

# Institute of Urban Transport (India)

24<sup>th</sup> September, 2016

**9<sup>th</sup> Urban Mobility India – 2016 Conference cum Exhibition  
November 8<sup>th</sup> – 11<sup>th</sup>, 2016 in Mahatma Mandir, Gandhinagar, Gujarat**

## **Appointment of Professional Service Provider (Social Media etc.) – Call for Quotations**

1. The Institute of Urban Transport (India) [IUT] invites bids from interested, eligible and experienced Professional Service Provider (PSP) to provide Live Streaming, Tweet Wall, Photo Booth, Mobile App and Digital PR.
2. The Terms of Reference (TOR) for Professional Service Provider (PSP) are enclosed at **Annexure–I**. The services required are outlined in **Annexure–II**.
3. The Financial Bid is to be submitted as per the Tender Return Form enclosed as **Annexure III**.
4. Key dates:

<b><u>Sl. No.</u></b>	<b><u>Particulars</u></b>	<b><u>Date</u></b>	<b><u>Timing</u></b>	<b><u>Venue</u></b>
1.	Last date/ time for submission of bid	Monday, 3 <sup>rd</sup> October, 2016	15:00 hrs	<b>Institute of Urban Transport (India), 1<sup>st</sup> floor, Anand Vihar Metro Station Building, Delhi – 110092</b>

Sd/  
(Sumit Chatterjee)  
Officiating Executive Secretary

**9<sup>th</sup> URBAN MOBILITY INDIA CONFERENCE & EXHIBITION, 2016**

**TERMS OF REFERENCE FOR INVITING PROPOSAL FOR APPOINTMENT OF PROFESSIONAL SERVICE PROVIDER (SOCIAL MEDIA ETC.)**

1. The Ministry of Urban Development, Govt. of India, has been organizing since 2008 an annual 'CONFERENCE CUM EXHIBITION' on Urban Mobility in the months of November/December. The annual conference is held as stipulated in the National Urban Transport Policy issued by Government of India in the year 2006. The main sponsor of the conference is the Ministry of Urban Development, Government of India. A Steering Committee headed by the Secretary, Ministry of Urban Development provides overall guidance for organizing the event. The Ministry also appoints an Organizing Committee to plan and conduct the Conference-cum-Exhibition. That Committee is headed by OSD (UT) & Ex-officio JS, Ministry of Urban Development. The Ministry has assigned the task of organizing and managing this event to the Institute of Urban Transport (IUT), New Delhi a professional body set up under purview of the Ministry to support the Central, State and City Governments.
2. Eight editions of the event have been held so far; the ninth edition of the event is scheduled during November, 8-11, 2016 at Mahatma Mandir, Gandhinagar, Gujarat. The event is expected to be attended by over 1000 delegates and around 30 exhibitors will have their stalls/ displays.
3. IUT wishes to appoint an established Professional Service Provider (Social Media etc.) for 9<sup>th</sup> edition of this event to be held on 8<sup>th</sup> – 11<sup>th</sup> November, 2016 at Mahatma Mandir, Gandhinagar, Gujarat. The eligibility requirements are as under:-
  - a. The agency should be registered with Income Tax, Service Tax or VAT (Value Added Tax).
  - b. The agency shall have prior experience in developing and delivering all the services mentioned in the Annexure-II. In case, if the company doesn't have experience of delivering either of the services required, it shall not be eligible.
  - c. The agency (in its capacity) shall have access to various APIs that shall be required to deliver to the Requirements/Services detailed at Annexure-II.
  - d. The agency must have successfully executed the similar services during conferences cum exhibitions, preferably international conferences and exhibitions hosted by Government Departments, Public Sector Undertakings and UN Bodies, etc. A list of Conferences and Exhibitions wherein the required services were provided in last 5 years needs to be enclosed. Relevant testimonials and references need to be enclosed with the bid document.
  - e. The firm / agency should have its Office in New Delhi/ NCR and shall comply its operations under the IT Act by Government of India
4. The selected agency will be responsible for all aspects of the services, as indicated at Annexure-II, which though is indicative and not exhaustive.
5. Interested firms / agencies are requested to send their quotations in a sealed cover marked **"Bid For Appointment Of Professional Service Provider (Social Media Etc.)"**. The bids have to be in two separate and sealed envelopes—one containing technical bid (with two additional copies) and the other financial bid. The envelopes have to be marked as "Technical Bid"/ "Financial Bid", as the case may be.

6. The first envelope (marked “Technical Bid”) will provide information on the expertise of the agency in organizing such events with experience details as under:

- a) The participating organization should sign a declaration with details as given below and duly supported by corresponding testimonials
- b) Provide year-wise turnover for the last 5 financial years duly certified by CA.
- c) Duly filled Proforma (given below):

Name of the participating organisation	
Any other organisation involved by virtue of takeover / merger	
Date of incorporation	
Address of registered office	
Contact person (with e-mail and phone numbers)	
Address for correspondence	

- d) Single master list of events to be provided in reverse chronological order i.e., the latest event being on the top as given below for the purpose of evaluation. Events managed in the last 5 calendar years with details of:

Sl. No.	Name of the event	Host Organization	Venue	Dates of the event	No. of days	No. of Participants / Delegates	Cost of the Services provided	Contact / Reference	Activities undertaken

- e) CV of the key person, who will work full time on this event (2 pages)

7. The second envelope (marked “Financial Bid”) will state the rates for undertaking the services.

8. The bids should be accompanied with a processing fee (non-refundable) of Rs. 2,000/- ( Rupees Two thousand only) in the form of a demand draft / pay order of any commercial bank drawn in favour of **URBAN MOBILITY INDIA** payable at New Delhi. The quotation without processing fee will not be considered. The processing fee is to be enclosed with the Technical Bid form and not with Financial Bid.

9. The bids found suitable in the evaluation of the expertise and experience will be taken forward and their financial bids will be opened. The bidder with the lowest cost for each service will be evaluated separately.

10. Upon selection of the agency a letter of award will be issued for individual services require.
11. The payment will be made only for requisite services on actual basis after completion of the service(s). No advance payment shall be made by IUT.
12. Bids for the proposals are required to be submitted so as to reach the undersigned latest by **15:00 hrs on Monday, 3<sup>rd</sup> October, 2016**. The bids have to be addressed to:

**Shri Sumit Chatterjee**  
Officiating Executive Secretary  
Institute of Urban Transport (India)  
1<sup>st</sup> floor, Anand Vihar Metro Station Building,  
Delhi – 110 092.

The technical bids shall be opened at 15:00 hrs same day (Monday, 3<sup>rd</sup> October, 2016) in the office of IUT (India).

13. The bidders are advised to visit the venue on their own, if necessary, before submitting the bid to understand the layout & location of the venue.

**Important Notes:-**

- a. A soft copy of the master list of events (MS Words/MS Excels) also to be provided in a CD.
- b. Each event mentioned in the list has to be supported by testimonials such as appreciation letter /work order from the host organisation and such testimonials provided should be numbered on right top corner w.r.t. the serial number mentioned in the list of events for ready reference.
- c. E-mail correspondences in support of the testimonials will not be accepted.
- d. Events without supporting testimonial will not be considered for the technical evaluation.
- e. All the bids submitted are required to be bound (perfect/ spiral binding) with all pages numbered, duly signed and stamped. Bids with no binding (loose) and / or without page numbers will not be accepted.
- f. Extra copies of the technical bid are to be bound separately.
- g. E-mail submission of bids will not be accepted.
- h. The Institute of Urban Transport (IUT) reserves the right to accept or reject any bid without assigning any reason therefor.
- i. Wherever specific terms and conditions have not been spelt out in bid document, General Financial Rules of the Government of India shall apply.
- j. The Financial Bids of bidders who do not qualify technically will be returned unopened.

**Services to be provided/ Scope of the work:**

**1. Live Streaming**

- a. To Live Stream Multiple Sessions across the Duration of the Event on IUT and UMI's Website using the latest Technology with least latency.
- b. To work with the existing Camera Crew & Sound Set-up at the Event already provided by the Event Company designated for the Event.
- c. To Store all Videos that have been Live Streamed on the Server for later reference.
- d. To create a Detailed Report on the Live Streaming that shall include Geography, Demographics, Views and Total View Time.

**2. Tweet Wall**

- a. To Design & Deploy a Tweet Wall that can display Live Tweets & Photographs at the Event and showcase them in an innovative format on the large screens provided.
- b. To Manage the Tweet Wall throughout the Duration of the Event and ensure that it runs seamlessly.
- c. To ensure that all Tweets & Photographs that are showcased on the Screen are thoroughly checked and moderated.

**3. Photo Booth**

- a. To Design & Deliver a Photo Booth that shall act as a Selfie Booth to engage the Audience and provide them with a small Photograph Print, which they can carry as a memory from the Event.
- b. To provide functionality enabling people to share their Clicked Photograph on their Email and Social Networks such as Facebook & Twitter.
- c. To provide 1 Unit of the Photo Booth and manage these Booths throughout the Event.
- d. To manage this Activity end-to-end and ensure that Photo Booth is functional throughout the duration of the Event.

**4. Mobile App**

- a. To Design & Develop a Mobile App for the Event with information such as Agenda, Speaker Profiles, Important Details, Important Contact Information.
- b. To Develop the App in both iOS and Android builds.
- c. To make the Apps available on the App Store to ensure that users can find the Apps on the App Store and download from there.

**5. Digital PR**

- a. To Design a Online PR Plan that shall comprise of a Social Media Plan (Facebook, Twitter and other Platforms) a online Media Plan for a duration of 2 Months.
- b. To create and publish Content on relevant Platforms for the Event and ensure it reaches out to a larger cross section of people.
- c. Platforms to cover: Facebook, Twitter & LinkedIn.
- d. Work shall also include to Live Manage the Content from the Event and push regular updates on these Social Media Platforms.

Financial bid

A. Live Streaming

<u>Sl. No.</u>	<u>Services/ configuration/ specifications</u>	<u>Amount (in Rs.)</u>

B. Tweet Wall

<u>Sl. No.</u>	<u>Services/ configuration/ specifications</u>	<u>Amount (in Rs.)</u>

C. Photo Booth

<u>Sl. No.</u>	<u>Services/ configuration/ specifications</u>	<u>Amount (in Rs.)</u>

D. Mobile App

<u>Sl. No.</u>	<u>Services/ configuration/ specifications</u>	<u>Amount (in Rs.)</u>

E. Digital PR

<u>Sl. No.</u>	<u>Services/ configuration/ specifications</u>	<u>Amount (in Rs.)</u>