, culture, monuments, events, Fairs & Festivals, unique experiences taking place in close proximity of MTDC resorts are regularly to be placed on official Facebook page of MTDC through text, images, videos etc.
- ii. Minimum 60 posts per month wherein on an average 2 posts per day.
- iii. Creation/Updation of cover images and profile images fortnightly and/or as and when required.
- iv. Creation of banners for FB as and when desired.
- v. Messages in public interest.
- vi. Use of Tags and Hashtags.
- vii. Reaction Management
- viii. It also includes a particular theme-based campaign / event creation, management, execution and promotion on official Facebook page of MTDC. At-least one campaign/event/contest per month during the project period should be managed and promoted. (Gratification for contest shall be provided by the MTDC)
- ix. Organized activities and posts time to time as per directions of procurement authority
- x. "Facebook Spam" should be controlled (for example, spam followers) as per the defined requirements for moderation etc.

b. Twitter:

- i. Posts highlighting and featuring MTDC Resorts, Restaurants, Boat Clubs, MICE initiatives, Tourism festivals, activities and engagements, etc. Besides, the art, culture, monuments, events, Fairs & Festivals, unique experiences taking place in close proximity of MTDC resorts are regularly to be placed on official twitter handle of MTDC through text, images, videos etc.
- ii. Minimum 30 Tweets per month wherein on an average 1 Tweets per day (not including retweets).
- iii. Retweeting posts / tweets related to Maharashtra Tourism that have been posted by prominent personalities, influencers, viral posts on social media, or disseminate important information related to travel and tourism in the state and country.
- iv. Creation/Updation of cover images and profile images as and when required.
- v. Creation of banners for twitter handle as and when desired.
- vi. Messages in public interest.
- vii. Use of Tags and Hashtags.

viii. Reaction Management

ix. “Twitter Spam” should be controlled (for example, spam followers) as per the defined requirements for moderation etc.

c. Instagram:

i. Posts highlighting and featuring MTDC Resorts, Restaurants, Boat Clubs, MICE initiatives, Tourism festivals, activities and engagements, etc. Besides, the art, culture, monuments, events, Fairs & Festivals, unique experiences taking place in close proximity of MTDC resorts are regularly to be placed on official Instagram handle of MTDC through text, images, videos etc. along with the hashtags & brief captions.

ii. The agency is expected to publish content that is engaging and visually appealing, the content must be fresh

iii. The ownership of and right to all content shall be of MTDC.

iv. Agency is expected to repost influencers / celebrity posts related to MTDC properties and products.

v. Minimum 60 Post per month wherein on an average 2 Posts per day (not including reposts).

vi. Reaction Management etc

d. YouTube

Uploading of Videos / Short Clippings on official YouTube channel of MTDC for its resorts / units / properties and tourist attractions, places, events, fairs & festivals in close proximity of MTDC resorts / properties / units on YouTube channel. Creation of minimum 30 Post per month wherein on an average 1 Post per day. Videos shall be provided by MTDC

10. Social Media Monitoring Programmer

i. Planning and executing a “Social Media Monitoring Program” on Social Media platforms

ii. The agency shall be responsible for ensuring verification of MTDC social media accounts upon successfully completing the criteria for the same

iii. Social Media Monitoring Program will create and manage a monitoring platform which will be both predictive and reactive in approach

iv. Important metrics for consideration are: total likes per month, increase in-users /followers per month, list of positive comments per month, list of negative comments per month, Average likes per post. In case of any specific contest/campaign, Analysis would be based on pre-defined parameter of impact.

v. The key Languages to be monitored will be Hindi, English and Marathi

vi. Analytical reports of the campaign and regular activities must be provided to MTDC. These reports must include the following:

- o There must be a section in the analytical report which shows the monthly analytics. It is

to be shown in a graph which will specify best day of the week/month and also the hourly analysis of the best day.

- The Images/Tweets/Posts which have got the highest number of impressions must be shown in the analytical report. The report must also specify the user who has posted that image and number of impressions/favourites that image has received. Information on the best performing post, tweet and possible reasons to be provided by the agency.
- The agency shall deliver monthly, quarterly and annual analytics report on social media performance of MTDC social media touchpoints.
- Note: Certain analytical information may not be available. However, the Agency is expected to detail out every available piece of analytics to assess the performance.

11. Contest/Campaign

A theme-based campaign / event creation, management, execution and promotion on official social media handles of MTDC will be done by the service provider. At-least one campaign/event/contest every two months during the project period should be managed and promoted. (Gratification and paid promotion, if required, for contest shall be arranged by MTDC)

Innovative Campaigns – The agency shall be responsible for carrying out innovative campaigns with bloggers/industry partners who are having strong digital presence, to support & sustain digital brand image of Maharashtra Tourism Development Corporation with top media houses throughout the tenure as & when required. It will include, but not limited to:

- i. Creating banners and mini video clips for all campaigns organized during the tenure.

12. Fact Finding, Vetting & Approval

The content for all these platforms in Marathi, Hindi & English will be approved by the competent Agency of MTDC, or the representatives. Only after it has been approved on email or in urgency on whatsapp group than only the content will be posted publicly by the agency.

13. Use of Picture/Photo/Images

The pictures should be credited wherever required, mostly raw images by MTDC should be used, unless asked for processed images.

14. Experience

The Social Media Agency should have proven experience of minimum 3 Years of providing social media support to reputed origination including minimum 1Year experience with Government origination.

C) Payment Details

Payment Terms -

1. No advance payment shall be made.
2. The Bidder's request(s) for payment shall be made to the MTDC in writing, accompanied by an invoice describing, as appropriate, the Goods/Products/Services/Solutions delivered and the Services performed, value delivered to MTDC, quantifying the engagement, impact assessment across the various social media platforms, reach and viewership of the various activities undertaken, and upon fulfilment of other obligations stipulated in the contract.

No separate cost would be allowed for travel undertaken for interaction with MTDC / Department of Tourism / Directorate officials or travels undertaken for various activities included in the Scope of Work.

3. Payment shall be made within forty-five (45) days only after the positive satisfactory report by the MTDC Publicity Branch conforming the Quality of deliverables, execution of responsibilities and as per the terms and conditions of this RFQ. Failing to meet the set deliverables shall lead to deductions in monthly payments.
4. The Bidder has to submit monthly status reports for all the resources deployed on the project in addition to progress status report for planned vs actual progress at the end of every month.
5. Payment will be made by electronic transfer of funds to the bank account of the Agency in Indian Rupees. The Agency will submit pre-receipted invoices in triplicate, complete in all respects, within ten (10) days of the last working day of every month, for necessary settlement. The price quoted by the bidder shall be fixed and inclusive of all taxes, duties, levies etc. (but exclusive of GST), during the bidder's performance of contract. The GST shall be paid at the prevalent rates.
6. Taxes shall be paid as applicable and as per actuals.
7. The penalty (if any) shall be calculated and deducted from the immediate payment due.
8. The Bidder, in the event of MTDC deciding to discontinue with the services of the Bidder, either during or after the Project Period will do the knowledge and data transfer to MTDC / new social media handler chosen by MTDC and will provide all necessary help to both MTDC and the new social media handler in doing the same.
9. For facilitating Electronic Transfer of funds, the selected Agency will be required to indicate the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and

Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the selected Agency.

D)Submission of Quote

The agencies / applicants may submit sealed quotations in response the this RFQ in following format:

Sr. No.	Description	Amount (In INR)
1.	Costs for Retainer ship Deliverables exclusive of taxes for 1 Years	
2.	Applicable Taxes	
3.	Total	