Karnataka State Tourism Development Corporation (KSTDC) Government of Karnataka

Invites

Request for Proposal (RFP No - KSTDC/IT/05/2018-19/DOT/CALL-2)

For

Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2

Karnataka State Tourism Development Corporation (KSTDC)
Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand),
Yeshwanthpur Circle
Bengaluru 560 022, Karnataka
Tel:- 080 4334 4343
www.kstdc.co/

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Section 1.   Letter of Invitation

Karnataka State Tourism Development Corporation (KSTDC), Government of Karnataka invites proposals for ***Selection of an Agency for the Design, Development, Operation & Maintenance of Website for Karnataka Tourism Call- 2.*** The objectives and details of the Services are provided in the attached Terms of Reference.

The Consultant will be selected under Quality and Cost Based Selection (QCBS) and in line with the procedures described in this RFP.

The RFP includes the following documents –

> Section 1 – Letter of Invitation
> Section 2 – Information to Consultants
> Section 3 – Technical Proposals – Standard Forms
> Section 4 – Financial Proposals – Standard Forms
> Section 5 – Terms of Reference
> Section 6 – Standard Form of Contract

Sd/-

General Manager (Finance)
And Tender Inviting Authority
Karnataka State Tourism Development Corporation

RFP No.: KSTDC/IT/05/2018-19/DOT/CALL-2   **Date: 27th February 2019**
[Through e-Procurement Portal only]

> REQUEST FOR PROPOSAL (RFP) FOR SELECTION OF AGENCY FOR THE DESIGN, DEVELOPMENT, OPERATION AND MAINTENANCE OF THE WEBSITE FOR KARNATAKA TOURISM CALL-2

Karnataka State Tourism Development Corporation (KSTDC), Government of Karnataka invites bids from Consultants having requisite experience in design, development, operation and maintenance of Websites through the GoK e-Procurement portal (www.eproc.karnataka.gov.in).

Interested Consultants/Firms/Agencies may submit their Request for Proposals (RFP) for providing the services for Karnataka Tourism at domestic and national level and requisite EMD electronically through the e-Procurement platform of GoK at https://www.eproc.karnataka.gov.in. The following shall be the calendar of events for tendering:

Sl. No.	Event Description	Date
1	Date of Pre-bid Meeting	1st March 2019, 11:00 hrs.
2	Last date for receiving queries/clarifications	1st March 2019, 17:00 hrs.
3	Last date for submitting proposals	7th March 2019, 15:00 hrs
4	Opening of Technical Proposal	8th March 2019, 16:00 hrs
5	Presentation on Technical Proposal	12th March 2019, 11:00 hrs.
6	Opening of Financial Proposal	14th March 2019, 11:00 hrs.
7	Earnest Money Deposit	Rs.2,00,000/- (Rupees Two Lakhs only)

Postponement of Calendar of events (if any), subsequent notification, changes, amendments and selection/ rejection of proposal shall be intimated only through e-Procurement portal and will not be published in newspapers. KSTDC reserves the right to accept or reject any or all the tenders received without assigning any reasons thereof.

More details on the Services are provided in the attached Terms of Reference (TOR).

Sd/-
General Manager (Finance)
And Tender Inviting Authority
Karnataka State Tourism Development Corporation
Bengaluru, Karnataka

Section 2.   Information to Consultants

1.   INTRODUCTION

1.1. The Client named in the "Data Sheet" will select a firm among those listed in the Letter of Invitation, in accordance with the method of selection indicated in the Data Sheet.

1.2. The Consultants are invited to submit a Technical Proposal and a Financial Proposal, as specified in the Data Sheet (the Proposal) for consulting services required for the Assignment named in the Data Sheet. The Proposal will be the basis for contract negotiations and ultimately for a signed contract with the selected Consultant.

1.3. The Assignment shall be implemented in accordance with the phasing indicated in the Data Sheet. When the Assignment includes several phases, the performance of the consultant under each phase must be to the client's satisfaction before work begins on the next phase.

1.4. The Consultants must familiarize themselves with local conditions and take them into account in preparing their Proposals. To obtain first-hand information on the Assignment and on the local conditions, consultants are encouraged to pay a visit to the Client before submitting a Proposal and to attend a pre-proposal conference if one is specified in the Data Sheet. Attending the pre-proposal conference is optional. The Consultant's representative should contact the officials named in the Data Sheet to arrange for their visit or to obtain additional information on the pre-proposal conference. Consultants should ensure that these officials are advised of the visit in adequate time to allow them to make appropriate arrangements.

1.5. The Client will provide the inputs specified in the Data Sheet, assist the firm in obtaining licenses and permits needed if any to carry out the services and make available relevant project data and reports.

1.6. Please note that (i) the costs of preparing the proposal and of negotiating the contract, including a visit to the Client, are not reimbursable as a direct cost of the Assignment; and (ii) the Client is not bound to accept any of the Proposals submitted.

1.7. Government of Karnataka (GoK) expects consultants to provide professional, objective, and impartial advice and at all times hold the Client's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests. Consultants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of not being able to carry out the assignment in the best interest of the Client.

 1.7.1. Without limitation on the generality of this rule, consultants shall not be hired under the circumstances set forth below:

   a. A firm which has been engaged by the Client to provide goods or works for a project, and any of their affiliates, shall be disqualified from providing consulting services for the same project. Conversely, firms hired to provide consulting services for the preparation or implementation of a project, and any of their affiliates, shall be disqualified from subsequently providing goods or works or services related to the initial assignment (other than a continuation of the firm's earlier consulting services) for the same project.

   b. Consultants or any of their affiliates shall not be hired for any assignment which, by its nature, may be in conflict with another assignment of the consultants.

 1.7.2. As pointed out in para. 1.7.1 (a) above, consultants may be hired for downstream work, when continuity is essential, in which case this possibility shall be indicated in the Data Sheet and the factors used for the selection of the consultant should take the likelihood of continuation into account. It will be the exclusive decision of the Client whether or not to have the downstream assignment carried out, and if it is carried out, which consultant will be hired for the purpose.

1.8. It is GOK's policy to require that consultants observe the highest standard of ethics during the execution of such contracts. In pursuance of this policy, the GOK:

    a. defines, for the purposes of this provision, the terms set forth below as follows:

        i. "corrupt practice" means the offering, giving, receiving, or soliciting of anything of value to influence the action of a public official in the selection process or in contract execution; and

        ii. "fraudulent practice" means a misrepresentation of facts in order to influence a selection process or the execution of a contract to the detriment of GOK, and includes collusive practices among consultants (prior to or after submission of proposals) designed to establish prices at artificial, non-competitive levels and to deprive GOK of the benefits of free and open competition.

    b. will reject a proposal for award if it determines that the firm recommended for award has engaged in corrupt or fraudulent activities in competing for the contract in question;

    c. will declare a firm ineligible, either indefinitely or for a stated period of time, to be awarded a GOK-financed contract if it at any time determines that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, a GOK-financed contract; and

    d. will have the right to require that, GOK to inspect consultant's accounts and records relating to the performance of the contract and to have them audited by auditors appointed by GOK.

1.9. Consultants shall not be under a declaration of ineligibility for corrupt and fraudulent practices issued by GOK in accordance with the above sub para 1.8 (d).

1.10. Consultants shall be aware of the provisions on fraud and corruption stated in the standard contract under the clauses indicated in the Data Sheet.

2. CLARIFICATION AND AMENDMENT OF RFP DOCUMENTS

2.1. Consultants may request a clarification of any item of the RFP document up to the date and time indicated in the Data Sheet, before the Proposal submission date. Any request for clarification must be sent in writing by electronic mail (e-mail) to the Client's e-mail address respectively, as indicated in the Data Sheet. The Client will respond to such requests and will upload the response (including an explanation of the query but without identifying the source of inquiry) in the e-procurement website of Govt. of Karnataka (www.eproc.karnataka.gov.in).

2.2. At any time before the submission of Proposals, the Client may, for any reason, whether at its own initiative or in response to a clarification requested by an invited firm, modify the RFP documents by amendment. Any amendment shall be issued in writing through corrigenda/ addenda. Such Corrigenda/ Addenda shall be uploaded on the e-procurement website and will be binding on them. The Client may at its discretion extend the deadline for the submission of Proposals.

3. PREPARATION OF PROPOSAL

3.1. Consultants are requested to submit a Proposal (para 1.2) written in the language(s) specified in the Data Sheet.

TECHNICAL PROPOSAL

3.2. In preparing the Technical Proposal, consultants are expected to examine the documents comprising this RFP in detail. Material deficiencies in providing the information requested may result in rejection of a Proposal.

3.3. While preparing the Technical Proposal, consultants must give particular attention to the following:

a. If a consultant considers that it does not have all the expertise for the Assignment, it may obtain a full range of expertise by associating with an individual consultant(s) and/or other consultant or entities in a joint venture or sub-consultancy, as appropriate. Consultants may associate with the other consultants invited for this Assignment only with the approval of the Client as indicated in the Data Sheet. Consultants must obtain the approval of the client to enter into a Joint Venture with consultants not invited for this assignment.

b. For assignments on a staff-time basis, the estimated number of key professional staff-months is given in the Data Sheet. The proposal shall, however, be based on the number of key professional staff-months estimated by the firm along with sub key and support staff, surveys and investigations required to be carried for a project.

c. It is desirable that the majority of the key professional staff proposed to be permanent employees of the firm or have an extended and stable working relationship with it.

d. Proposed key professional staff must at a minimum have the experience indicated in the Data Sheet.

e. Alternative key professional staff shall not be proposed, and only one curriculum vitae (CV) may be submitted for each position.

f. Reports to be issued by the consultants as part of this assignment must be in the language(s) specified in the Data Sheet. It is desirable that the firm's personnel have a working knowledge of the Client's official language.

3.4. The Technical Proposal should provide the following information using the attached Standard Forms (Section 3):

i. A Covering Letter from the applicant for submission of Technical Proposal (Section 3A)

ii. A brief description of the consultant's organization and an outline of recent experience on assignments (Section 3B) of a similar nature. For each assignment, the outline should indicate, inter alia, the profiles and names of the staff provided, duration of the assignment, contract amount, and firm's involvement.

iii. Any comments or suggestions on the Terms of Reference and on the data, a list of services, and facilities to be provided by the Client (Section 3C).

iv. A description of the methodology and work plan for performing the assignment (Section 3D).

v. Power of Attorney of Authorised Signatory (Section 3E)

vi. Financial capacity of the Bidder including a certificate from independent/ statutory auditor in the prescribed format (Section 3F)

vii. Details of the Bidder (Section 3G)

viii. Auditor Certificate for Assignments (Section 3H)

ix. Consortium Agreement format for Consortium (Section 3I)

x. Power of Attorney for Lead Member of Consortium as per the agreement format for Consortium (Section 3J)

xi. Formats for Undertaking Regarding Experience in IT Services (Section 3K)

xii. Formats for Undertaking Certificates for Not Being Black-Listed (Section 3L)

xiii. Formats for Undertaking Certificates for Functional Requirement Specifications (FRS) (Section 3M)

xiv. Formats for Undertaking Certificates for Technical Requirement Specification (TRS) (Section 3N)

     xv.   Any additional information requested in the Data Sheet.

3.5. The Technical Proposal shall not include any financial information.

FINANCIAL PROPOSAL

3.6. In preparing the Financial Proposal, consultants are expected to take into account the requirements and conditions of the RFP documents. The Financial Proposal should follow Standard Forms (Section 4). It lists all costs associated with the Assignment, including (a) remuneration for staff , and (b) reimbursable such as subsistence (per diem, housing), transportation (national and local, for mobilization and demobilization), services and equipment (vehicles, office equipment, furniture, and supplies), office rent, insurance, printing of documents, surveys; and training, if it is a major component of the assignment. If appropriate, these costs should be broken down by activity.

3.7. The Consultant should quote their price offer as per Form 4A in the relevant slot provided on the e-Procurement portal for all the services sought by the department in the Terms of Reference, including the all applicable GST and cesses. In the event of any revision to GST in the future, the quoted rate shall be revised accordingly.

3.8. Consultant shall express the price of their services as per the information provided in Data Sheet.

3.9. The Data Sheet indicates how long the proposals must remain valid after the submission date. During this period, the consultant is expected to keep available the key professional staff proposed for the assignment. The Client will make its best effort to complete negotiations within this period. If the Client wishes to extend the validity period of the proposals, the consultants who do not agree have the right not to extend the validity of their proposals.

4. SUBMISSION, RECEIPT, AND OPENING OF PROPOSALS

4.1. The Technical Proposal and Financial Proposal; see para 1.2, shall be uploaded to the e-procurement portal. The documents and details mentioned in Clause 3 above shall be submitted online on website https://eproc.karnataka.gov.in. Details and process of online submission of the tender and relevant documents are given in the website mentioned above

4.2. Downloading of tender documents, submission of proposal all will be through Government of Karnataka e-Procurement website https://eproc.karnataka.gov.in/eportal/index.seam under login for Contractors. Consultants must get themselves registered, acquainted and trained on the procedure of participating in e-Procurement.

4.3. Consultants are requested to go through the RFP carefully and submit the required information without exception otherwise proposals will be rejected.

4.4. The completed proposal comprising documents indicated in Clause 3, should be uploaded on the website given above through e-tendering along with scanned copies of requisite certificates as are mentioned in different sections in the RFP document

4.5. EARNEST MONEY DEPOSIT

4.5.1. The Consultants are requested to submit Earnest Money Deposit (EMD) as indicated in the e-Procurement portal along with the Technical Bid

    a. Micro and Small Enterprises registered with NSIC under a single point vendor registration scheme shall be facilitated by exemption of payment of Earnest Money Deposit, However the bidder has to upload the registration certificate along with the bid compulsorily.

4.5.2. The Consultant can pay the EMD in the e-Procurement portal using any of the following payment modes:
- Credit Card
- Direct Debit
- National Electronic Fund Transfer (NEFT)

- Over the Counter (OTC)

4.5.3. The supplier/consultant's bid will be evaluated only on confirmation of receipt of the payment of EMD in the Government of Karnataka central pooling account held at designated Bank. EMD amount will have to be submitted by the supplier/Consultant taking into account the following conditions:

   a. EMD will be accepted only in the form of electronic cash (and not through Demand Draft or Bank Guarantee) and will be maintained in the Government's central pooling account at designated Bank until the contract is closed.

   b. The entire EMD amount for a particular tender has to be paid in a single transaction. It is the responsibility of Consultants to ensure that payment through NEFT reaches Payment to Government of Karnataka's designated Bank before Bid submission date and time, through online payment. In case of OTC Payment, the DD to be drawn in favour of e-Procurement, Government of Karnataka and submit to designated Bank before bid submission time and update the transaction reference in e-Procurement portal.

   c. For the details on e-Payment services refer to e-procurement portal for more details on the process.

4.5.4. The original Proposal (Technical Proposal and Financial Proposal; see para 1.2) shall be prepared as per RFP document.

4.5.5. An authorized representative of the Consultant shall digitally sign the Proposal in e-procurement. The representative's authorization is confirmed by a written power of attorney accompanying the Proposal.

4.5.6. The Consultant shall submit the bids separately i.e., Technical and Financial electronically online in Government of Karnataka e-Procurement portal.

4.5.7. Consultant has all the time to modify and correct or upload any relevant document in the portal before submission on e-Procurement portal.

4.5.8. The last date and time including hours, minutes and seconds for submission will be mentioned in the portal, the bid will disappear automatically immediately after the time of submission is elapsed.

4.5.9. After the deadline for submission of proposals, the Technical Proposal shall be opened by the evaluation committee and evaluation will be done. The bidders who are technically qualified will be intimated through e-procurement portal only and the Financial Proposal of qualified bidders will be opened in presence of the bidders who choose to attend.

REFUND OF EMD

4.5.10. Based on the instructions of Tender Accepting Authority (TAA) the EMD amount of the unsuccessful consultants will be refunded to the respective Bank accounts of the supplier/consultant registered in the e-Procurement system.

4.5.11. The earnest money deposit of unsuccessful Consultant will be returned after the award of the proposal to the successful consultant.

4.5.12. The earnest money deposit of the successful Consultant will be discharged when the Consultant has furnished the required Performance Security and signed the Agreement.

4.5.13. The earnest money deposit may be forfeited:

   a. if the consultant withdraws the proposal after the deadline for submission of proposals, during the period of proposal validity;

   b. if the Consultant does not accept the correction of the Contract Price; or

   c. in the case of a successful Consultant, if the Consultant fails within the specified time limit to:
      i. furnish the required Security deposit; or

      ii.   sign the draft Contract with the client; or

      iii.   sign and return the duplicate copy of the Letter of Acceptance

    d. In case of the Consultant submitting fake documents such as Annual financial turnover, work done certificate etc., relevant to the proposal.

4.6. Proposals must be received by the Client online not later than the time specified in the proposal data sheet. The electronic system would not allow any late submission of proposals after due date and time as per server time.

4.7. After the deadline for submission of Proposals, the Technical Proposal will be opened after 2 working days from the date & time of submission of proposals. The Financial Proposal of the successful Consultants only will be opened after completion of technical proposal evaluation.

5. PROPOSAL EVALUATION

General

5.1. From the time the proposals are opened to the time the contract is awarded, if any consultant wishes to contact the Client on any matter related to its proposal, it should do so in writing at the address indicated in the Data Sheet. Any effort by the firm to influence the Client in the Client's proposal evaluation, proposal comparison or contract award decisions may result in the rejection of the consultant's proposal.

5.2. Evaluators of Technical Proposals shall have no access to the Financial Proposals until the technical evaluation, including its approval by competent authority is obtained

Evaluation of Technical Proposals

5.3. The evaluation committee appointed by the Client as a whole, and each of its members individually, evaluates the proposals on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria, sub-criteria (typically not more than three per criteria) and point system specified in the Data Sheet. Each responsive proposal will be given a technical score *(St)*. A proposal shall be rejected at this stage if it does not respond to important aspects of the Terms of Reference or if it fails to achieve the minimum technical score indicated in the Data Sheet

Public Opening and Evaluation of Financial Proposals; Ranking

5.4. After the evaluation of quality is completed, the Client shall notify those consultants whose proposals did not meet the minimum qualifying mark or were considered non-responsive to the RFP and Terms of Reference, indicating that their Financial Proposals will be returned unopened after completing the selection process. The Client shall simultaneously notify the consultants that have secured the minimum qualifying mark, indicating the date and time set for opening the Financial Proposals. The opening date shall not be sooner than one week after the notification date. The notification may be sent by registered letter, cable, telex, facsimile, or electronic mail.

5.5. The Financial Proposals shall be opened publicly in the presence of the consultants' representatives who choose to attend. The name of the consultant, the quality scores, and the proposed prices shall be read aloud and recorded when the Financial Proposals are opened. The Client shall prepare minutes of the public opening.

5.6. The evaluation committee will determine whether the Financial Proposals are complete, (i.e., whether they have costed all items of the corresponding Technical Proposals, if not, the Client will cost them and add their cost to the initial price), correct any computational errors.

5.7. The lowest Financial Proposal (*Fm*) will be given a financial score (*Sf*) of 100 points. The financial scores (*Sf*) of the other Financial Proposals will be computed as indicated in the Data Sheet. Proposals will be ranked according to their combined technical (*St*) and financial (*Sf*) scores using the weights (*T* = the weight given to the Technical Proposal; *P* = the weight given to the Financial Proposal; *T+P = 1*) indicated in the Data Sheet: *S= St x T% + Sf x P%*. The Consultant achieving the highest combined technical and financial score will be invited for negotiations.

6. NEGOTIATIONS

6.1. Negotiations will be held at the address indicated in the Data Sheet. The aim is to reach agreement on all points and sign a contract.

6.2. Negotiations will include a discussion of the Technical Proposal, the proposed methodology (work plan), staffing and any suggestions made by the firm to improve the Terms of Reference. The Client and Consultant will then work out final Terms of Reference, staffing, and bar charts indicating activities, staff, periods in the field and in the home office, staff-months, logistics, and reporting. The agreed work plan and final Terms of Reference will then be incorporated in the "Description of Services" and form part of the contract. Special attention will be paid to getting the most the Consultant can offer within the available budget and to clearly defining the inputs required from the Client to ensure satisfactory implementation of the Assignment.

6.3. Unless there are exceptional reasons, the financial negotiations will involve neither the remuneration rates for staff (no breakdown of fees) nor other proposed unit rates.

6.4. Having selected the Consultant on the basis of, among other things, an evaluation of proposed key professional staff, the Client expects to negotiate a contract on the basis of the experts named in the Proposal. Before contract negotiations, the Client will require assurances that the experts will be actually available. The Client will not consider substitutions during contract negotiations unless both parties agree that undue delay in the selection process makes such substitution unavoidable or that such changes are critical to meet the objectives of the assignment. If this is not the case and if it is established that key staff was offered in the proposal without confirming their availability, the Consultant may be disqualified.

6.5. The negotiations will conclude with a review of the draft form of the contract. To complete negotiations the Client and the Consultant will initial the agreed contract. If negotiations fail, the Client will invite the firm who has quoted the second lowest price for negotiations. The process will be repeated until an agreed contract is concluded.

7. AWARD OF CONTRACT

7.1. The Consultants whose offer has been accepted will be notified by the Client prior to the expiration of the validity of proposal by, email or facsimile or through a letter (hereinafter called the "Letter of Acceptance"). After notifying the successful Consultant, the Client will promptly notify other Consultants that they were unsuccessful through e-Procurement portal only.

7.2. The Consultant is expected to commence the Assignment on the date and at the location specified in the Data Sheet.

7.3. Notwithstanding Clause 7.1 the Client reserves the right to accept or reject any proposal and to cancel the tender process and reject all proposals, at any time prior to the award of Contract, without thereby incurring any liability to the affected Consultants or any obligation to inform the affected Consultants or Consultants of the grounds for the Clients action.

8. PERFORMANCE SECURITY

8.1. Within 10 days of receipt of the Letter of Acceptance, the successful Consultant shall deliver to the Client a Security deposit in any of the forms given below for an amount as indicated in the Data Sheet
   i. Banker's cheque/Demand draft/Pay Order in favour of in favour Managing Director, KSTDC, Government of Karnataka, payable at Bengaluru.
   ii. A bank guarantee in the form given in Appendix F; or.
   iii. Fixed Deposit Receipts (FDR) Pledged in the name of Managing Director, KSTDC, Government of Karnataka

8.2. Performance Security shall be provided to the Client not later than the date specified in the Letter of Acceptance and shall be issued in an amount and form and type of instrument acceptable to the Client. The performance security shall be valid until a date 90 days from the date of expiry of the Contract.

8.3. The Performance Security shall be furnished from any Nationalised Banks/ Scheduled Commercial Banks approved by Reserve Bank of India.

8.4. Failure of the Selected Consultant to furnish the Performance Security as provided in Clause 8.1 or enter into Contract with the Authority as provided in Clause 7.1 would constitute sufficient grounds for the annulment of Letter of Acceptance. In such event, the Authority reserves the right to
   a. forfeit the Earnest Money Deposit amount of the Selected Consultant, and
   b. either invite the Consultant with the next best offer for negotiations, or
   c. take any such measure as may be deemed fit in the sole discretion of the Authority, including annulment of the Selection Process.

9. CONFIDENTIALITY

9.1. Information relating to the evaluation of proposals and recommendations concerning awards shall not be disclosed to the consultants who submitted the proposals or to other persons not officially concerned with the process until the winning Consultant has been notified that it has been awarded the contract.

DATA SHEET - INFORMATION TO CONSULTANTS

Sl. No.	Section	Title	Details
1.	**1.1**	Name of Client	Karnataka State Tourism Development Corporation (KSTDC)
2.	**1.1**	The Method of Selection is	Quality and Cost Based Selection (QCBS)
3.	**1.2**	A Technical and a Financial Proposals are requested:	Yes
4.	**1.2**	Name and Description of Assignment	The name, objectives, and description of the Assignment are: *"Request for Proposal (RFP) for Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2"* **Objective:** Department of Tourism is committed to position Karnataka as one among the most preferred tourist destinations in the domestic and international tourism arena and intends to revamp its existing Karnataka Tourism website into a world-class website. Karnataka State Tourism Development Corporation (KSTDC) is vested with the mandate of promotion of Karnataka Tourism. The present Karnataka Tourism Website lacks the features / aesthetics to match with the latest trends of Tourism Websites. The current website of Karnataka Tourism has limited digital presence and lags behind in visibility compared to other state tourism websites. KSTDC intends to appoint an agency for the design, development, operations & maintenance of website and mobile application for Karnataka Tourism. The key objective of appointing the Consultant is to revamp the existing Karnataka Tourism into a world-class, advanced, interactive and responsive website, so as to provide ergonomic experience for the end users and thereby attract foreign and domestic tourists looking forward to discover and experience Karnataka. KSTDC intends to position Karnataka Tourism website as one among the Top 5 Tourism Websites in India by 2020 and top 2 Tourism Websites in India by 2021 in terms of Alexa Ranking (www. alexa.com). The details of the assignment and the scope of work are given in Section 5. Terms of Reference.
5.	**1.3**	The Assignment is phased	Yes

6.	**1.4**	Pre-proposal conference time and date	A Pre-proposal conference will be held: *Yes* Time & Date as notified in the Government of Karnataka e-procurement portal
7.	**1.4**	Pre-proposal conference venue	Karnataka State Tourism Development Corporation Limited, (KSTDC), Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand), Yeshwanthpur Circle, Bengaluru 560 022, Karnataka Phone: 080 4334 4343
8.	**1.5**	The Client will provide the following inputs:	Please refer Section 5. Terms of Reference
9.	**1.7.2**	The client envisages the need for continuity in downstream work	Yes
10.	**1.8**	Clauses on fraud and corruption	The clauses on fraud and corruption in the contract are Sub-Clause 2.7.1 d of G.C.C.
11.	**2.1**	Clarification of any item of the RFP	Clarifications may be requested up to the date and time notified in the e-procurement portal. Clarifications shall be requested through an e-mail sent to info@kstdc.co with the subject line *"Queries concerning RFP for Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2"*
12.	**3.1**	Language of the Proposal	English
13.	**3.3 a**	Consultant may associate with other participating consultants	Yes. Consortium is allowed. All Members of the Consortium must execute the Consortium Agreement (Pro forma at Section 3I) and Power of Attorney for the Lead Member of a Consortium (Section 3J).
	3.3 a. i	Maximum number of firms permissible for a Consortium	Maximum 2 Members
14.	**3.3 b**	The estimated number of key and sub key professional staff months required for the assignment is:	As detailed in Subsection 11 of Section 5 Terms of Reference
15.	**3.3 d**	The minimum qualification and experience required for the proposed key and sub key professional staff	As detailed in Subsection 11 of Section 5 Terms of Reference
16.	**3.3 f**	Language of reports	English
17.	**3.4 iii.**	Description of methodology and work plan for performing the Assignment	As mentioned in Section 3D.
18.	**3.4 iv.**	List of proposed staff	As detailed in Subsection 11 of Section 5 Terms of Reference
19.	**3.4 v.**	CVs of proposed key staff	As detailed in Subsection 11 of Section 5 Terms of Reference
20.	**3.4 vi.**	Estimates of total staff effort	Based on the Scope of Work, the Consultant shall form a multi-disciplinary team (the "Consultancy Team") for undertaking this assignment.
21.	**3.4 vii.**	Training is an important feature of this Assignment	Yes
22.	**3.4 ix**	Additional Information in the Technical Proposal includes	i. 3E. Power of Attorney of Authorised Signatory ii. 3F. Financial Capacity of the Bidder

			iii. 3G. Details of the Bidder
			iv. 3H. Auditor Certificate for Assignments
			v. 3I.Consortium Agreement Format
			vi. 3J.Power of Attorney for Lead Member of the Consortium
			vii. 3K. Format for Undertaking Regarding Experience in IT Services
			viii. 3L. Formats for Undertaking Certificates for Not Being Black-Listed
			ix. 3M. Formats for Undertaking Certificates for Functional Requirement Specifications (FRS)
			x. 3N. Formats for Undertaking Certificates for Technical Requirement Specification (TRS)
23.	**3.8**	Validity of Proposal	180 days from submission of Proposal
24.	**4.6**	Last Date and time for submission of proposal	As notified in the Government of Karnataka e-procurement portal
25.	**5.1**	The address to send information to the Client is:	Karnataka State Tourism Development Corporation Limited, (KSTDC), Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand), Yeshwanthpur Circle, Bengaluru 560 022, Karnataka Phone: 080 4334 4343 Email: info@kstdc.co
26.	**5.3**	Evaluation Criteria for Technical Proposal	As detailed below

5.3.1. The Technical bids of only the firms satisfying the following pre-qualification criteria will be evaluated:

#	Clause	Supporting Documents to be Submitted
1.	**Legal Entity:** The Bidder/ Member Firms of the Consortium should be a company incorporated in India under The Indian Companies Act, 1956/2013 and subsequent amendments thereto or a Partnership Firm under The Indian Partnership Act 1932 or Limited Liability Partnership Act 2008 with a registered office and operations in India	• Copy of Certificate of Incorporation countersigned by CA **AND** • Copy of Registration Certificates countersigned by CA **AND** • Copy of Memorandum of Association and Articles of Association **AND** • Copy of Partnership Deed in case of a partnership firm
2.	**Average Annual Turnover:** The Bidder / Lead member of the consortium should have had a minimum average annual turnover of **INR 2 crore (Rupees Two Crore)** from **IT Services*** in the last 5 years preceding the proposal due date. ***IT service shall be defined** *"as services including software development,*	• Auditor Certificate as per Section 3H Format, **AND** • Copy of the Audited Profit & Loss Statements and Annual Reports for the last 5 completed Financial Years (i.e. FY 2017-18, FY 2016-17, FY 2015-16, 2014-15 and 2013-14)) duly certified by Statutory Auditor of the company **AND**

#	Clause	Supporting Documents to be Submitted
	software implementation and digital services implementation viz. encompassing any or all of the following aspects: 1. *Website development* 2. *Operation and Maintenance of website* 3. *Mobile app development and maintenance* 4. *Web & Mobile Analytics* 5. *Search Engine Optimization* 6. *Internet based Digital Marketing services including Social Media Management "*	• Certificate from a Statutory Auditor showing the turnover of the company for the last five Financial Years (i.e. FY 2017-18, FY 2016-17, FY 2015-16, 2014-15 and 2013-14) in the format available in Section 3F of this RFP Document **AND** • Self-signed undertaking from the authorized signatory of the firm for number of years of experience in IT service in the format available in Section 3K.
3.	The Bidder/ Lead member of the consortium should have an adequate financial standing and a proven track record	1. Copy of IT Returns filed for the last 3 Financial Years (2017-18, 2016-17, 2016-15) **AND** 2. Self-attested copy of PAN card **AND** 3. Self-attested copy of TAN **AND** 4. Copy of GST Certificate
4.	The Bidder/ Member Firms in case of a Consortium should not have been blacklisted/barred/show-caused against by any Central or State Government or PSU.	• Signed undertaking from the Bidder's/ Member Firms Authorized Signatory(as per Section 3L of this RFP document)
5.	The Bidder/ Lead Member of the Consortium must submit a duly executed Power of Attorney in favour of the Authorized Signatory of the Bidder or a Copy of Board Resolution duly authorizing signatory for signing this bid.	• Duly executed Power of Attorney in favour of the Authorized Signatory of the Bidder/ Lead Member of the Consortium or a Copy of Board Resolution duly authorizing signatory for signing this bid in the format provided in Section 3E
6.	If the Bidder is a Consortium, it must execute and submit the following documents – • Consortium Agreement Format for a Consortium • Power of Attorney in favour of the Lead Member of the Consortium	• Duly executed Consortium Agreement (Pro forma at Section 3I) **AND** • Duly executed Power of Attorney in favour of the Lead Member of the Consortium (Pro forma at Section 3J)
7.	**Overall Experience with Website Development Projects:** The Bidder/ Lead Member of the Consortium should have successfully completed the implementation of a **minimum 2 projects** of **website development design, application development and deployment in the last 5 years preceding the proposal due date** with total project value not less than **INR 25 lakh for each project**. The Project must have been in India for any State or Central Government department or its agencies or PSUs or for any private organization.	• Copy of work order for projects undertaken with State or Central government departments or its agencies or with a Private sector client in the last 5 years preceding the proposal due date. **AND** • Proof of completion for completed projects undertaken with State or Central government departments or its agencies or with a Private sector client in the last 5 years preceding the proposal due date. For ongoing project, proof of substantial completion should be submitted **AND** • Auditor Certificate as per Section 3H Format
8.	The Bidder/ Lead Member of the Consortium should have successfully completed a minimum of 2 projects in providing **Operation	• Copy of work order for projects undertaken with State or Central government departments or its agencies or with a Private

#	Clause	Supporting Documents to be Submitted
	& Maintenance (O&M) support for website, including manpower and solution support in the last 5 years preceding the proposal due date with project value not less than **INR 10 lakhs for each project with a minimum duration of 1 (one) year** . The Project must have been in India for any State or Central Government department or its agencies or PSUs or for any private organization.	sector client in the last 5 years preceding the proposal due date **AND** • Proof of completion for completed projects undertaken with State or Central government departments or its agencies or with a Private sector client in the last 5 years preceding the proposal due date. For ongoing project, proof of substantial completion should be submitted **AND** • Auditor Certificate as per Section 3H Format
9.	The Bidder/ one of the consortium partners should have successfully completed a **minimum of 2 projects** in providing **content* creation and management assignments in the Travel/Tourism/Hospitality domain, in the last 5 years preceding the proposal due date** with overall total project value inclusive of content creation and management should **not be less than INR 25 lakhs for each project.** The Project must have been in India for any State or Central Government department or its agencies or PSUs or for any private organization. ** Content is defined as a combination of textual content with photos/ videos related to Travel / Tourism / Hospitality Domain. Content Creation and Management assignments shall be defined as content developed for website & micro-sites, coffee-table book, e-booklets, brochures in the domain of Travel/ Tourism/ Hospitality domain*	• Copy of work order for projects undertaken with State or Central government departments or its agencies or with a Private sector client in the last 5 years preceding the proposal due date, **AND** • Proof of completion for completed projects undertaken with State or Central government departments or its agencies or with a Private sector client in the last 5 years preceding the proposal due date. For ongoing project, proof of substantial completion should be submitted **AND** • Auditor Certificate as per Section 3H Format **AND** • Each of the submitted document shall clearly state the details of content* creation and management services provided as part of the said assignment.
10	**Experience with Website Development Projects in the Travel/ Tourism/ Hospitality Domain:** The Bidder/ Lead Member of the Consortium should have successfully completed the implementation of Website design and development , application development, and deployment for at least **1 (one) State or Central** government departments or its agencies or for a Private sector client in the **Travel/ Tourism/ Hospitality in the last 5 years preceding the proposal due date** with project value not less than **INR 25 lakh for each project overall.**	• Copy of work order for projects undertaken Copy of work order for projects undertaken with State or Central government departments or its agencies or with a Private sector client in the last 5 years preceding the proposal due date **AND** • Proof of completion for completed projects undertaken with State or Central government departments or its agencies or with a Private sector client in the last 5 years preceding the proposal due date. For ongoing project, proof of substantial completion should be submitted **AND** • Auditor Certificate as per Section 3H Format
11	The Bidder/ Lead Member of the Consortium if selected shall successfully undertake to execute the **Functional Requirement Specifications (FRS)** provided in Section 5. Sub Section 12	• Signed undertaking to this effect on company's letter head signed by the Bidder's Authorized Signatory undertaking that they shall successful execute the assignment as per **Functional Requirement Specifications (FRS)** provided in **Section 5 Subsection 12** of the said RFP as per the format in Section 3M
12	The Bidder/ Lead Member of the Consortium if	• Signed undertaking to this effect on

#	Clause	Supporting Documents to be Submitted
	selected shall successfully undertake to execute the **Technical Requirement Specification (TRS)** as provided in the Section5. Sub Section 13	company's letter head signed by the Bidder's Authorized Signatory undertaking that they shall successful execute the assignment as per **Technical Requirement Specification (TRS)** provided in **Section 5 Subsection13** of the said RFP as per the format in Section 3N
13	**Office in Bengaluru:** The Bidder/ Lead member of the consortium should have a full-fledged establishment in India and an office with a dedicated team in Bengaluru. In case the Bidder has no office in Bengaluru, it must provide a dedicated team based in Bengaluru to service the contract with KSTDC within 30 days from the date of signing of the Contract.	• Signed undertaking by the Authorized Signatory of the Bidder /Lead member of the Consortium. The undertaking must clearly indicate details of the team members who will work on the KSTDC's assignment, and should be submitted on the Bidder's letterhead, duly stamped and signed by the authorised signatory of the Bidder / Lead Member of the Consortium.

Note:

i.   The same project may be quoted for eligibility for Criteria No. 7, 8, 9 and 10

ii. ***IT service** shall be defined *"as services including software development, software implementation and digital services implementation viz. encompassing any or all of the following aspects:*

1. Website development
2. Operation and Maintenance of website
3. Mobile app development and maintenance
4. Web & Mobile Analytics
5. Search Engine Optimization
6. Internet based Digital Marketing including Social Media Management *"*

iii. For Projects where the Bidder has worked as a consortium member, the Bidder shall furnish documents to substantiate the role of the firm in the project in the providing IT service and defined in the document. KSTDC reserves the right to request any further supporting documents from the selected Consultant prior to the signing of the contract

iv. Content is defined as a combination of textual content with photos/videos related to Travel/Tourism/Hospitality Domain. Content Creation and Management assignments shall be defined as content developed for website & micro-sites, coffee-table book, e-booklets, brochures in the domain of Travel/ Tourism/ Hospitality domain.

v.   The Financial Capacity of the parent/subsidiary/associate entities of the Bidder would not be considered for evaluation

vi. Proof of Completion: The Bidder is required to submit at least one of the following supporting documents as proof of completion for the projects quoted for eligibility and evaluation

   • Certificate of Completion from the Client, signed by authorized representative for the Client

   • Self-certification from Authorized signatory of the Firm along with the supporting documents issued by respective Clients substantiating completion of the assignment

vii. Proof of Substantial Completion: For currently ongoing projects, the Bidder may submit a certificate of Substantial Completion signed by the authorized representative of the client. A project is considered as Substantially Completed if –

- At least 80% of the Project Activities have been completed. As supporting document, a List of activities completed in the project that is certified from the client should be submitted

Or

- The Bidder has been paid at least Rs 25 lakh (Rupees Twenty Five lakh) as part of the project work. As supporting document, CA certificate or authorised signatory of client detailing the receipt of payment made to the Bidder should be submitted. Incase of projects submitted as proof of experience in providing Operation & Maintenance (O&M) support for website, including manpower and solution support, bidder has been paid at least Rs 10 lakh (Rupees Ten lakh) as part of the project work. As supporting document, CA certificate or authorised signatory of client detailing the receipt of payment made to the Bidder should be submitted.

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5.3.2. The number of points to be given under each of the evaluation criteria are:

The Bidder shall be evaluated according to the below mentioned parameters –

Sl. No.	Criteria	Marks
1.	Experience of the Bidder as an Independent Firm	60 marks
2.	Approach and Methodology	40 marks
TOTAL		**100 marks**

Details of the evaluation criteria are as follows –

Sl. No.	Eligibility Criteria	Maximum Marks	Documents to be submitted
	I. Experience of the Bidder as an Independent Firm		
1.	**Average Annual Turnover:** The Bidder/ Lead Member of the Consortium should have a minimum average annual turnover of **INR 2 crore (Rupees Two Crore) from IT Services* in the last 5 years preceding the proposal due date** - For average annual turnover of at least INR 2 crore and up to 5 crore in the last 5 FYs – **5 marks** - For average annual turnover greater than INR 5 crore and up to INR 10 crore in the last 5 FYs **– 10 marks** - For average annual turnover greater than INR 10 crore in the last 5 FYs **– 15 marks**	**15 marks**	- Copy of the Audited Profit & Loss Statements and Annual Reports for the last 5 completed Financial Years duly certified by Statutory Auditor of the company **AND** - Certificate from a Statutory Auditor showing the turnover of the company for the last five (i.e. FY 2017-18, FY 2016-17, FY 2015-16, 2014-15 and 2013-14) Financial Years in the format at Section 3F
2.	**Overall Experience with Website Development in Travel/ Tourism/ Hospitality Domain Projects:** The Bidder/ Lead Member of the Consortium should have successfully completed the implementation of a **minimum of 1 projects website development design, application**	**20 marks**	Copy of work order for projects undertaken with State or Central government departments or its agencies or PSUs or for any private organization client in the Travel/

Sl. No.	Eligibility Criteria	Maximum Marks	Documents to be submitted
	development and deployment for any State or Central Government department or its agencies or PSUs or for any private organization client in the **Travel/ Tourism/ Hospitality domain with Search Engine Optimization (SEO) related Services / Web Analytics** in the last 5 years preceding the proposal due. The contract price for each assignment should be at least **INR 25 lakh.** • For less than 1 such project in the last 5 years – **0 marks** • For minimum 1 such projects in the last 5 years – **5 marks** • For each project above 1 such projects in the last 5 years – **5 marks per project up to a maximum of 15 marks.**		Tourism/ Hospitality domain in the last 5 years preceding the proposal due date **AND** • Proof of completion for completed projects undertaken with State or Central government departments or its agencies in the last 5 years preceding the proposal due date. For ongoing project, proof of substantial completion should be submitted. **AND** • Auditor Certificate as per Section 3H Format
3.	The Bidder/ Lead Member of the Consortium should have successfully completed a **minimum of 2 projects** in providing Operation & Maintenance **(O&M) support for website, including manpower and solution support in the last 5 years preceding the proposal due date** with project value not less than **INR 10 lakhs for each project.** The Project must have been in India for any State or Central Government department or its agencies or PSUs or for any private organization. • For less than 2 such project in the last 5 years – **0 marks** • For minimum 2 such projects in the last 5 years – **5 marks** • For each project above 2 such projects in the last 5 years – **2.50 marks per project up to a maximum of 5 marks.**	10 marks	• Copy of work order for projects undertaken with State or Central government departments or its agencies or for any private organization in the Travel/ Tourism/ Hospitality domain in the last 5 years preceding the proposal due date. **AND** • Proof of completion for completed projects undertaken with State or Central government departments or its agencies in the Travel/ Tourism/ Hospitality domain in the last 5 years preceding the proposal due date. For ongoing project, proof of substantial completion should be submitted. **AND** • Auditor Certificate as per Section 3H Format
4.	The Bidder/ one of the consortium member should have successfully completed a **minimum of 2 projects** in **providing Content Creation* & Management assignments** in **Travel/ Tourism/ Hospitality domain**, in the last 5 years preceding the proposal due date with overall project value inclusive of content creation and management should not be less than **INR 25 lakhs** for each project.	15 marks	• Copy of work order for projects undertaken to provide content creation and management assignments in Travel/ Tourism/ Hospitality domain in the last 5 years preceding the proposal due date. **AND**

Sl. No.	Eligibility Criteria	Maximum Marks	Documents to be submitted
	The Project must have been in India for any State or Central Government department or its agencies or PSUs or for any private organization. • For less than 2 such project in the last 5 years – **0 marks** • For minimum 2 such projects in the last 5 years – **5 marks** • For each project above 2 such projects in the last 5 years – **5 marks per project up to a maximum of 15 marks.** ** Content is defined as a combination of textual content with photos / videos related to Travel / Tourism / Hospitality Domain. Content Creation and Management assignments shall be defined as content developed for website & micro-sites, coffee-table book, e-booklets, in the domain of Travel/ Tourism/ Hospitality domain.*		• Proof of completion for completed projects undertaken with Private sector / State or Central Government department or its agencies or PSUs clients in the Travel/ Tourism/ Hospitality domain in the last 5 years preceding the proposal due date. For ongoing project, proof of substantial completion should be submitted. **AND** • Auditor Certificate as per Section 3H Format
	Sub Total	**60 marks**	

II. Approach & Methodology for the Assignment (To be presented to the Bid Evaluation Committee during Technical Presentation)

The Bidder/ f the Consortium should demonstrate an understanding of the objectives of the Assignment, approach to the Assignment and methodology for development of the Karnataka Tourism website and mobile app to attain expected output. The Bidder should highlight the gaps as well as the problems being addressed as part of the assignment and their importance, and explain the technical approach the Bidder/ the Consortium would adopt to address them. The Bidder/ the Consortium should also explain the methodologies they propose to adopt and highlight the compatibility of those methodologies with the proposed approach.

Additionally, the Bidder should propose and justify the main activities of the Assignment/job, their innovative ideas, content and duration, phasing and interrelations, milestones (including interim approvals by the Employer), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the Terms of Reference (TOR) and ability to translate them into a feasible working plan

Kindly Note - *The Technical Approach & Methodology should be presented in a PowerPoint presentation during the Technical Presentation to the Evaluation Committee as notified by KSTDC. A soft copy and three hard copies of the presentation and any associated supporting documents are to be submitted along with a covering letter to the Evaluation Committee at the time of Technical Presentation.*

The Technical Presentation of the Bidder shall be assessed as follows –

S.N0	Clause	Scoring Parameters	Maximum Marks	Documents to be submitted
1.	**Understanding of Assignment** • Understanding of the Client's business and requirements • Understanding of the objectives of the Project	Understanding of the objectives of the assignment and the Client's business requirements, Project implementation Plan, Application deployment strategy,	**5 marks**	

Sl. No.	Eligibility Criteria	Maximum Marks	Documents to be submitted
	• Project implementation Plan • Application deployment strategy, • Data migration strategy	Data migration strategy **– 5 marks**	
2.	**Experience of the Bidder**	• Demonstration of how the bidder was able to improve the digital presence of its previous clients by deployment of Web Analytics / SEO related Services. The Bidder is expected to present one or more existing operational website applications developed by the bidder in Travel/ Tourism/ Hospitality Domain – **10 marks** • Presentation of content developed by the bidder in Travel/ Tourism/ Hospitality Domain **– 5 marks** *Content is defined as a combination of textual content with photos / videos related to Travel / Tourism /Hospitality Domain. Content can be presented for content assignments content development for website & micro-sites, coffee-table book, e-booklets, in the domain of Travel/ Tourism/ Hospitality domain.* **15 marks**	The shortlisted Bidders will be required to make a presentation of **two** of the existing websites deployed and operational in Travel / Tourism / Hospitality Domain with details of Web Analytics / SEO related services provided by the bidder in the said projects. The shortlisted Bidders will be required to make presentation of **two** content creation and management assignments in Travel/ Tourism/ Hospitality Domain to the evaluation team formed by the Client. The proposed Project Manager for the project along with identified key resources should be present in-person during the presentation. The Project Manager should furnish a letter to the Evaluation committee signed by

Sl. No.	Eligibility Criteria		Maximum Marks	Documents to be submitted
				the authorized signatory stating that he/she is proposed to be positioned as the Project Manager for the said assignment.
3.	**High level Strategy and Approach of the Bidder** • High level strategy for improving the position of Karnataka Tourism website as Top 5 Tourism Websites in India by 2020 and top 2 Tourism Websites in India by 2021 in terms of Alexa Ranking (www. alexa.com). • High level SEO Strategy, Content Management strategy, for Karnataka Tourism Website	• Presentation with details regarding High level strategy for improving the position of Karnataka Tourism website Top 5 Tourism Websites in India by 2020 and top 2 Tourism Websites in India by 2021 - **10 marks** Presentation with details regarding high level SEO Strategy, Content Management Strategy for Karnataka Tourism Website **– 5 marks**	**15 marks**	
4.	**Maintenance and Support** The Bidder will be evaluated on the following minimum parameters – • Understanding of the Client's business and Maintenance Support strategy and methodology • Resource Deployment plan • Contingency plan • Logging methodology • Resolution methodology	• Presentation regarding Maintenance Support Strategy, Approach & Methodology, Maintenance Support deployment plan , Contingency plan, Logging and Resolution methodology-5 marks	**5 marks**	
Subtotal			**40 marks**	
Total Marks (Maximum Possible)			**100 marks**	

Note:

- For Projects where the Bidder has worked as a consortium member, the Bidder shall furnish documents to substantiate the role of the firm in the project. KSTDC reserves the right to request any further supporting documents from the selected Consultant prior to the signing of the contract
- The Financial Capacity of the parent/subsidiary/associate entities of the Bidder would not be considered for evaluation
- *Proof of Completion*: The Bidder is required to submit at least one of the following supporting documents as proof of completion for the projects quoted for eligibility and evaluation
  - Certificate of Completion from the Client, signed by authorized representative for the Client
  - Self-certification from Authorized signatory of the Firm along with the supporting documents issued by respective Clients substantiating completion of the assignment
- *Proof of Substantial Completion:* For currently ongoing projects, the Bidder may submit a certificate of Substantial Completion signed by the authorized representative of the client. A project is considered as Substantially Completed if –
  - At least 80% of the Project Activities have been completed. As supporting document, a List of activities completed in the project that is certified from the client should be submitted

<div align="center">**OR**</div>

  - The Bidder should be in receipt of at least Rs 25 lakh (Rupees Twenty Five lakh) from the Client as payment towards the project work. As supporting document, the Bidder should furnish either CA certificate confirming receipt of Rs 25 Lakhs from the Client or letter from the authorised signatory of the client confirming the same. In case of projects submitted as proof of experience in providing Operation & Maintenance (O&M) support for website including manpower and solution support, the bidder should have been paid at least Rs 10 lakh (Rupees Ten lakh) as payment towards the project work. As supporting document, the Bidder should furnish either CA certificate confirming receipt of Rs 10 Lakhs from the Client or letter from the authorised signatory of client confirming the same.

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28.	5.4	**Minimum technical score**	**The Bidder must achieve a** minimum of 70% marks overall **for it to be eligible for opening of the Financial Proposal.**
29.	**5.7**	Ranking of the Bidders	The formula for determining the financial scores is the following: *Sf = 100 x Fm/F, in which Sf is the financial score, Fm is the lowest price, and F is the price of the proposal under consideration* The weights given to the Technical and Financial Proposal are: *T = 0.75, and* *P = 0.25*
30.	**6.1**	Address for negotiation	Karnataka State Tourism Development Corporation Limited, (KSTDC), Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand), Yeshwanthpur Circle, Bengaluru 560 022, Karnataka Phone: 080 4334 4343
31.	**7.2**	The assignment is expected to commence on [Month, Year] at [Location]	Tentative Date: *Within 15 days of the signing of the agreement at Bengaluru*
32.	**8.1**	Performance Security	5% (Five Percent) of the Contract Price

Section 3.   Technical Proposal – Standard Forms

3A. Technical Proposal Submission Form.

3B. Consultant's References

3C. Comments and suggestions on the Terms of Reference and on data services, and facilities to be provided by the Client.

3D. Description of the methodology and work plan for performing the assignment.

3E. Power of Attorney of Authorised Signatory

3F. Financial Capacity of the Bidder

3G. Details of the Bidder

3H. Auditor Certificate for Assignments

3I. Consortium Agreement Format

3J. Power of Attorney for Lead Member of the Consortium

3K. Format for Undertaking Regarding Experience in IT Services

3L. Formats for Undertaking Certificates for Not Being Black-Listed

3M. Formats for Undertaking Certificates for Functional Requirement Specifications (FRS)

3N. Formats for Undertaking Certificates for Technical Requirement Specification (TRS)

3O. Format of Curriculum Vitae of Proposed Key Professional Staff

3A. Technical Proposal Submission Form

[Location, Date]

FROM:

(Name of the Consultant)

_____

_____

_____

TO:

Managing Director
Karnataka State Tourism Development Corporation (KSTDC)
Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand),
Yeshwanthpur Circle
Bengaluru 560 022, Karnataka

Dear Sir:

Subject: Proposal for "Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2"

We, the undersigned, offer to provide services for the above in accordance with your Request for Proposal notified in the e-Procurement portal as indent no:...................... We are hereby submitting our Proposal which includes this Technical Proposal, and a Financial Proposal on the Government of Karnataka e-Procurement portal. I/we, having examined all relevant documents and understood their contents, hereby submit our Proposal for *"Selection of an Agency for the Design, Development, and Operations & Maintenance of Website for Karnataka Tourism"*

We hereby undertake as follows:

1. All information provided in the Proposal and in the Appendices is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
2. I/We shall make available to KSTDC any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
3. I/We certify that in the last three years, we or any of our Associate have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.
4. I/We have examined and have no reservations to the RFP Documents, including any Addendum issued by KSTDC.
5. I/We do not have any conflict of interest
6. I/We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in Sub-Clause 2.7.1(d) of General Conditions of Contract in the RFP document, in respect of any tender or request for proposal issued by or any Contract entered into with KSTDC or any other public sector enterprise or any government, Central or State; and
7. The Proposal is unconditional
8. I/We agree to keep this offer valid for 180 (One Hundred and Eighty) days from the Proposal Due Date specified in the RFP.
9. I/We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Consultant,

without incurring any liability to the Bidders in accordance with Clause 2.7.3 of the RFP document.

If negotiations are held by the employer, we undertake to attend negotiations. Our Proposal is binding upon us and subject to the modifications resulting from contract negotiations.

We understand you are not bound to accept any Proposal you receive. We remain,

Yours sincerely,

Authorised Signatory:
Name and Title of Signatory:
Name of Consultant:
Address:

3B. Consultant's References

Relevant Services carried out in the last 5 (five) years that best illustrate Qualifications

Consultant shall provide a summary of their work experiences in the following format –

Sl. No.	Name of Client	Name of Assignment	Brief Description of Assignment[1] Type of IT service	Client Reference *(Name, Designation, Phone/Email)*	Value of Assignment *(In Rs lakhs)*	Location	Start Date *(Month, Year)*	End Date *(Month, Year)*
IT service provided in the last 5 years preceding the proposal due date								
1.								
2.								
Website development design, application development and deployment in the last 5 years preceding the proposal due date								
Operation & Maintenance (O&M) support for website, including manpower and solution support deployment experience in the last 5 years preceding the proposal due date								
1.								
2.								
Content creation and management assignments in the Travel/Tourism/Hospitality domain in the last 5 years preceding the proposal due date								
1.								
2.								

(Add more rows as required)

IT service shall be defined "as services including software development, software implementation and digital services implementation viz. encompassing any or all of the following aspects:*
1. Website development
2. Operation and Maintenance of website
3. Mobile app development and maintenance
4. Web & Mobile Analytics
5. Search Engine Optimization
6. Internet based Digital Marketing including Social Media Management "

Using the format below, provide information on each reference assignment for which your Firm/ Entity, either as a single firm as a corporate entity or as one of the major companies within an association, was legally contracted. Attach relevant work order and certificate of completion/satisfactory performance for each reference assignment.

Assignment Name:	**Country:**
Location within Country:	**Key professional staff provided by your Firm/entity(profiles):**
Name and address of Client:	**No. of Staff:**
Address:	**No. of Staff-Months; duration of assignment:**
Start Date (Month/Year): · **Completion Date (Month/Year):**	**Approx. Value of Services (INR) / Turnover earned from the project :**
Name of Associated Consultant, if any:	**No. of Months of Key professional staff, provided by Associated Consultants:**

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[1] Brief description should talk about key services offered, industry/sector of the client, and significant quantitative outcomes

Name of Senior Staff (Project Director/ Coordinator, Team Leader) involved and functions performed:
Narrative Description of Project:
Description of actual services provided by your staff:

Name of Consultant: _____

3C. Comments and suggestions on the Terms of Reference and on data services, and facilities to be provided by the Client.

On the Terms of Reference:

1.

2.

3.

4.

5.

On the Data, Services, and Facilities to be provided by the Client

1.

2.

3.

4.

5.

 Name of Consultant: _____

3D. Description of the methodology and work plan for performing the assignment.

(To be submitted as a PowerPoint Presentation to the Evaluation Committee at the time of the Technical Presentation)

CONSULTANT'S NAME: _____

The Bidder should demonstrate an understanding of the objectives of the Assignment, approach to the Assignment/job, methodology for developing Karnataka Tourism website and obtaining the expected output, and the degree of detail of such output. The Bidder should highlight the gaps as well as the problems being addressed as part of the assignment and their importance, and explain the technical approach the Bidder would adopt to address them. Bidder should also explain the methodologies they propose to adopt and highlight the compatibility of those methodologies with the proposed approach.

Additionally, the Bidder should propose and justify the main activities of the Assignment/job, their content and duration, phasing and interrelations, milestones (including interim approvals by the Employer), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the Terms Of Reference (TOR) and ability to translate them into a feasible working plan

The Technical Presentation of the Bidder shall be assessed on the following parameters –
1. Understanding of Assignment – **5 marks**
   - Understanding of the Client's business and requirements
   - Understanding of the objectives of the Project
   - Project implementation Plan
   - Application deployment strategy
   - Data migration strategy
2. Experience of the Bidder
   - Demonstration of how the bidder was able to improve the digital presence of its previous clients by presenting existing operational website applications developed by the bidder in Travel/ Tourism/ Hospitality Domain – **15 marks**
   - Presentation and demonstration of various content developed by the bidder in Travel/ Tourism/ Hospitality Domain **– 5 marks**

3. Overall Strategy and approach to develop Karnataka Tourism website
   - High level strategy for improving the position of Karnataka Tourism website as Top 5 Tourism Websites in India by 2020 and top 2 Tourism Websites in India by 2021 in terms of Alexa Ranking (www. alexa.com). – 10 marks
   - High level SEO Strategy, Content Management strategy, for Karnataka Tourism Website -5 marks

Maintenance and Support

   - Presentation regarding Maintenance Support Strategy, Approach & Methodology , Maintenance Support deployment plan , Contingency plan, Logging and Resolution methodology-5 marks

The Technical Approach & Methodology should be presented in a PowerPoint presentation during the Technical Presentation to the Evaluation Committee as notified by KSTDC.

A soft copy and three hard copies of the presentation and any associated supporting documents are to be submitted along with a covering letter to the Evaluation Committee at the time of Technical Presentation.

3E. Power of Attorney of Authorised Signatory

Know all men by these presents, we…………………………………………….. (Name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorise Mr/Ms (name), …………………… son/daughter/wife of …………………………… and presently residing at …………………., who is presently employed with us and holding the position of ……………………………. , as our true and lawful attorney (hereinafter referred to as the "Authorized Signatory") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our application for pre-qualification and submission of our bid for Services for the proposed assignment **"Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2"** by the Managing Director, Karnataka State Tourism Development Corporation (KSTDC), Government of Karnataka, (the "Employer") including but not limited to signing and submission of all applications, bids and other documents and writings, participate in Pre-Proposal Conference and other meetings and providing information/ responses to the Employer, representing us in all matters before the Employer, signing and execution of all contracts and undertakings consequent to acceptance of our bid, and generally dealing with the Employer in all matters in connection with or relating to or arising out of our bid for the said Project and/ or upon award thereof to us

AND we hereby agree to ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Signatory in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, ………………….., THE ABOVE NAMED IN PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS ……… DAY OF ………., 20...... in line with the following points

- The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.
- Wherever required, the Applicant should submit for verification the extract of the charter documents and documents such as a board or shareholders' resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.

For

…………………………..

(Signature, name, designation and address)

Witnesses:

1.

2.

(Notarised)

Accepted

……………………………

(Signature)

(Name, Title and Address of the Authorized Signatory)

(* To be executed on appropriate non-judicial stamp paper)

3F. Financial Capacity of the Bidder

(On the Letterhead of the Bidder)

Date:

We have verified the relevant records of M/s. _____ [*Name of the Bidder*], and certify that their annual turnover from **IT service*** in the **last 5 (five) financial years** are as follows –

Annual Turnover					Average Annual Turnover for the last 5 (five) completed FYs
FY 2013-14	**FY 2014-15**	**FY 2015-16**	**FY 2016-17**	**FY 2017-18**	

Average annual turnover of the Bidder is INR _____ lakhs *[amount in words and figures rounded to the nearest lakh]*

Average annual turnover of the Bidder is INR _____ lakh *[amount in words and figures rounded to the nearest lakh]*

Name and Address of the Bidder's Bankers:

      Name: _____

      Address: _____

              _____

              _____

This certificate is being issued to be produced before Managing Director, Karnataka State Tourism Development Corporation (KSTDC), Government of Karnataka for ***"Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call-2"***

(Seal and signature of Auditor)

Name of the audit firm: _____

CA Membership Number: _____

Date: _____

Instructions:

1. The Bidder should provide details of their own Financial Capacity as specified in Clause 5.3.1 Sl. No. 3. Financial capacity of parent/subsidiary Company (s) of the Bidder would not be considered for evaluation.

2. *IT service shall be defined "as services including software development, software implementation and digital services implementation viz. encompassing any or all of the following aspects:

    • Website development

    • Operation and Maintenance of website

    • Mobile app development and maintenance

    • Web & Mobile Analytics

    • Search Engine Optimization

    • Internet based Digital Marketing including Social Media Management "

3. Bidder shall attach copies of audited annual financial statements for the last 5 (five) completed financial years preceding the submission date (i.e. FY 2017-18, FY 2016-17, FY 2015-16, 2014-15 and 2013-14)

4. The financial statements shall

    • Reflect the financial situation of the Bidder

    • Be audited by a statutory auditor

    • Be complete, including notes to the financial statements

Correspond to the accounting periods already completed and audited. No statements for partial periods shall be accepted.

3G. Details of the Bidder

(On the Letterhead of the Bidder)

Sl. No.	Criteria	Details
1.	**Consultant Details**	
a.	Name of Company/Firm/Proprietorship	
b.	Country of Incorporation	
c.	Date of Incorporation and/or Commencement of Business	
d.	Brief description of Company/Firm including details of its main lines of business and proposed roles and responsibilities in this Project	
e.	Registered Office Details	Address: Contact Person: Mobile: Phone: Email: Fax:
f.	Branch/Regional Office Details	Address: Contact Person: Mobile: Phone: Email: Fax:
g.	Details of the Authorized Signatory for the Tender	Name: Designation: Address: Phone: Email:
h.	Details for individual(s) who will serve as Point of Contact	Name: Designation: Mobile: Phone: Email:
i.	Nature of Business. COI, MOA & MOM to be submitted.	(such as Govt. Organization/Undertaking, Public/Private Ltd. Co., Partnership Firm, HUF, etc.)
2.	Company or Firm registration details with the supporting documents either copy of the Certificate of Incorporation by the Registrar of Companies or of the Registration Certificate issued by Registrar of Firms	
3.	Undertaking for number of years of experience	Number of Years: Enclosed: [ ] Yes [ ] No
4.	PAN Card Number. Self-attested copy to be enclosed.	Number: Enclosed: [ ] Yes [ ] No
5.	TAN Number. Self-attested copy to be	Number:

	enclosed.	Enclosed: [ ] Yes [ ] No
6.	Professional Tax Number. Self-attested copy to be enclosed.	Number: Enclosed: [ ] Yes [ ] No
7.	GST Number. Submit self-attested copy of GST Registration Certificate	Number: Enclosed: [ ] Yes [ ] No
8.	Copy of certificate attested by Gazette Officer if registered with Industries & Commerce, Bangalore as SSI	Applicable: [ ] Yes [ ] No Enclosed: [ ] Yes [ ] No
9.	Copy of certificate attested by Gazette Officer if registered with NSIC under a single point vendor registration scheme	Applicable: [ ] Yes [ ] No Enclosed: [ ] Yes [ ] No
10.	Financial Eligibility of the Bidder	As per Section 3F
11.	Audited Statement of Accounts for the last **5 years**	Enclosed: [ ] Yes [ ] No
12.	IT Returns for the last **5 years**	Enclosed: [ ] Yes [ ] No
13.	Work Experience of the Bidder	As per Section 3B
14.	Relevant work orders from the Client, signed by authorized representative for the client	Enclosed work order/certificate of completion: [ ] Yes [ ] No Enclosed Section 3H: [ ] Yes [ ] No
15.	Relevant certificates of completion/satisfactory performance from the Client, signed by authorized representative for the client	Enclosed work order/certificate of completion: [ ] Yes [ ] No Enclosed Section 3L: [ ] Yes [ ] No

Authorised Signatory: _____

Name and Title of Signatory: _____

Consultant's Name: _____

3H. Auditor Certificate for Assignments

(On the Letterhead of the Statutory Auditor)

Date:_____

To Whomsoever It May Concern

We have verified the relevant statutory and other records of M/s _____ [*Name of the Bidder*], and certify the **following IT services* assignments including operation & maintenance (O&M) services and solution support projects** have been undertaken by M/s _____ [*Name of the Bidder*]. The details of the client, tenure of the assignment and value with respect to each of the assignments are specified in the table below:

Sl. No.	Name of Client	Name of Assignment	Brief Description of Assignment[2] Type of IT service	Client Reference *(Name, Designation, Phone/Email)*	Value of Assignment *(In Rs lakhs)*	Location	Start Date *(Month, Year)*	End Date *(Month, Year)*
*IT service provided in the last 5 years preceding the proposal due date.								
1.								
2.								
Website development design, application development and deployment in the last 5 years preceding the proposal due date								
Operation & Maintenance (O&M) support for website, including manpower and solution support deployment experience in the last 5 years preceding the proposal due date								
1.								
2.								
Content creation and management assignments in the Travel/Tourism/Hospitality domain in the last 5 years preceding the proposal due date								
1.								
2.								

(Add more columns as required)

This certificate is being issued to be produced before Karnataka State Tourism Development Corporation (KSTDC), Government of Karnataka for **"Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2"**

(Seal and signature of Auditor)

Name of the audit firm: _____

ICAI Membership Number: _____

Date: _____

*IT service shall be defined
"as services including software development, software implementation and digital services implementation viz. encompassing any or all of the following aspects:
   1. Website development
   2. Operation and Maintenance of website
   3. Mobile app development and maintenance

---
[2] Brief description should talk about key services offered, industry/sector of the client, and significant quantitative outcomes

4. *Web & Mobile Analytics*
5. *Search Engine Optimization*
6. *Internet based Digital Marketing including Social Media Management* ”

3I. Consortium Agreement Format

(To be executed on appropriate value non-judicial stamp paper)

Memorandum of Understanding

Between

_____,

and

_____

Whereas the Managing Director, Karnataka State Tourism Development Corporation (KSTDC),Government of Karnataka, (the **"Client"**), has invited proposal for *Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2*, hereinafter called (the **"Project"**)

And Whereas _____ (the **"Lead Member"**) and _____ (individually, the **"Member Firm"**, collectively the **"Member Firms"**) have agreed to form a Consortium to provide the said services to the Client as Operator Services; and

Now, therefore, it is hereby agreed by and on behalf of the Member Firms as follows:

(i) _____ will be the Lead Member and _____ will be the Member Firms

(ii) _____ (Lead Member) shall be the in charge of overall administration of contract and shall be authorized representative of all Consortium members for conducting all business for and on behalf of the Consortium during the bidding process and subsequently, represent the joint venture for and on behalf of the Consortium for all contractual matters for dealing with the Client.

(iii) All Consortium partners do hereby undertake to be jointly and severely responsible for all the obligation and liabilities relating to the assignment and in accordance with the Terms and Conditions of the Request for Proposal.

(iv) Subsequently, if the Consortium is selected for the Project, a detailed contract indicating the specific project inputs and role of each consortium member shall be submitted to the Client

For

_____ (Name of Lead Member)

_____

Managing Director/Head of the Firm

Address

For

_____ (Name of Member Firm)

_____

Managing Director/Head of the Firm

Address

3J. Power of Attorney for Lead Member of Consortium

(To be executed on appropriate value stamp paper)

Whereas the ……………………… (the **"Authority"**) has invited bids from pre-qualified and short-listed parties for the …………………………....... Project (the **"Project"**).

Whereas, ………………….., ………………………….., ……………………….., and ……………………….. (collectively the **"Consortium"**) being Members of the Consortium are interested in bidding for the Project in accordance with the terms and conditions of the Request for Proposals and other connected documents in respect of the Project, and

Whereas, it is necessary for the Members of the Consortium to designate one of them as the Lead Member with all necessary power and authority to do for and on behalf of the Consortium, all acts, deeds and things as may be necessary in connection with the Consortium's bid for the Project and its execution.

NOW THEREFORE KNOW ALL MEN BY THESE PRESENTS

We, ……………… having our registered office at …………………,

and

M/s…………………, having our registered office at ………………, (hereinafter collectively referred to as the **"Principals"**) do hereby irrevocably designate, nominate, constitute, appoint and authorise M/s …………………, having its registered office at ………………………, being one of the Members of the Consortium, as the Lead Member and true and lawful attorney of the Consortium (hereinafter referred to as the **"Attorney"**) and hereby irrevocably authorise the Attorney (with power to sub-delegate) to conduct all business for and on behalf of the Consortium and any one of us during the bidding process and, in the event the Consortium is awarded the Concession/Contract, during the execution of the Project, and in this regard, to do on our behalf and on behalf of the Consortium, all or any of such acts, deeds or things as are necessary or required or incidental to the submission of its bid for the Project, including but not limited to signing and submission of all applications, bids and other documents and writings, accept the Letter of Award, participate in bidders' and other conferences, respond to queries, submit information/ documents, sign and execute contracts and undertakings consequent to acceptance of the bid of the Consortium and generally to represent the Consortium in all its dealings with the Authority, and/ or any other Government Agency or any person, in all matters in connection with or relating to or arising out of the Consortium's bid for the Project and/ or upon award thereof till the Concession Agreement is entered into with the Authority.

AND hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us/Consortium.

IN WITNESS WHEREOF WE THE PRINCIPALS ABOVE NAMED HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS ……………… DAY OF …………..., 20.…

For ………………………

(Signature, Name & Title)

For ………………………

(Signature, Name & Title)

(Executants)

(To be executed by all the Members of the Consortium)

Witnesses:

1.

2.

Notes:

- *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*
- *Wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a board or shareholders resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.*
- *For a Power of Attorney executed and issued overseas, the document will also have to be legalised by the Indian Embassy and notarised in the jurisdiction where the Power of Attorney is being issued. However, the Power of Attorney provided by Bidders from countries that have signed the Hague Legislation Convention 1961 are not required to be legalised by the Indian Embassy if it carries a conforming Appostille certificate.*

3K. Format for Undertaking Regarding Experience in IT Services

To

The Managing Director

Karnataka State Tourism Development Corporation Limited

Government of Karnataka

Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand),

Yeshwanthpur Circle, Bengaluru – 560022

Dear Sir

Subject: **Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2**– Undertaking by M/s[Name of the Bidder / Lead Member in the case of consortium] regarding experience IT Services*

I/ we do hereby undertake that M/s. _____ [Name of the Bidder] has _____

[Kindly mention the types of IT service] _____ <insert nature of business> business in India/ abroad with the following details:

[Kindly mention the types of IIT service given by you. It services shall be defined "as services including software development, software implementation and digital services implementation viz. encompassing any or all of the following aspects:
  1. *Website development*
  2. *Operation and Maintenance of website*
  3. *Digital Repository*
  4. *Mobile app development and maintenance*
  5. *Web & Mobile Analytics*
  6. *Search Engine Optimization*
  7. *Internet based Digital Marketing including Social Media Management "   ]*

_____

_____

_____<insert highlights of the business>.

The firm is in the business of above mentioned IT services* of _____number of projects on the date of submission of this proposal. In each of the said projects submitted for this RFP, I/we have provided IT services* for a minimum period of **5 (five) years**. I/we understand that any omission, commission or misstatement in facts provided by us will make our Proposal invalid at any time during the Bid Process and also after the appointment; the Authority reserves the right to take appropriate action accordingly.

Yours sincerely,

Authorized Signature

Name and title of signatory:

Name of the Bidder:

3L. Formats for Undertaking Certificates for Not Being Black-Listed

[In case of a consortium Member Firms are required to submit individual undertaking]

To

The Managing Director

Karnataka State Tourism Development Corporation Limited

Government of Karnataka

Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand),

Yeshwanthpur Circle, Bengaluru – 560022

Dear Sir

Subject: **Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2**– Undertaking by M/s[Name of the Bidder / Member Firms in the case of consortium] regarding on not being Black-Listed .

I/ we do hereby undertake that M/s. _____ [Name of the Bidder] do hereby confirm that our firm/organization/company is not blacklisted by the Government of Karnataka or any of its agencies for any reasons whatsoever, nor has our firm/organization/company been blacklisted by Central / any other State/UT Government or its agencies for indulging in corrupt or fraudulent practices or for indulging in unfair trade practices or for backing out from execution of contract after on award of work.

Yours sincerely,

Authorized Signature

Name and title of signatory:

Name of the Bidder:

3M. Formats for Undertaking Certificates for Functional Requirement Specifications (FRS)

To

The Managing Director

Karnataka State Tourism Development Corporation Limited

Government of Karnataka

Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand),

Yeshwanthpur Circle, Bengaluru – 560022

Dear Sir

Subject: **Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2**– Undertaking by M/s [Name of the Bidder / Lead Member in the case of consortium] regarding Functional Requirement Specifications (FRS)

I/ we do hereby undertake that M/s. _____ [Name of the Bidder] shall successfully execute the assignment mentioned in RFP *for Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2* as per the Functional Requirement Specifications (FRS) detailed in Sections 5.12 of the said RFP Document. *. I/we* do agree that Functional Requirement Specifications (FRS) is not exhaustive and there may be several incidental functional requirements, which are not mentioned in the said RFP document but will be necessary to complete the work in all respects.

Yours sincerely,

Authorized Signature

Name and title of signatory:

Name of the Bidder:

3N. Formats for Undertaking Certificates for Technical Requirement Specification (TRS)

To

The Managing Director

Karnataka State Tourism Development Corporation Limited

Government of Karnataka

Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand),

Yeshwanthpur Circle, Bengaluru – 560022

Dear Sir

Subject: **Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2**– Undertaking by M/s [Name of the Bidder / Lead Member in the case of consortium] regarding **Technical Requirement Specification (TRS)**

I/ we do hereby undertake that M/s. _____ [Name of the Bidder] shall successfully execute the assignment mentioned in **RFP** *for Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2* as per the **Technical Requirement Specification (TRS)** detailed in Sections 5.13 of the said RFP Document. *. I/we* do agree that **Technical Requirement Specification (TRS**) is not exhaustive and there may be several incidental functional requirements, which are not mentioned in the said RFP document but will be necessary to complete the work in all respects.

Yours sincerely,

Authorized Signature

Name and title of signatory:

Name of the Bidder:

3O.Format of Curriculum Vitae of Proposed Key Professional Staff

Name of Consultant: _____

Proposed Position: _____

(Only one candidate to be nominated for each position)

Name of Staff: _____

(Please provide full name)

Profession/Designation: _____

Date of Birth *(dd/mm/yyyy)***:** _____

Years with Firm/Entity: _____ *years* _____ *months*

Nationality: _____

Membership   in   Professional   Societies:
_____

_____

Detailed Tasks Assigned: _____

_____

Languages: *[For each language skill indicate proficiency as excellent, good, fair or poor in speaking, reading and writing]*

Sl. No.	Language	Speaking	Reading	Writing
1	*Kannada*			
2	*English*			
3	*Hindi*			
4	*Others (please specify)*			

Education: *[Summarize college/university and other specialised education of staff member, giving names of schools, dates attended and degrees obtained]*

Sl. No.	Start Date	End Date	School/ College	University	Location	Degree Obtained
1						
2						

Employment Record: *[Starting with the present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organisation, titles of positions*

Sl. No.	Start Date	End Date	Employing Organisation	Location	Position
1					
2					
3					

Key Qualifications: *[Give an outline of the staff member's experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations. Use up to half a page]*

Sl. No.	Start Date	End Date	Location	Experience or Training *(pertinent to current Assignment)*
1				
2				
3				

Certification:
I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

_____ Date: _____
(Signature of staff member)

Full Name of Staff Member: _____

_____ Date: _____
(Signature of authorised representative of the Consultant)

Full Name of Authorized Representative: _____

Section 4.   Financial Proposal – Standard Forms

4A. Financial Proposal submission form.

4B. Summary of costs.

4C. Breakdown of costs.

Section 4.   Financial Proposal – Standard Forms

4A. Financial Proposal submission form

Note: *Bidder should quote lump sum rate for the tender in the e-procurement portal and details of summary of cost and breakdown of cost in the break-up option given in the e-procurement portal.In case e-procurement portal does not give option to upload financial proposal forms as per the RFP document, the bidders are advised to submit only the final amount inclusive of taxes as the financial bid in e-procurement portal*

To

Managing Director
Karnataka State Tourism Development Corporation (KSTDC)
Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand),
Yeshwanthpur Circle
Bengaluru 560 022, Karnataka

Dear Sir

Subject: Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2

We, the undersigned, offer to provide Services for the above in accordance with your Request for Proposal dated [Date], and our Proposal (Technical and Financial Proposals). Our attached Financial Proposal is for the sum of [Amount in words and figures], inclusive of all taxes.

We understand that the Client reserves the right to negotiate the Financial Proposal for the services as a whole or for individual sub-components of the services as specified in the Data Sheet.

We undertake that our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations, up to the expiration of the validity period of the proposal, i.e., [Date].

We undertake that, in competing for (and, if the award to us, in executing) the above Contract, we will strictly observe the Laws against Fraud and Corruption in force in India namely "Prevention of Corruption Act 1988".

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Operator:

Address:

4B. Summary of costs

(Not to be uploaded to e-procurement portal, for calculation only)

It is mandatory for the successful bidder to submit to KSTDC the break-up of their lump-sum quote in the below provided format at the time of the financial negotiation meeting.

Sl. No.	Description	Amount (INR)
1.	Lump sum Cost (A)	
2.	Website & Mobile App Design and Development Cost (B)	
3.	Annual Maintenance Cost (C)	
4.	Annual Technical Support Cost (D)	
5.	SEO related Services (E)	
6.	Applicable taxes such as GST, Swachh Bharath Cess, Krishi Kalyan Cess etc. (G)	
Total Cost (A+B+C+D+E+F+G)		

Note: The ceiling cost of the consultancy is shown in the Summary of Costs. Payments will be made as per stipulations of the Special Conditions of Contract. The break-up of cost as given in format 4C is to facilitate assessment of reasonableness of costs and conducting negotiations in accordance with Clause 6 of the Information to Consultants.

4C. Breakdown of costs

It is mandatory for the successful bidder to submit to KSTDC the break-up of their lump-sum quote in the below provided format at the time of the financial negotiation meeting.

I. *Remuneration of the Staff*

Phase I					
Sl.No	*Position*	*Name*	*Man month Rate* (Rs)*	*No of Months*	*Amount(Rs)*
	Key Professional Staff				
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
	Grand Total				

* Provide the breakup of the rates to show the Man month Rate which is inclusive of salary related costs, and overheads.

II. *Website Development & Maintenance*

Sl No	*Particulars*	*Unit Price (A)*	*Quantity (B)*	*Applicable Taxes (C)*	*Total Price = (A) + (B) + (C)*
1	*Creative Design and Development of Karnataka Tourism Website*				
2	*Any License Costs*				
3	*SEO Strategy*				
4	*Cost for SEO related services*				
5	*Mob App Development Cost*				
6	*Maintenance Cost*				
7	*Technical Support Cost*				
	Total Cost (including applicable taxes)				

<div align="center">

Section 5.   Terms of Reference

</div>

1. Background

Karnataka state has various tourism products such as beaches, hill stations, heritage monuments, national parks, wildlife sanctuaries etc. Given the variety of tourism assets, the state is promoted under the tagline "One State, Many Worlds". Department of Tourism, Government of Karnataka (the "DoT") is continuously endeavouring to promote the state both nationally as well as internationally through participation in national and international trade fairs, investor meets, festivals, tour travel markets, through publication and production of quality promotional materials and advertising, through undertaking of theme campaigns, dissemination of tourism information and the like.

About Karnataka Tourism

Karnataka, the eighth largest state in India, has been ranked as the third most popular state in the country for tourism in 2014. In 2017, Karnataka was ranked second in terms of domestic tourists visits amongst other Indian states. It is home to 507 of the 3600 centrally protected monuments in India, the largest number after Uttar Pradesh. The State Directorate of Archaeology and Museums protects an additional 752 monuments and another 25,000 monuments are yet to receive protection. Tourism centres on the ancient sculptured temples, modern cities, the hill ranges, forests and beaches. Broadly, tourism in Karnataka can be divided into four geographical regions: North Karnataka, the Hill Stations, Coastal Karnataka and South Karnataka.

About Department of Tourism

The Department of Tourism, Government of Karnataka set up in 1974, focuses on developing tourism projects and undertaking overseas/ National promotion and publicity for Karnataka Tourism. It has 30 district offices. It aggressively promotes Karnataka Tourism and its sustained marketing promotions and campaigns have finally made the world sit up and take notice of the 'Many Worlds' that make up this vibrant state.

There are 3 government undertakings functioning under the Department of Tourism, namely Karnataka State Tourism Development Corporation (KSTDC), Jungle Lodges and Resorts (JLR) and Karnataka Exhibition Authority, Mysore.

About Karnataka State Tourism Development Corporation

Karnataka State Tourism Development Corporation (KSTDC) is an enterprise of Government of Karnataka and one of the leading among State Tourism Development Corporations in India. KSTDC conducts package tours through its fleet of buses equipped with state of the art facilities and owns hotels and guest houses throughout Karnataka at unrivaled locations across popular destinations. KSTDC also operates The Golden Chariot, South India's first and only luxury train.

2. Objectives

The Department of Tourism, Government of Karnataka (DoT), proposes to position Karnataka as one among the most preferred tourist destinations in the domestic and international tourism arena. In this regard, DoT intends to revamp its existing Karnataka Tourism website into a world-class website.

Karnataka State Tourism Development Corporation (KSTDC or **"The Client"**) is vested with the mandate of promoting Karnataka Tourism. KSTDC is committed to growing the state's tourism industry by increasing the number of tourists, both domestic and international, and increasing the average spend per tourists. In this regard, Karnataka Tourism website plays a vital role in driving the growth of tourism in Karnataka.

The present Karnataka Tourism Website lacks the features / aesthetics to match with the latest trends of Tourism Websites. The website currently has very limited digital presence and lags behind in visibility compared to other state tourism websites. KSTDC intends to position Karnataka Tourism website as one among the Top 5 Tourism Websites in India by 2020 and top 2 Tourism Websites in India by 2021 in terms of Alexa Ranking (www. alexa.com). In order to meet its objective, KSTDC intends to appoint a consultant for the design, development, operations & maintenance of website for Karnataka Tourism. The key objective of appointing the consultant is to revamp the existing Karnataka Tourism into a world-class, advanced, interactive and responsive website, so as to provide ergonomic experience for the end users and thereby attract foreign and domestic tourists looking forward to discover and experience Karnataka tourism. KSTDC intends to expand Karnataka Tourism's presence and visibility through various digital platforms, with the objective to increase tourist traffic and improve the tourist experience.

The key objectives of revamping the Karnataka Tourism website are as follows –

- To attract and retain tourists with primary focus on foreign tourists
- To showcase the destinations in Karnataka and the variety of tourism attractions of Karnataka
- To provide more activity based content and details regarding tour packages, hotels and so on so as to make it convenient for the tourists to plan the trip
- To create an ergonomic site with more importance for photos, videos so as to be more engaging and attractive for tourists

Karnataka Tourism website shall provide a comprehensive overview of tourism in Karnataka for tourists planning to visit the state. The website shall have dynamic features and regularly updated content focusing on the promotion of Karnataka tourism. The Website shall highlight the seasonal and significant attractions for Karnataka Tourism. Additionally, the website shall provide details of experiences, destinations, and things to do in the state, thus facilitating the planning of trips and increasing the tourist inflow to Karnataka. The website shall thus be the anchor for the active presence of Karnataka Tourism in the digital space. The Agency shall also develop a mobile application for Karnataka Tourism.

In addition to this, the Agency shall also be responsible for Search Engine Optimization (SEO) of the website with the objective of increasing the digital visibility and inbound traffic for the official Karnataka Tourism website. The website should also be platform neutral and must be in compliance with the latest version of the Guidelines for India Government Websites (GIGW), available at https://guidelines.gov.in/.

The Agency shall also ensure integration of the website with the overall online and offline marketing efforts for Karnataka Tourism, in accordance with the objectives of increasing the digital presence of Karnataka Tourism website. The Agency shall develop and demonstrate an understanding of the marketing objectives and goals of competitive industry position, business niche, products and services, and important brand attributes of Karnataka Tourism.

3. **Detailed Scope Of Services**

The scope of services to be provided by the Agency as described below is general but is not exhaustive, i.e.it does not mention the entire incidental services required to be carried out. The services shall be provided with all in accordance with true intent and meaning, regardless of whether the same may or may not be particularly described, provided that the same can be reasonably inferred therefrom. The scope of services shall also be governed by the provisions of the contract (the "Contract") to be entered into between the Agency and KSTDC which sets forth the detailed terms and conditions for grant of the right to the Agency (the "Right"). There may be several incidental services & assignments, which are not mentioned herein but will be necessary to complete the work in all respects. The list given below is an indicative list and shall include any other activity in association to those mentioned below:

3.1 To review the existing Karnataka tourism website and provide recommendations for the best approach to convert the existing website into a new ergonomic tourism website.

3.2 Design and build a website that showcases the visitor-focused attributes of Karnataka Tourism through visually stimulating and engaging contents and user-friendly tools. For the purpose of benchmarking, the Agency is expected to provide a website with ergonomic features matching the features of other state tourism websites viz Kerala Tourism and Rajasthan Tourism.

3.3 To create a positive user experience by making the website simple for visitors to find information, elevate the level of engagement, increase the level of repeat visits, drive sign-ups and downloads for newsletters and other promotional content, and increase overall site traffic.

3.4 The Agency shall be responsible for generating rich content for the website. The Agency may need to classify and finalise contents to be uploaded into the website, by keeping an eye on promoting Karnataka Tourism products and services.

3.5 Emphasise on the design and functionality of the website highlighting the most important sections which shall cater to various stakeholders such as travellers, investors, media, etc.

3.6 Enrich the website content by enabling users to share their experiences and information

3.7 Integration of the website with social media platforms and blogs including user-generated content.

3.8 Develop a mobile application to support and complement to the Karnataka Tourism website. The tourism content should be consistent on both website & app and should be managed from a single source.

3.9 Operation and Maintenance for a period of 3 (three) years commencing from Final Go Live of Phase 2 of the project.

3.10 The Agency shall ensure integration and alignment of Karnataka Tourism website with the overall digital marketing strategy as proposed by the Branding & Promotion Consultant of Karnataka Tourism.

3.11 Responsible for providing Search Engine Optimization (SEO) services and Social Media Integration of the Karnataka Tourism Website with the objective to increase traffic and visitor engagement.

3.12 Responsible for writing rich engaging content including blogs and articles with a focus on travellers' experiences as a Unique Selling Proposition (USP).

3.13 Deploy the promotional content provided by the Branding and Promotion Consultant of DoT which includes amongst others; key messages, catchphrases, collaterals, digital banners, creatives, digital campaigns, visual images, post, articles, SEO services and other relevant content for promotion on social media platforms, websites, mobile applications, search engines, digital media events, campaigns to drive maximum traffic to the revamped tourism website

3.14 Provide rich content for the Karnataka Tourism website and keep it updated & maintained according to current marketing needs and practices and management of its digital presence

3.15 Provide a platform for registration of Tourism product/ service providers with the client.

3.16 Search Engine Optimization (SEO) service to position Karnataka Tourism website as one among the Top 5 Tourism Websites in India by 2020 and top 2 Tourism Websites in India by 2021 in terms of Alexa Ranking (www. alexa.com).

4. **Obligations of Selected Agency**

The selected Agency should ensure the following:

4.1 The Agency must demonstrate a good understanding of Karnataka Tourism's destinations, products and services as well as its business and sales objectives. This understanding is vital for the development of a robust and comprehensive website of Karnataka Tourism which is in sync with the promotional objectives of the Client.

4.2 The Agency is expected to familiarise themselves on Government issued guidelines and frameworks for website development for government organizations and ensure that they adhere to any such guidelines and frameworks issued by the Government of India or the Government of Karnataka. The website should also be platform neutral and must be in compliance with the latest version of the Guidelines for India Government Websites (GIGW), available at https://guidelines.gov.in/. The Agency shall be responsible for timely website and mobile app updations as per the guidelines issued by GIGW and terms mentioned in this RFP. Website/ mobile app being maintained/ developed should be made compliant with the guidelines and shall submit compliance report for the same.

4.3 The Agency shall ensure necessary coordination and cooperation with the other agencies empanelled/contracted by the Client, including the overall Branding and Promotion Agency and the Digital Marketing consultant of Karnataka Tourism.

4.4 The Agency must provide original written content along with original/innovative photo and video coverage beyond what is available on the Client's existing website or in the public domain. Further, the Agency should look to repackage relevant existing content on the website in innovative packages and forms in addition to developing new content.

4.5 The Agency is fully responsible for collecting data and information from Government agencies.

4.6 The Agency, during the period of contract, will observe all statutory laws as laid down from time to time.

4.7 The Agency will endeavour to guard the owner against defects and deficiencies in the work.

4.8 The Agency will maintain a high level of professional ethics and will not act in any manner, which is detrimental to the Client's interest and maintain confidentiality on matters disclosed till proper instruction is issued for publication

4.9 The Agency will not generate any financial liabilities or encumbrance on the Client from its subcontractors, banks or other financial agencies and material suppliers.

4.10 The Agency shall render such other professional services as are necessary and incidental to the satisfactory completion of the work.

4.11 The Agency understands that this agreement is on a principal to principal basis and it does not constitute any partnership or agency between the parties. The Agency alone will be responsible for his employees or third parties for any injury caused to them due to the work of the Agency. Further if any claim is made against the Client for the aforementioned reasons he will keep the Client duly indemnified.

5. **Reserved Rights of the Client**

5.1 The Client assumes that the Agency has complete clarity and understanding of the scope and objective of the assignment. The quoted financial bid will be considered inclusive of all expenses including applicable taxes and out of pocket expenses.

5.2 The Client shall provide the Agency with copies of all data and reports available with the client and considered relevant to the execution of the Agency's scope of services.

5.3 The Client shall support the Agency on a best effort basis for liasioning with other departments for access to information.

5.4 The Client approval or review of reports shall not absolve the Agency from the responsibility and accountability of delivery of the assignment with quality.

5.5 All intellectual property developed during the course of this assignment shall belong to KSTDC, Government of Karnataka, exclusively and any intellectual property rights emanating from such content shall vest solely and exclusively with KSTDC, Government of Karnataka.

6. Website development and maintenance

The activities under Website Development and Maintenance is classified under two phases. The activities under both the phases are detailed below.

6.1. Phase-wise Development

Phase 1

The Phase 1 of the Assignment includes the development of all the modules and sub modules as described in Section 7 of this document till level 3 of the website framework. Section 7 provides the detailed description of broad requirements of the modules/sub-modules of the website framework. The phase 1 of the website development shall include the development of all the proposed modules/sub-modules till level 3 of the website framework. In addition, this development phase shall comprise of aesthetic features, content development and management, destination management module.

In phase 1, the following modules need to be developed

1. Proposed Modules (till Level 3) /Pages on the Website with Aesthetic Features
2. Content Development and Management
3. Destination Module

Phase 2

Phase 2 of the Assignment includes the development of the remaining level of modules/sub-module the website framework along with their aesthetic features, content development and management. In addition, this phase shall comprise of module development which shall by nature have the features of a Portal. This would enable users to register, login, post their comments, maintain a profile, communicate with other users, etc. Additionally, content development, content management, interface with third party booking and reservation offers and development of reporting/MIS functionality modules also need to be completed.

In phase 2, the following modules need to be developed

1. Development of the remaining levels (Level4/5/6) of the proposed Modules/Pages on the Website forward as described in Section 7 of this document, along with their Aesthetic Features, Content Development and Management
2. User Management Module
3. Interface with Third Party Registration and Booking
4. Content Development and Management
5. Reporting/MIS modules
6. Mobile Application

Cross-Phase Activities

In addition to the above, the following activities shall continue across both the phases of the assignment and also during the Operation and Maintenance period

1. Search Engine Optimization (SEO) services
2. Marketing Support Services for Karnataka Tourism
3. Content Development and Management
4. Reporting/MIS modules

The details for the above mentioned SEO services and Marketing Support Services have been provided in Section 10.

6.2. Deliverables and Timelines

The Agency is expected to complete Phase 1 Component of the Assignment within 3 months from the start date of the Assignment. Following this, the Agency is expected to complete Phase 2 within 3 months after the completion of Phase 1 Component. Following the completion of both Phase 1 and Phase 2, the Agency shall provide Operation and Maintenance related services for the website for a period of 3 (three) years.

The Agency shall adhere to the following timelines for submission of deliverables during the course of the Assignment –

"T" is the start date of the Assignment

SI. No.	Deliverable	Timeline	Timeline from start date of the Assignment (T)
1.	Submission of Technical Requirement Specification (TRS), Functional Requirement Specification (FRS), SEO Strategy for Karnataka Tourism website, System Design documents and IT infrastructure sizing for SDC for the Karnataka Tourism website	T1 = T + 3 weeks	3 weeks
2. **	Approval of TRS, FRS, System Design document and IT infrastructure sizing documents by KSTDC	T2 = T1 + 1 weeks	4 weeks
3.	Submission of Testing approach and Test case documents for Third party Security Audit and User Acceptance Testing (UAT)	T3 = T1 + 1 week	4 weeks
4. **	Approval of Testing Approach and Test case documents for Third Party Security Audit and UAT by KSTDC	T4 = T3 + 1 week	5 weeks
5.	Development and customization of the Phase 1 of the Website and submission of solution for Third Party Acceptance Testing and User Acceptance Testing (UAT) • Development and Delivery to UAT including Unit Testing (UT), Integration Testing (IT) and Validation Testing	T5 = T4 + 4 weeks	9 weeks
6. **	UAT for Phase 1 of the Website (2 rounds)	T6 = T5 + 1 weeks	10 weeks
7.	Implementation of Phase 1 • Training • Phase 1 Go Live	T7 = T6 + 2 weeks	12 weeks
8.	Development and customization of the Phase 2 of the Website and submission of solution for Third Party Acceptance Testing and UAT	T8 = T7 + 6weeks	18 weeks

Sl. No.	Deliverable	Timeline	Timeline from start date of the Assignment (T)
	• Development and Delivery to UAT including UT, IT and Validation Testing		
9. **	UAT for Phase 2	T9 = T8 + 2 weeks	20 weeks
10.	Implementation of Phase 2 • Training • Phase 2 Go Live	T10 = T9 + 2 weeks	22 weeks
11.	By the time the website goes live, the Agency must also provide other reports including – • Design templates for the Website • Training Plan and Manuals • User and Administrative Manuals • Wire-Frames • Operations, Governance and Security Policy	T11 = T10 + 2 week	24 weeks
12.	Maintenance and Technical Support for 3 years	T12=T11+156 weeks	180 weeks
13.	SEO related services for 3 years	T12=T11+180 weeks	180 weeks

Note

- Activities marked ** in SL.No 2,4,6 and 9 in the table above are responsibilities of KSTDC and as such any delay in completion of these would not attract any form of penalty to the Agency.
- KSTDC reserves the right of giving provisional approval to the deliverables so as to ensure that the other dependent deliverables are completed as per schedule. It would be the responsibility of the Agency to incorporate the modifications given after the provisional approval within all deliverables affected by the modifications. Final go-live will be considered after all the deliverables have been given the final approval.
- Penalties shall be levied only for the reasons attributable to the Agency. Any risks/ issues foreseen by the Agency shall be brought to the notice of the KSTDC immediately. If no such issues/risks are highlighted by the Agency, then it is expected that no delays will be there in the implementation schedule.

6.3. Penalties with respect to Deliverables

Sl. No.	Clause	Penalty
1.	The following penalties relating to implementation and delivery of services of the Assignment shall apply	a. For each week (6 working days) of delay in achieving any of the milestones referred in 6.2 Deliverables and Timelines KSTDC, shall levy a penalty of Rs. 50,000/- to the Agency per week for first 3 weeks of delay. Subsequently, beyond 3 weeks the rate of penalty will increase to Rs. 75,000/- per week for the next 3 weeks. From the 6th week till 8th week the penalty rate would increase to Rs. 1, 00,000/- per week. b. The penalties shall be levied and adjusted in the

Sl. No.	Clause	Penalty
		subsequent payment milestone. The penalties shall be deducted from the monies due to the Agency at the payment milestone.
		c. If the overall delay in any of the milestone is beyond 8 weeks, then KSTDC may at its discretion, terminate the contract and shall take necessary steps to blacklist the Agency.
2.	Change of key members - Project Manager, Lead Programmer, Quality Assurance Expert during the Contract Period	a. KSTDC shall levy during every change a penalty of Rs 1,00,000 /- to the Agency per resource change
3.	Disengagement of the Agency in the middle of the project, either before go-live or after go-live, because of any reason attributable to it.	a. Blacklist the Agency b. Any other legal recourse that KSTDC may deem fit
4.	Exception	a. In the event of natural calamity/ disaster and any such reason which is beyond the control of the agency which is defined in the Force Majeure clause of the contract, no penalty shall be imposed. b. In the event of routine maintenance and emergency maintenance with advance intimation by the service provider (after due approval and agreement with KSTDC), no penalty shall be imposed c. In the event of downtime of the application with effect of failure/ fault from State Data Center, no penalty shall be imposed.

6.4. Operation and Maintenance

The Agency shall provide Annual Technical Support (ATS) and Annual Maintenance Support (AMS) to the project for a period of 3 (three) years as per the stipulated SLA after completion of Phase II. During the period, the Agency shall have to deploy 2 (two) resources onsite to support the operation.

6.5. Training of the personnel

The Agency shall train the personnel identified by KSTDC regarding the revamped website and its features so as to get hands-on regarding the operations & management of the Website as well as the mobile application. Necessary documentation should be prepared for the new application processes with.respect.to the website and the mobile application.

6.6. Terms and Conditions after Final Go-Live of the Project

The term of the Contract will be for a period of 3.5 (three and a half) years and shall be coterminous with the completion of 3 (three) years after final acceptance of Final Go Live of Phase 2 of the project. On completion of the tenure of the Contract, the Agency shall submit a proposal with cost details for extension of term for Annual Technical Support (ATS) and Annual

Maintenance Support (AMS) for a further period of 1 (one) years from the date of completion of the contract. If accepted by KSTDC, the Agency shall continue to provide services as per the price agreed between KSTDC and the Agency. However in case the proposal is not accepted by KSTDC, the Agency shall continue to provide service for a further period of 3 months after the contract period or till a new service provider is brought in place whichever is earlier.

6.7. Infrastructure Setup

The Agency shall be responsible for hosting the website and mobile application for KSTDC, Karnataka. The hosting would be done at the State Data Centre (SDC). The cost of infrastructure and hardware required for the project shall be borne by KSTDC / Government of Karnataka.

- The proposed website solution should provide the following without compromising the quality and performance of services
  - High reliability
  - High Availability (24*7*365) with 99.5% Server uptime
  - High scalability (100 to 200 users daily) with load balancing and clustering as per the need
  - High performance (the proposed solution should work even in low bandwidth like 64 kbps using dial-up connection)
  - It should not take more than 3-5 seconds for responding to the users

The Agency shall set up and maintain the required software and the hardware infrastructure for website's staging environment, testing and content management etc. with State Data Centre for which necessary space and power shall be arranged by KSTDC/ DoT. It shall also be noted that overall deployment strategy and solution for portal/mobile solution conforms to the latest version of the Guidelines for India Government Websites (GIGW) of the Department of Electronics and Information Technology (DeITY), Government of India.

7. Stakeholders

The website should be a useful tool for the target audience while being visually appealing, responsive and user-friendly. The target audience includes the following –
- Foreign and Domestic Tourists
- Karnataka Tourism staff (DoT / KSTDC/ JLR/ KEA)
- Government bodies
- Media
- Business Sector
- Regional and International tour operators
- Other third-party agencies/ service providers

8. High-Level Requirements

The following Section outlines High-Level Requirements of Karnataka Tourism Website for Phase 1. In phase 1, the following modules need to be developed

8.1. Phase 1 Requirements

1. Proposed Modules (till Level 3) /Pages on the Website with Aesthetic Features
2. Content Development and Management
3. Management of Destination Module
4. Aesthetics

#	Module	Requirements
1.	**Web Portal Key modules**	The home page or the landing page of the website is the Level 1 screen of the Website.
		The homepage of the Website should include the following key modules as Level 2 such as

#	Module	Requirements
		1. Experience Karnataka 2. Things to do in Karnataka 3. Destinations in Karnataka 4. Plan Your Trip 5. What's New 6. Media Room 7. Governmental Affairs 8. Subscribe 9. Photos/ Videos 10. Bengaluru All of these above-mentioned modules shall break down into sub-modules. The details of the same are provided in the subsequent section of the document. Each module is further broken down to smaller modules and sub-modules. By the end of Phase 1, the agency should have developed the website upto level 3 of the website framework along with aesthetic features, content development and management. The website theme should change quarterly. The web portal should have a workflow mechanism for the approval of content to get published. Functionalities provided in Section 5 Subsection12 and Subsection 13 provided below are indicative. The functionalities of each of the modules shall be developed/ designed based on a decision made upon mutual consent basis between the Agency and KSTDC.
2.	**Content Development and Management**	The Agency needs to classify and finalise contents to be uploaded into the website, with the objective to promote the product and service of Karnataka Tourism and to improve its digital presence. The Indicative backend feature/framework for web content management system of the website shall be as follows: • Version control • Search and retrieve content using full text or metadata • Ability to create folder hierarchy and it shall allow creating documents of folders in it • The web content management platform must be able to publish contents to mobile app of KSTDC • The web pages must be able to display contents based on visitors past visits (repeat visitor), based on visitor's profile, location, visitor's social profile (if logged in using Facebook / Twitter, etc.) • The web content management system must leverage algorithms to understand a visitor's behaviour to recommend them the best offers, travel plans, etc. • Content creation and organization details at the front end of the website • Content Aggregation • Content updating and management • Content repository

#	Module	Requirements
		• Plugins • W3C Compliance • Mobile Support • User Definitions • Pages management (create/ edit/ publish/ delete • Text content (Add/ Update/ Delete • Links (Add/ update/ delete) • Integrated Online help • Modularity and extensibility • Integrated audit logs • Templating support for changing designs • Install and upgrade wizards The above-stated scope is not exhaustive. The Agency is requested to improve upon, add relevant features that would be required for an efficient, user-friendly, informative website. Please refer to Section 9.2.for details on the Content Management.
3.	**Destination Module**	The indicative feature/framework for the destination module of the website shall be as follows: • The website should maintain a repository for category- wise destination options for tour planning such as Adventure, Beaches, and religious, etc. • It should also show relevant results depending upon Tourist experience or interests like Adventure, Religious, and Beaches, etc. • The Website should maintain details about activities or things to do for tourists viz Cuisines, Wildlife, Shopping, Adventure locations and Popular Festivals in Karnataka • Details of selected places in the form of overview, summary and detailed, picture gallery, videos, etc. • Additional information in the form of how to reach there, location on the map, the best time to visit, weather information, things to do, etc. • Details of selected places in the form of Overview- summary, and details along with pictures gallery, video, etc. • Travel Guidelines • Nearest accommodation details (hotel location and distance from prominent locations like airport, railway station, attractions, etc.) • Festivals and Events relevant to the Destination • Users should get recommendations from the website when they select location/ places to visit on the website. When the user selects the destination, the website should recommend the best time to visit and nearby renowned places to visit. The system should recommend places/ destinations based on user analytics • Provide the latest news snapshots links to detailed news, press kits, image gallery, reports, statistics, relevant contact details, etc. • Any other information deemed appropriate by the department For e.g.: Broadly, the destination module should have data entities such

#	Module	Requirements
		as Destination name, Nearby location range in km (Landmark), Travel type to the location (car/bus/flight), nearby destinations on travel route shall be suggested as per selected range in kilometres, Linkage to google map, Festivity information, important dates, nearby locations, lodging or boarding options emergency contacts, travel map etc. The above-stated scope is not exhaustive. The Agency is requested to improve upon, add relevant features that would be required for an efficient, user-friendly, informative website.
4.	**Aesthetics**	• Compatibility • Strong visual style • Fast Loading of pages • Responsive Design • Simple and easy navigation • Consistent and integrated use of branding elements • Well written and organized content • Effective use of typography and mage. • Search Tools • Reachable Links • Easy access to statistical data The graphic design of the website should be as per Guideline for Indian Government Websites (GIGW) compliance framework. Design and content management should support extensive website analytics. Traffic reports, visitor analysis, duration analysis, content-wise analysis, top landing pages, and top exit pages, other statistical reports should be available.

8.2. Phase 2 Requirements

In phase 2, the following modules need to be developed

1. Development of the remaining level (Level4/5/6) of the proposed Modules/Pages on the Website as described in Section 7 of this document, along with their Aesthetic Features, Content Development and Management
2. User Management
3. Interface with Third Party Registration and Booking
4. Content Management
5. Reporting/ MIS modules
6. Mobile Application

#	Module	Requirements
1.	**Development of remaining Modules /Pages on the Website with Aesthetic Features**	• Development of the remaining level (Level4/5/6) of the proposed Modules/Pages on the Website as described in Section 9 of this document, along with their Aesthetic Features, Content Development and Management
2.	**User Management**	• User Creation and management of website. The user can be of two types, Master Admin and General Operation Admin. Master Admin of website will create and manage general user to manage the requirements.

#	Module	Requirements
		• Should have module wise access rights and authentication for functions such as, Publish, Add, Delete, Edit, View and Archival. • Audit logs shall be maintained for the users to store for 10 days operation on page wise and after the period the logs shall be auto cleared. • Log in to be supported via the following ids, – Email – Social media sign in using platforms such as Facebook and Twitter – Any other third party sites which shall be agreed upon mutual consent basis between KSTDC and the Agency. • Registered users details submitted at the time of registration shall be stored in the system, and they can customize the landing page to view the information of their interest • Guest users will have access to all features of the site • Users can subscribe to updates, mailers, promotion, etc. • Users can subscribe to alerts and are able to receive updates on travel policies, new events, promotions, policy changes, etc. • Develop a Feedback system – Ability to submit a query with query type (feedback/ information/ clarification/ complaint) and user details with provisions to capture visitors feedbacks and suggestions – Develop mechanism for visitors to rate destinations – Facility for analysing feedback and rating on monthly basis to provide insights to achieve website goals and objectives. – Positive feedbacks shall be published as testimonials after taking approval from the user and the Department. • The user can log in and get details of query resolution provided by KSTDC • Provide provision for Live Chat with visitors on the website. The Live Chat should have the provision to continue conversations with the visitor by email if they leave. The functionality period of the Live Chat shall be decided later by KSTDC • Provision for capturing Google unique ids users should be there
3.	**Interface with Third Party Registration and Booking**	The Website shall feature details of nearby hotels/ accommodations for a tourist spot. The Third Party Registration and Booking Module shall have User Creation and management facility for Hotels/ restaurant/ Homestay/or other tourism product/ service providers to be registered with the client. The module shall contain a list of information and documents that will be required by the applicant. Once the application is submitted a unique application number will be generated required for tracking of the application. Applications received on this module shall be shared with the designated officer in the client office for approval. After

#	Module	Requirements
		receiving approval from the KSTDC the information of the applicant shall be listed on the website and mapped against the said destination. The module shall have provision to accept information/ applications for registration of Hotels operating in Karnataka. The facility may further be expanded to other tourism product/ service providers which are listed below :- i. Home stay ii. Tour Operators iii. Hotel iv. Resort v. Wellness center, vi. Visitor information center, interpretation center, vii. Water sports, viii. Boat house, ix. Way side amenities, x. Dormitories xi. Registration/ Licensing of tour guides For Hotels in Third Party Registration and Booking Module shall have the list of Hotel classified under two categories. The first category shall comprise of only list of the Hotels available in each of the destinations listed on the website. The second category of the Hotels shall be those who have been verified by KSTDC and have taken subscription to promote their hotel on the Karnataka Tourism website. These hotel shall be displayed prominently on destinations where they are available. When the user clicks in a hotel shown in the website, the website should divert the user to respective third party agent's Property Management system/central reservation engine software to enable the user to book/ reserve.
4.	**Content Development and Management**	The Agency shall be responsible for the updating, enhancement and maintenance of the website content for remaining level (Level4/5/6) and also for the content as developed in Phase 1.
5.	**Reporting/MIS modules**	The Agency shall be responsible for providing MIS Reports with respect to Website traffic details, Source of Website Traffic, Conversion of Website traffic etc as provided in Reporting / MIS Module in Section 12.2.3 of this document.
6.	**Mobile Application**	The proposed platform should support responsive design, to ensure the same functionalities that can be extended to mobile devices without any code change. This must support the latest version of Android, Windows and iOS operating systems.

9. Key Modules on the Home Page Screen

The broad requirements of the modules/submodules have been provided below. However, it is expected by the Agency to undertake groundwork and understand the basic requirements for each of the module and to provide suitable content to each submodule. Once the content is prepared by the Agency, it shall be submitted to KSTDC. Once approved, the Agency shall upload the content on the website

9.1 Homepage

The indicative home page or the landing page of the website is the Level 1 screen of the Website. The homepage of the Website should include the following key modules as Level 2 such as

1. Experience Karnataka
2. Things to do in Karnataka
3. Destinations in Karnataka
4. Plan Your Trip
5. What's New
6. Media Room
7. Governmental Affairs
8. Subscribe
9. Photos/ Videos
10. Bengaluru

9.1.1 Level 1 Module: Home Page

The Home Page of the Website contains the following Sub Modules as below.

9.1.2 Level 2 Module 1: Experience Karnataka

When the user clicks on the Experience Karnataka Module, It further splits into the submodules such as, Art Forms, Destinations, Experience Grandeur, and Experience Divinity, Experience the Untamed, Experience Tranquillity and Experience Cuisine. A sample representation of Experience Karnataka page for the purpose of understanding has been provided below.
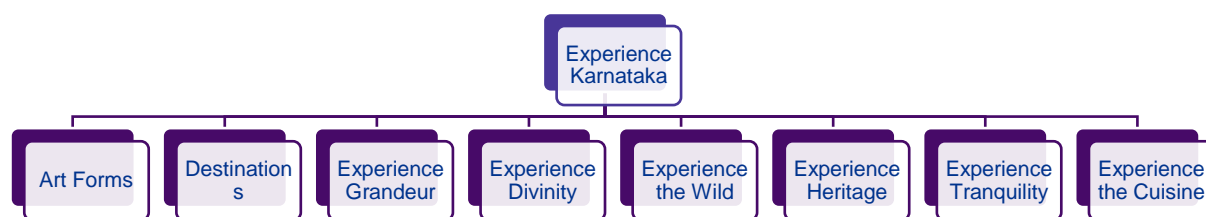
9.1.2.1 Level 3 Module 1 Art Forms under the Level 2 Module 1 Experience Karnataka

When the user clicks on the Art Forms folder under the Main Menu Experience Karnataka, it again splits into subfolders listing the various art forms of Karnataka. A sample representation is below.
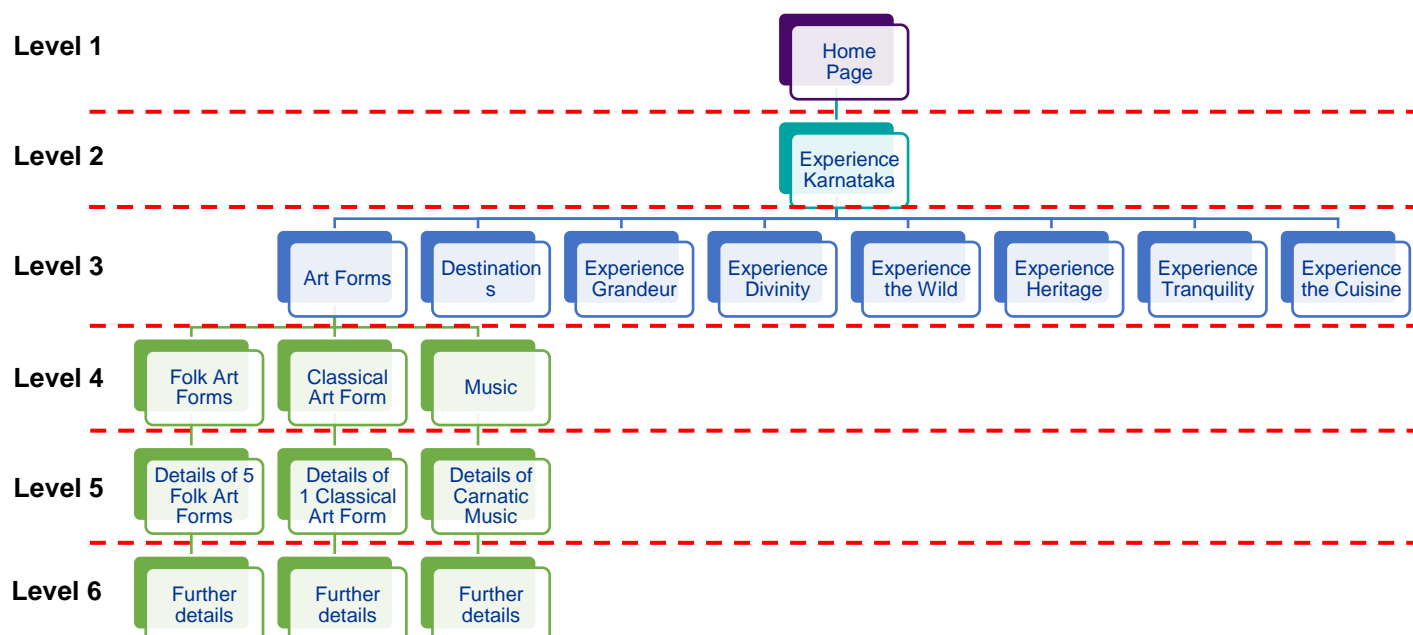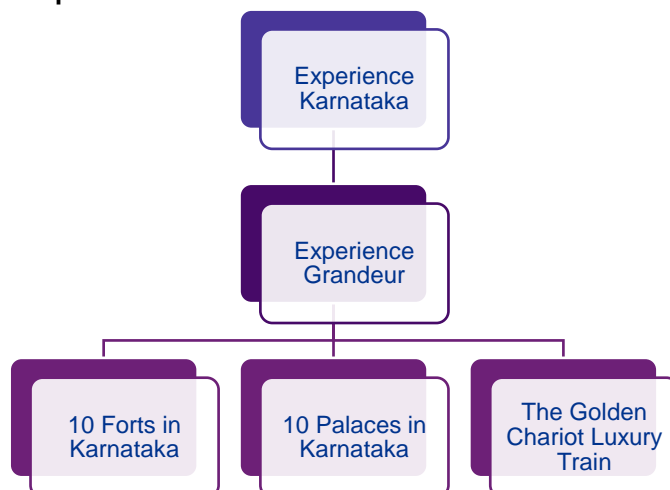
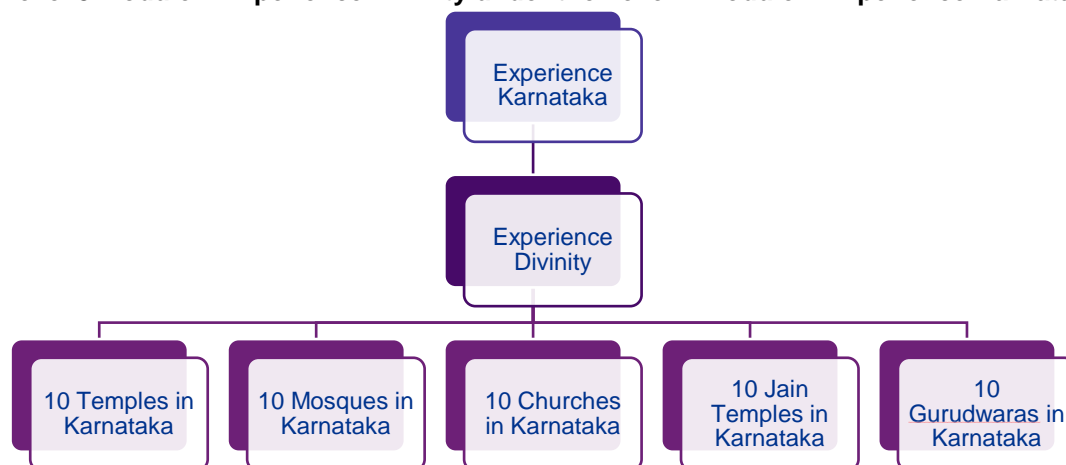**9.1.2.2 Level 3 Module 2 Destinations under the Level 2 Module 1 Experience Karnataka**

When the user clicks on the Destinations folder under the Main Menu Experience Karnataka, it again splits into subfolder as below
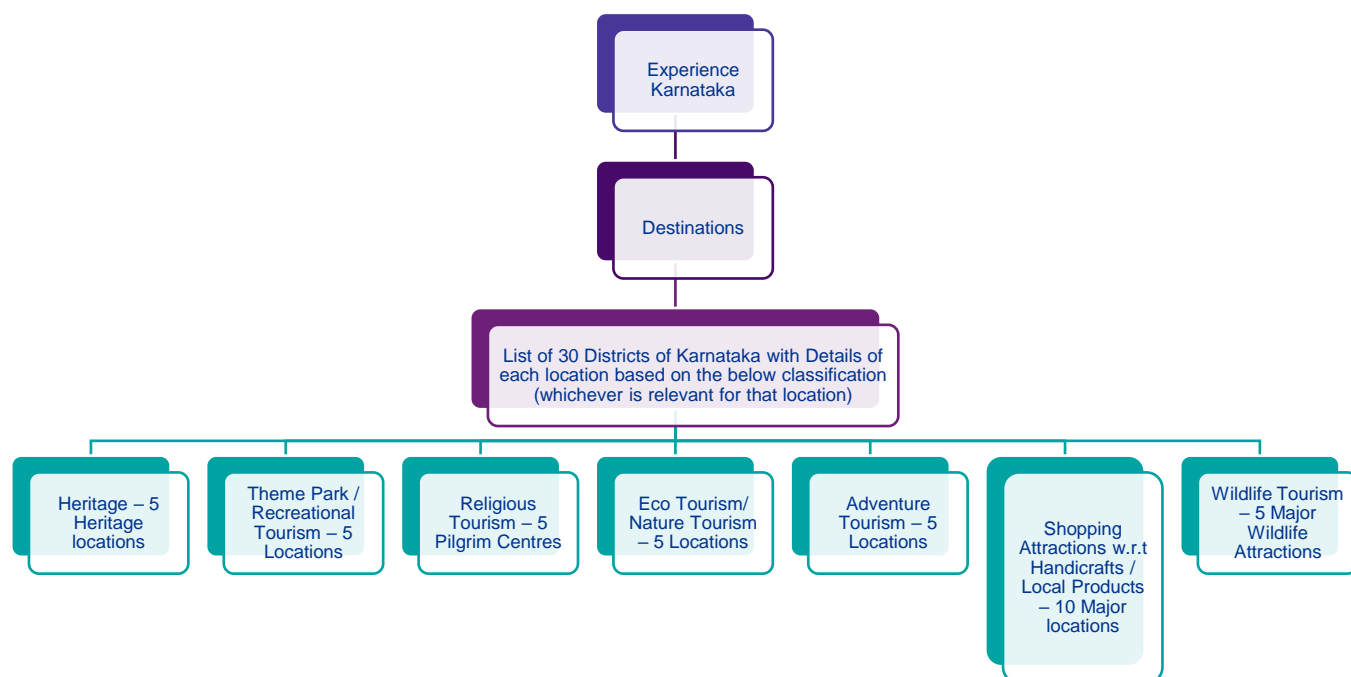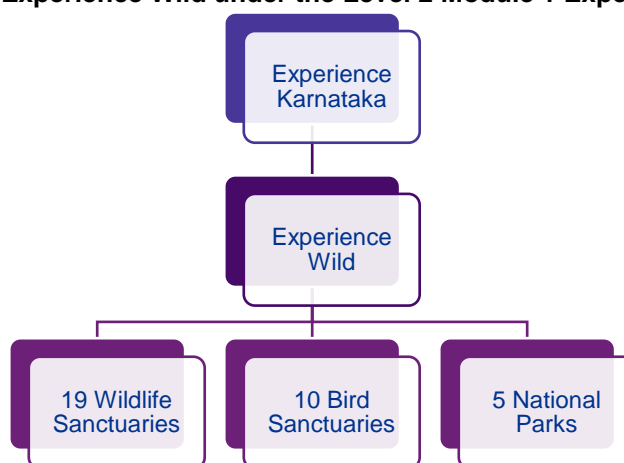

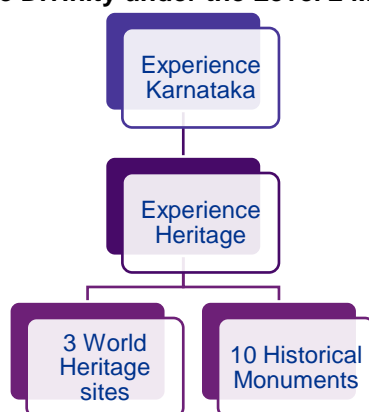**9.1.2.3 Level 3 Module 3 Experience Grandeur under the Level 2 Module 1 Experience Karnataka**

9.1.2.4 Level 3 Module 4 Experience Divinity under the Level 2 Module 1 Experience Karnataka

```
                    Experience
                    Karnataka

                    Experience
                    Divinity

  10 Temples in   10 Mosques in   10 Churches    10 Jain         10
  Karnataka       Karnataka       in Karnataka   Temples in      Gurudwaras in
                                                 Karnataka       Karnataka
```

9.1.2.5 Level 3 Module 5 Experience Wild under the Level 2 Module 1 Experience Karnataka

```
                    Experience
                    Karnataka

                    Experience
                    Wild

  19 Wildlife      10 Bird         5 National
  Sanctuaries      Sanctuaries     Parks
```

9.1.2.6 Level 3 Module 6 Experience Divinity under the Level 2 Module 1 Experience Karnataka

```
                    Experience
                    Karnataka

                    Experience
                    Heritage

  3 World          10 Historical
  Heritage         Monuments
  sites
```

9.1.2.7 Level 3 Module 7 Experience Tranquility under the Level 2 Module 1 Experience Karnataka

```
┌──────────────┐
│  Experience  │
│   Karnataka  │
└──────┬───────┘
       │
┌──────┴───────┐
│  Experience  │
│  Tranquility │
└──────┬───────┘
       │
┌──────┴───────┐
│ 20 Waterfall │
│   locations  │
└──────────────┘
```
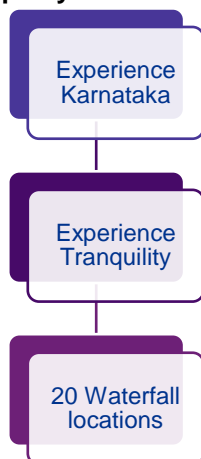
9.1.2.8 Level 3 Module 8 Experience Cuisine under the Level 2 Module 1 Experience Karnataka

```
                    ┌──────────────┐
                    │  Experience  │
                    │   Karnataka  │
                    └──────┬───────┘
                           │
                    ┌──────┴───────┐
                    │  Experience  │
                    │    Cuisine   │
                    └──────┬───────┘
         ┌────────────┬────┴────────┬─────────────┐
┌────────┴──┐  ┌──────┴────┐  ┌─────┴─────┐  ┌─────┴──────┐
│  General  │  │   North   │  │   South   │  │  Coastal   │
│ Karnataka │  │ Karnataka │  │ Karnataka │  │ Karnataka  │
│(10 Cuisines)│ │(10 Cuisines)│ │(10 Cuisines)│ │(10 Cuisines)│
└───────────┘  └───────────┘  └───────────┘  └────────────┘
```

9.1.3 Level 2 Module 2: Things to Do in Karnataka
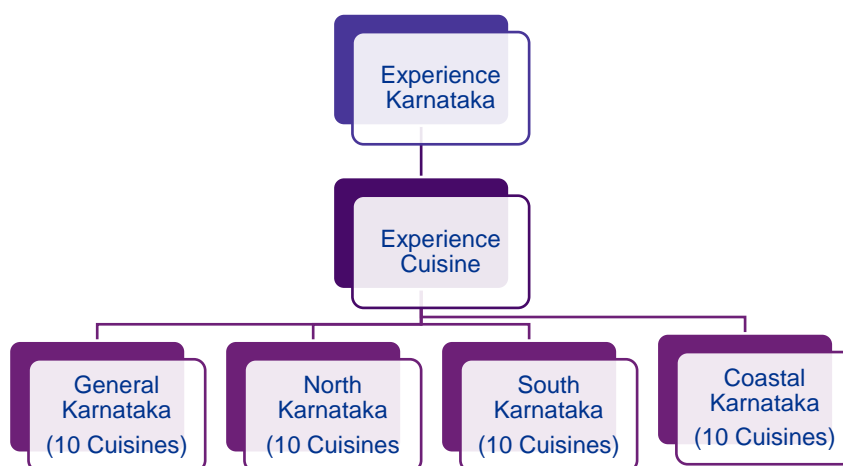
```
                         ┌──────────────┐
                         │  Things to Do│
                         │  in Karnataka│
                         └──────┬───────┘
  ┌───────┬──────────┬──────────┼──────────┬──────────┬─────────┐
┌─┴────┐ ┌─┴─────┐ ┌──┴───┐ ┌───┴───┐ ┌────┴───┐ ┌────┴───┐ ┌──┴──┐
│Festivals│ │Adventure│ │Wildlife│ │Wellness│ │Cuisines│ │Shopping│ │ Golf │
│in       │ │        │ │       │ │       │ │        │ │        │ │      │
│Karnataka│ │        │ │       │ │       │ │        │ │        │ │      │
└────────┘ └───────┘ └──────┘ └──────┘ └───────┘ └───────┘ └─────┘
```
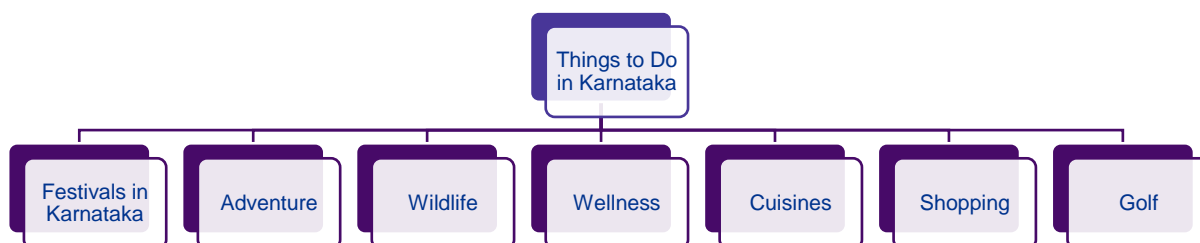
9.1.3.1   Level 3 Module 1 Festivals in Karnataka under Level 2 Module 2 Things to Do in Karnataka

```
                          Things to Do in
                            Karnataka
                               │
                          Festivals in
                            Karnataka
                               │
   ┌──────────────┬────────────┼────────────┬──────────────┐
10 Most      5 Popular     5 Popular     5 Popular     Calendar of
Popular      Festivals in  Festivals in  Festivals in  Festivals in
Festivals in North         South         Coastal       Karnataka
Karnataka    Karnataka     Karnataka     Karnataka
```
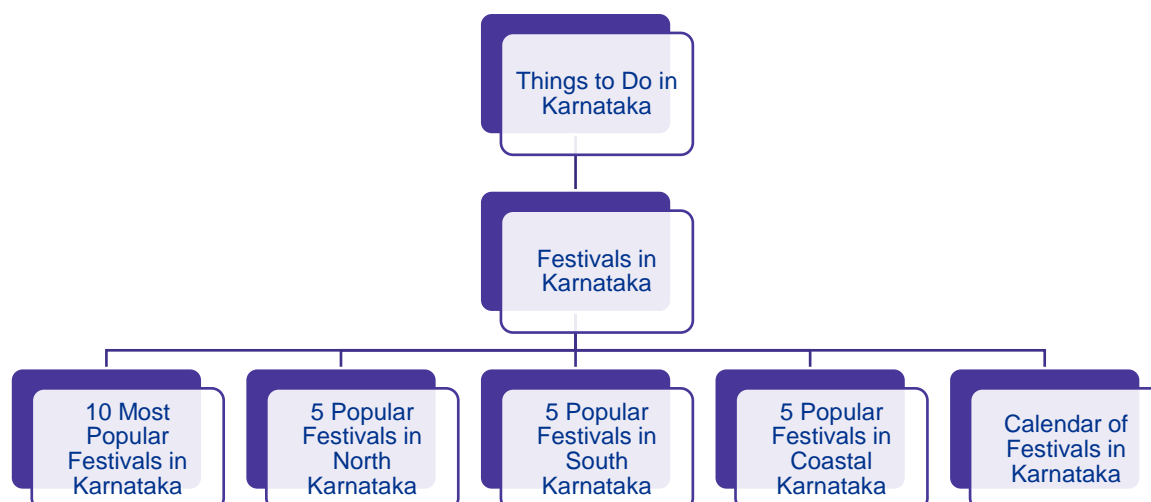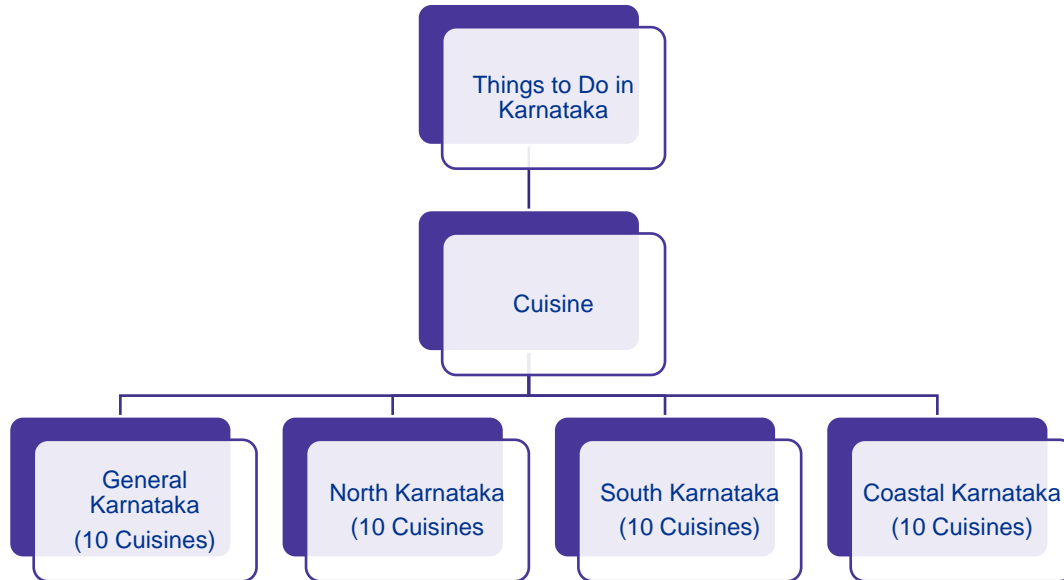
9.1.3.2   Level 3 Module 2 Adventure under Level 2 Module 2 Things to Do in Karnataka

```
                    Things to Do in
                      Karnataka
                         │
                      Adventure
                         │
   ┌──────────────┬──────┴───────┬──────────────┐
10 Prominent   North Karnataka  South Karnataka  Coastal
Adventure      5 Popular        5 Popular        Karnataka 5
locations      adventure spots  adventure spots  Popular
across                                           Adventure spots
Karnataka
```
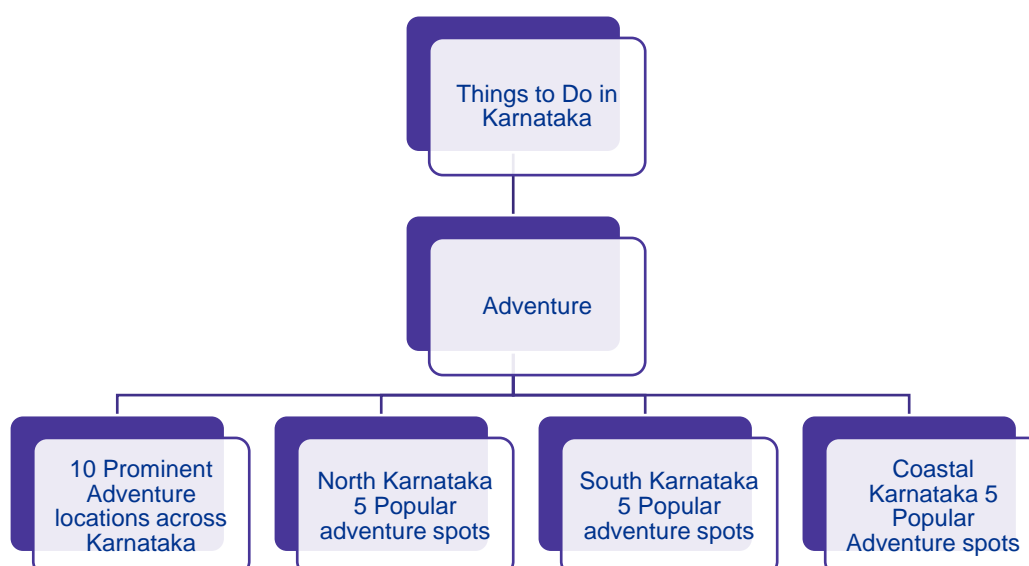
9.1.3.3   Level 3 Module 3 Wildlife under Level 2 Module 2 Things to Do in Karnataka

```
              Things to Do
              in Karnataka
                   │
                Wildlife
                   │
   ┌──────────────┼──────────────┐
19 Wildlife    10 Bird         5 National
Sanctuaries    Sanctuaries     Parks
```

Page **74**
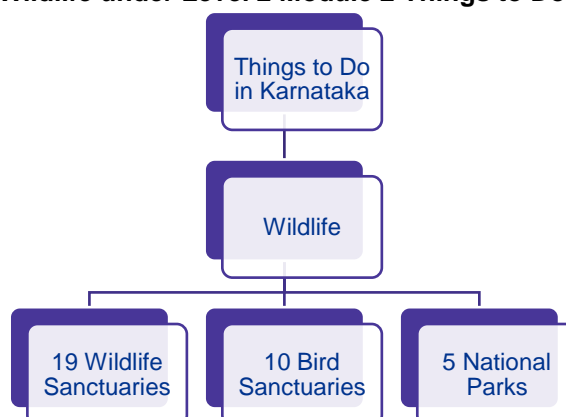
9.1.3.4   Level 3 Module 4 Cuisine under Level 2 Module 2 Things to Do in Karnataka

```
                    ┌─────────────────┐
                    │  Things to Do in│
                    │    Karnataka    │
                    └────────┬────────┘
                             │
                    ┌────────┴────────┐
                    │     Cuisine     │
                    └────────┬────────┘
         ┌───────────┬───────┴───────┬───────────┐
   ┌─────┴─────┐┌────┴─────┐ ┌───────┴────┐┌──────┴──────┐
   │  General  ││  North   │ │   South    ││   Coastal   │
   │ Karnataka ││ Karnataka│ │ Karnataka  ││  Karnataka  │
   │(10 Cuisines)││(10 Cuisines)│(10 Cuisines)││(10 Cuisines)│
   └───────────┘└──────────┘ └────────────┘└─────────────┘
```

9.1.3.5   Level 3 Module 5 Wellness Karnataka under Level 2 Module 2 Things to Do in Karnataka

```
              ┌────────────┐
              │Things to Do│
              │in Karnataka│
              └─────┬──────┘
              ┌─────┴──────┐
              │  Wellness  │
              └─────┬──────┘
        ┌───────────┼───────────┐
   ┌────┴───┐ ┌─────┴─────┐┌────┴────┐
   │  Yoga  │ │Naturopathy││Ayurveda │
   └────────┘ └───────────┘└─────────┘
```
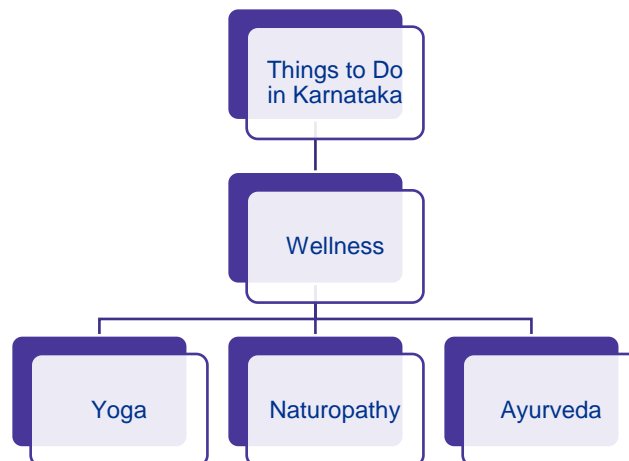
9.1.3.6 Level 3 Module 1 Shopping, Handicrafts, and Local Products under Level 2 Module 2 Things to Do in Karnataka

```
              ┌────────────┐
              │Things to Do│
              │in Karnataka│
              └─────┬──────┘
       ┌────────────┴────────────┐
       │ Shopping, Handicrafts, & │
       │     Local Products       │
       └────────────┬────────────┘
       ┌────────────┴────────────┐
       │ Ten Products with reference of│
       │ 5 Locations to purchase each │
       │          product             │
       └─────────────────────────┘
```
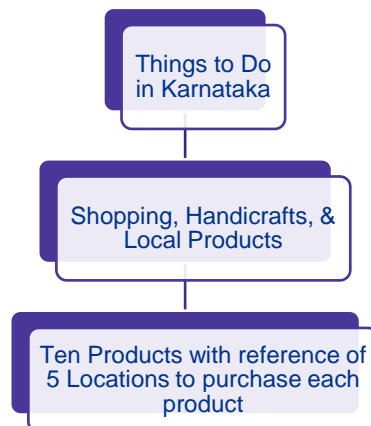
9.1.4   Level 2 Module 3: Destinations in Karnataka

```
                        Destinations
                        in Karnataka
```

Beaches in Karnataka (10 Nos)	Heritage sites and museums (10 Nos)	Hill Stations (10 Nos)	Forts & Palaces (10 Nos)	Wildlife (32 Nos)	Pilgrim Centres (25 Nos)	Adventure (10 Nos)
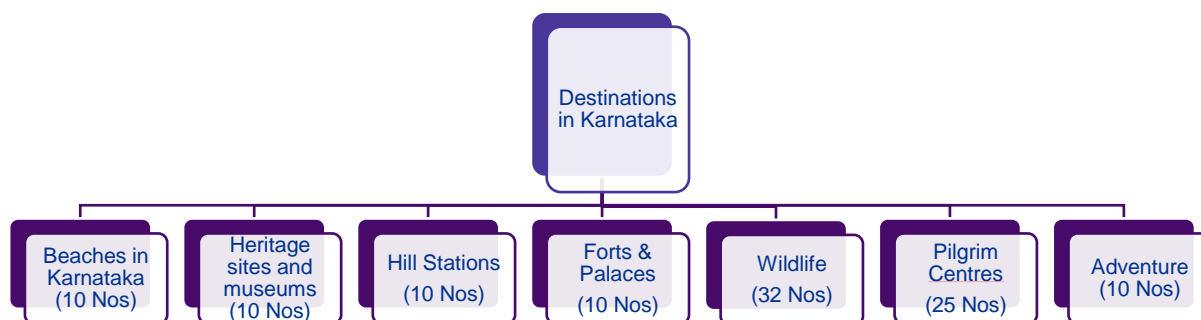
9.1.5   Level 2 Module 4: Plan Your Trip

```
                              Plan your
                                trip
```

- Best time to visit the destinations
- Festivals at each Destination based on calendar result
- Accommodation Details for each Destination under destination in Karnataka (5-10)
  - Provide Special promotion to KSTDC and JLR properties
- Third Party Service Providers
  - Accredited Service Providers viz Guest House, Restaurants, Tourist Guides, Wayside amenities, Yatri Nivas
- 5 Tour Packages for each category of Destinations
- Image Gallery
- Travel tips for foreign tourists
- Travel Care
  - Message Board with General queries regarding tour packages, best time to visit
- Login facility for users (FB, Google)

9.1.6   Level 2 Module 5: What is New

```
                          What is New
```

Special Tour Packages	Updates regarding Karnataka Tourism / Events	Latest Press Releases / Articles regarding Karnataka Tourism	Karnataka Tourism Policy	Kindle edition of books pertaining to Karnataka Tourism	Tender Information

9.1.7 Level 2 Module 6: Media Room
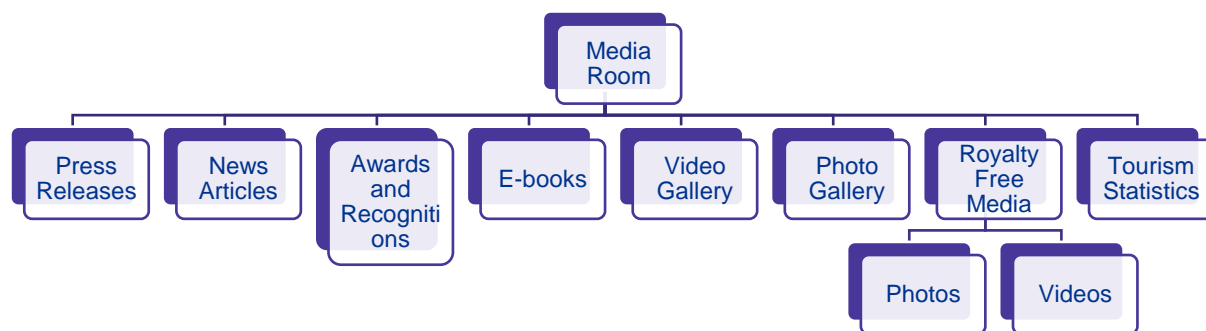
9.1.8 Level 2 Module 7: Government Affairs
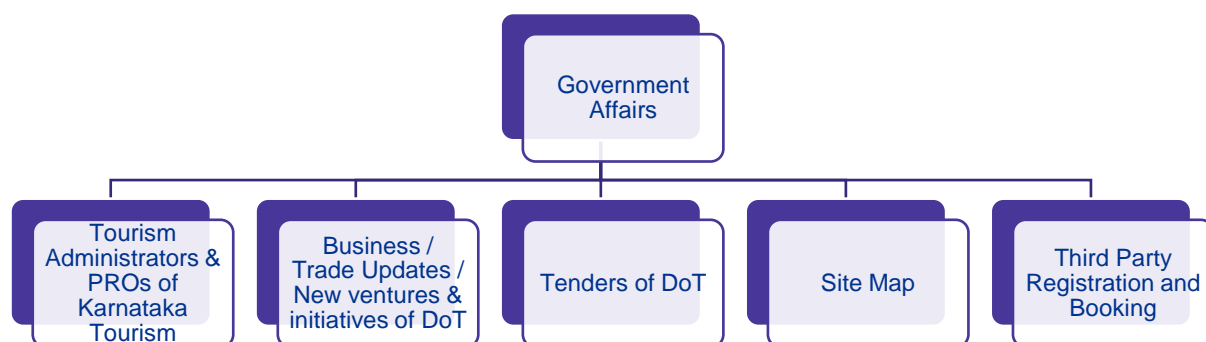
For the purpose of illustration: Third Party Registration

Karnataka Online Registration for Hotel Service Provider - Proposed

Hotel Operator		Hotel Name

HOTEL NAME
● ONLINE

Profile
Photos<
• Add
• View/Edit
Property Photos<
• Add
• View/Edit
Logo
Videos<
• Add
• View/Edit
Location<
• Add
• View/Edit
Certification<
• Add
• View/Edit
Facilities<
• Add
• View/Edit
Tariff<
• Add
• View/Edit
Tour Packages<
• Add
• View/Edit
Testimonials
Ratings & Reviews

Basic Information

Add Property Photo

Hotel

Telephone

Mobile

Email Id

Alternative Email

Website

Reservation Link

Place
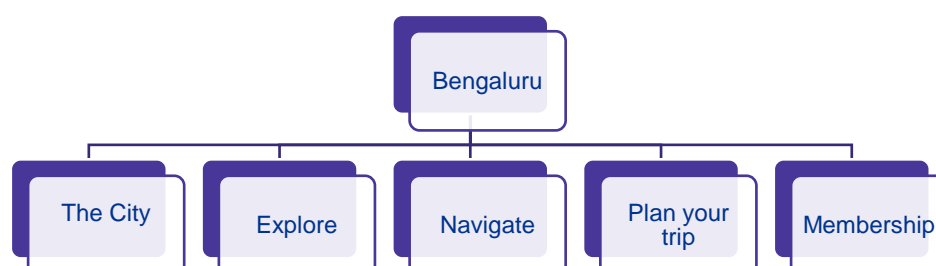
Address

Logos

Photos

Videos

9.1.9 Level 2 Module 8: Subscribe
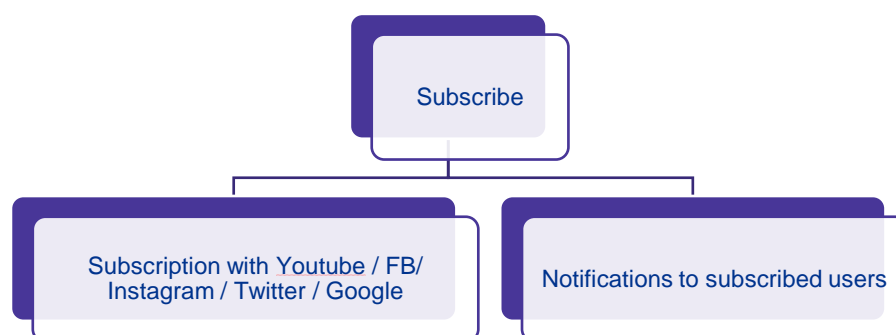
9.1.10 Level 2 Module 9: Photos/Videos
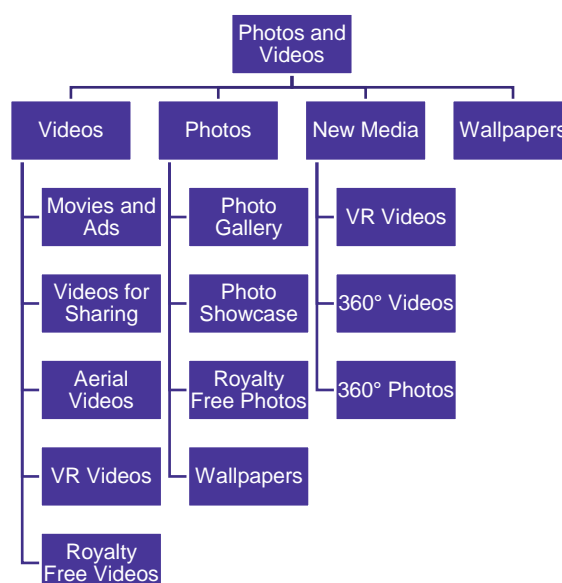
9.1.11 Level 2 Module 10: Bengaluru

9.2 Content Development and Management

9.2.1 KSTDC intends to implement a database-driven web content management system specific to the tourism sector to operate and maintain the website. The Web Content Management System should have an easy user interface that will function for multiple users with the option of administrator access and security protected levels of access within the Web Content Management System. Ideally, the Web Content Management System should have a preview function and accept/ deny function that would prevent mistakes from going live when updating the site.

9.2.2 The content of the proposed Karnataka Tourism website has to be provided in English and Kannada.   The Agency shall be responsible for writing rich engaging content including blogs and articles with a focus on travellers' experiences as a USP that makes it special & appealing to travellers and foreign visitors. This may include amongst others Karnataka's scenic beauty, famous tourist spots, festivals, local arts and crafts, entertainment activities and local flavour, etc. The Agency may need to classify and finalise contents to be uploaded into the website, by keeping an eye on promoting Karnataka Tourism and directing maximum traffic to the revamped website.

9.2.3 The Agency shall provide rich and engaging content for the all the pages and micro-pages of the website. The Agency shall update content for any additional websites, microsites, web pages, or other deliverables as and when created under the Website project

9.2.4 The Agency shall be responsible for the creation and addition of new textual photo and video content on a regular basis on the various sections of the website, so as to refresh the content on the website and social media as per the industry standards

9.2.5 The Agency shall take responsibility for commissioning high-quality articles on Karnataka tourism-related themes with visuals and precise editing. Creation of self-researched, self-experienced content and web pages for the new destinations / events / attractions, etc. (at least five articles each month).

9.2.6 The Agency shall be responsible for Identifying, moderating and managing User Generated Content* (UGC) related to Karnataka Tourism e.g. articles, photographs and videos obtained through social media and online travel websites.   The Agency shall identify list of bloggers/ Instagramers/ contributors who have contributed under various categories e.g. food blogs, travel, art, adventure, heritage etc. related to Karnataka tourism and shall coordinate with KSTDC to get UGC approved before uploading on the Karnataka tourism website.

9.2.7 The content shall be developed in both English and Kannada. The content to be developed in Kannada shall be developed within 5 working days of finalization of the English content of 5,000 words. Translation for additional word above 5,000 or lesser words to be completed within additional 2 working days.

9.2.8 The below table provides indicative requirements/framework for the Web Content Management System (CMS) for the Karnataka Tourism website.

#	Requirements
1.	The web pages must be able to display contents based on visitors past visits to the website (repeat visitor), and based on visitor's profile, location, visitor's social profile (if logging using Facebook / Twitter, etc.)
2.	The web content management system must leverage algorithms to understand visitor's behaviour to recommend them the best offers, travel plans, etc.
3.	Content creation and organization details at the front end website
4.	The web content management platform must be able to publish contents to mobile app of Karnataka Tourism
5.	Should have a feature to define access controls at different hierarchy levels
6.	Should be able to create and upload the pages daily/ weekly/ or on a frequent basis with suitable business flow required to authenticate contents of the website
7.	Should allow workflow for approval of certain contents to be posted on the website.
8.	Should have a feature to manage multiple versions of files and documents
9.	Should have an option to archive contents for retaining old contents/ data.
10.	Should be able to create, read, update and delete content in any of the repositories. These content repository capabilities should support Industry standard
11.	Should have a user-friendly web interface to upload contents. Users of varying skill levels

#	Requirements
	must be able to publish content quickly and easily
12.	Should support various data formats such as Word, pdf, jpeg etc. for a single file so that, all the documents appear as one entity followed by choice of file types.
13.	Should have common document management features like Check in/ Check out, versioning, and document reviewing.
14.	Should have the feature of automated workflows that route content through an approval process and also allow editing at each level. Approvers should be notified in case of pending files/ awaited requests
15.	The CMS must support the creation and utilization of content types. The content types that are created and utilized, must be supported, includes: • URLs • Images • Videos • Audio • Images • Maps • Links • Pages • RSS feeds • Events • Files (any type) • Fixed and Variable Page Components
16.	The CMS must support the creation and utilization of fixed page component content types. Fixed page component content types are common navigation items on pages; they are fixed for a page template.
17.	The CMS must support the creation and utilization of variable page components content types. Variable page components are specific areas of a page containing a combination of links and text. These components should be reusable and placeable anywhere on the page (in the right side or in the main content area).
18.	The CMS must support the creation and utilization of fixed and variable page components content types within the same webpage.
19.	The CMS must support the ability to enter appropriate metadata and values for each of the content types in order to satisfy section 508 compliance.
20.	The CMS must support the ability to revise existing content types and create new content types for internet phenomena that may not currently exist.
21.	The CMS must support the assignment of individual content items on multiple pages and components, e.g., place an individual link on multiple pages, and in different places on a particular page.
22.	The CMS must support this assignment without having to open and manipulate each of the pages and their components.
23.	The CMS must support authorized users to designate whether metadata values are entered via keyboard input or via a dropdown list of controlled vocabulary terms.
24.	The CMS must support an authorized user to be able to create both internal and external URLs in the content management application. A URL is a unique instance of the destination page. Internal URLs refer to specific pages, allowing staff to link the website visitors to internal pages from multiple locations on the site. External URLs refer to content on other websites.
25.	The CMS must accommodate URLs that have multiple associated Links throughout the website.
26.	The CMS must support the requirement that URLs must be unique in the CMS repository
27.	The CMS must support a validity check for URLs upon entry, but if this check fails, it

#	Requirements
	should not prevent the user from saving the URL.
28.	The CMS must provide for the recording, retrieval, and display of the identification of the last user to modify or add each URL.
29.	The CMS must support the metadata item
30.	The CMS will automatically update the "last updated date" on a page when a URL contained on the page is edited.
31.	The CMS will support the division of URLs into referencing internal (to the website) and external sites.
32.	Editing an existing URL should cause any pages that contain links that utilize the URL to be automatically republished without approval.
33.	The CMS will generate text beneath links as specified in the HTML templates based on a URLs file type, For example, if a link is based on a URL marked as a PDF on an English page, the CMS will generate the message "(.PDF | requires Adobe Acrobat Reader)" where the phrase "Adobe Acrobat Reader" is a link to the website where users can download the Adobe Acrobat Reader if needed.
34.	The CMS must support an authorized user to be able to create links in the content management application. A URL may have multiple links. To the site visitor, a link is what they see displayed on the page to click on, and the URL is where they will be taken after they click the link. The CMS must support an authorized user to be able to create multiple links associated with the same URL, with the purpose of specifying alternate link text and other attributes.
35.	The CMS must provide for the recording, retrieval, and display of the last user to modify or add a link.
36.	The system must allow the content manager the ability to associate a file with a link. If the file is an image, the image should be displayed next to the link, or instead of the hyperlink text, as determined by the HTML templates. The images should be made clickable for the users so that when they click on the image, they will be taken to the URL specified in the link. If the file is not an image but some other format (pdf, etc.) than the clicking of the link will take the user to the file specified for download or viewing.
37.	When creating or editing a link, and the user searches for a URL to be associated with the link, the system should display all existing link titles for that URL.
38.	Links should be immediately published after being changed or added/removed from a published page. However, the following notification scheme must be followed: When creating or editing a link, and the content manager creating or editing the link is the page owner, the notification process is bypassed. When creating or editing a link, and the content manager creating or editing the link is NOT the page owner, the page owner must always be notified of the change via e-mail. This notification must include the page in question and the title of the link that changed, as well as the username of the user who made the change and the time/date of the change. Only the affected page owners should be notified of the change. For example, if a link is being added to one page that already appears on two other pages, only the page owner of the page the link is being added to should be notified.
39.	The CMS must use page templates to generate web pages.
40.	The CMS must support authorized users to be able to create, modify, register, maintain and apply page templates and types to individual pages, which will contain and display content developed and stored in the web content management system.
41.	The CMS must support authorized users to be able to select page types and templates from a list when they are creating pages.
42.	The CMS must support the creation, modification, placement, maintenance of various page components and component types, in order to differentiate page templates and

#	Requirements
	types.
43.	The CMS will provide the functionality to add new page types.
44.	The CMS must support an authorized user to be able to create new pages in the system, using the page types and templates. A page is a particular instance of a page type. It refers to a document that will be viewable by a visitor to the Agency website at a user-selected internal URL.
45.	The CMS must support the designation of owners for all pages of the website. An owner is a specific, named system user.
46.	The CMS must provide an automatic, default assignment of a page "owner", based on username login, with an option for an override.
47.	The CMS must support an authorized user to be able to place links in any narrative text (via HTML or a WYSIWYG editor), which displays on web pages, including, but not limited to link descriptions.
48.	The CMS must support the ability for authorized users to embed code and/or widgets within a page. This must include the ability to embed videos, widgets/gadgets, polls, quizzes, slideshows, comment forms, and any other content that can be included via iframes, JavaScript, Flash, or other standard browser plugins.
49.	The CMS must show these embedded objects when previewing a page exactly as the public would see them once the page is published.
50.	The CMS must support authorized users to be able to publish web pages at will, without going through the normal approval process.
51.	The CMS must support users to be able to browse a complete list of pages.
52.	The CMS must support authorized users to be able to preview a page as it would appear to the website visitor.
53.	The CMS must provide for the generation of human-friendly internal URLs for all web pages generated.
54.	When editing a page, and the content manager editing the page is the page owner, the notification process is bypassed. If the content manager editing the page is not the page owner, a notification must be sent to the page owner via e-mail detailing which user changed the page and when the change was made. When creating or editing an unpublished page (the builtin metadata property of the page is set to "yes"), the page should not be automatically published until the builtin metadata property is set to "no". All page changes must be approved. Note: This requirement only applies to direct edits to a page (such as editing a page's headline) and does not apply to changes to components, links, or URLs that may indirectly affect a page.
55.	The CMS must enforce the following validation rules before publishing a page. If any of the rules below are violated, the page must be returned to the page owner with a note indicating which violation rule was violated and what action must be taken to resolve the issue before the page can be published.
56.	Every page must have at least one component on it before it can be published.
57.	Every page must be assigned a unique, friendly URL before it can be published.
58.	The CMS must be able to accommodate any file type: • all files must be publishable; • all files must be browsable by authorized users.
59.	The CMS must support versioning of files, with all versions retrievable.

#	Requirements
60.	The CMS must support a page having multiple components, placed on a page in an order and in a location specified by the content manager. Components are areas on a page that contain a set of hyperlinks that share a common classification, one individual link, text, image or some HTML with a predefined look and feel.
61.	The CMS will support the appearance of a component being determined by: • The type of page on which the component appears; • The location on the page on which the component appears; • The content of the component; and • The type of the component.
62.	The CMS will support title styles to be designated by the content contributor for components.
63.	The CMS will support, at a minimum, three (3) available styles for the title of a component: hidden (not shown), section, and subsection.
64.	The CMS will support the following definition of a section title style: the title is rendered in a distinguishing HTML style, as specified by the page template. And, if the page is a Table of Contents page, the title must be included in the Table of Contents in the "on this page" box.
65.	The CMS will support the following definition of a subsection title style: the title is rendered in a distinguishing HTML style, as specified by the page template. And, if the page is a Table of Contents page, the title is NOT included in the Table of Contents in the "on this page" box.
66.	The CMS will support the following metadata attributes to be associated with a component: • Title: The title of the component that's displayed, as described in the HTML templates; • Title Style; • Translation: An English translation of the title that's displayed as described in the HTML templates; • Description: A description of the component that's displayed as described in the HTML templates; • Description Style; • More Link; • Sort Order; • Translation Style
67.	The CMS will support a minimum of three (3) available description styles for the links generated in the component: hidden (not shown), right (descriptions are shown to the right of the link text, preceded by a "–"), and below (descriptions are shown below the link text).
68.	The CMS will support a minimum of two (2) available translation styles for the links generated in the component: hidden (not shown), visible (translations are shown below the link text and above link descriptions).
69.	The CMS will support a text entry field where HTML or text can be entered to be shown in the component. This field represents the component's description.
70.	The CMS will support the use of images, that is, an associated file that will be displayed for certain types of components as described in the HTML templates.
71.	The CMS will support the use of "more" links, that is, an associated link that will be displayed for certain types of components as described in the HTML templates.
72.	The CMS will support a sort order specification for the contents of the component, alphabetical or manual (to be controlled by the content manager), but defaulted to alphabetical.

#	Requirements
73.	The CMS will ignore prefix Spanish diacritical marks in links when sorting links alphabetically, for example, the upside-down question mark.
74.	The CMS will support the reuse of components across different web pages of the websites.
75.	When editing content, and the content manager editing the page is the page owner, the notification process is bypassed, and the page with the change is republished immediately. If the content manager editing the component on a page is not the page owner, then the page should still be republished immediately, but with a notification sent to the page owner via e-mail detailing which user changed the component, what page the component appears on, and when the change was made. When creating or editing components on an unpublished page (the building metadata property of the page is set to "yes"), the page should not be automatically published until the built int metadata property is set to "no".
76.	The CMS must not render components on the webpage if there is no designated content. There needs to be approved and enabled content in the component for it to display. For example, if a box has no enabled links or content in its description then it should not be rendered on the page
77.	The CMS must support the creation, modification, maintenance, and registration of standard navigational and fixed page components for the creation, modification, and maintenance of page templates and types. The current set includes: • Banner {with and without Search box} • Bottom Nav • LeftNav – {Multiple instances with different links; can be turned "on" or "off" depending upon page instance} • TopNav • Channels (the tab images with rollover effects) • Footer • Utilities box • GovDelivery button {each instance has a unique identifier}
78.	The CMS must support the use and repurposing of these components and component sets across multiple pages, specifically, to construct page templates and types.
79.	The CMS must support an authorized user to be able to edit navigational and fixed page (both graphic- and text-based) components, lock out other users from editing these same components, and then associate them with a workflow for approval of their changes by the site manager or their proxy.
80.	The CMS must support content contributors to be able to publish fixed page components on demand, and all pages using those components would republish automatically.
81.	The CMS must support the ability for all page types and templates to render content boxes/areas which could contain links, graphics or other file types.
82.	The CMS must support the standardized design and placement of these content boxes/areas.
83.	The CMS must support the display of the boxes/areas in any combination thereof and anywhere on the web page.
84.	When setting properties for a component, the CMS will display the links that are to be displayed in the component (links with a matching classification) in the order that they will be displayed on the final page (alphabetical if that's the sort order, the manual sort order specified if that's the sort order, etc.).
85.	The CMS must support content contributors to be able to publish the full website upon demand.

#	Requirements
86.	The CMS must support human-readable URLs which are usable as navigational aids to end users.
87.	The CMS must support workflow.
88.	The CMS must support the association of all page-level content to a workflow, for the copyeditor to review before publication.
89.	The CMS must support an authorized user to be able to create new workflows and modify existing workflows in a graphical user interface.
90.	The CMS must support automatic backup daily.
91.	The CMS must support an in-house administrator to be able to add and delete users and modify their permissions in the CMS, and reset users' passwords, and do it all through a graphical user interface.
92.	The CMS must support the creation and modification of user roles, content and approval permissions. The current set of user roles and the content and approval permissions include, in descending order of permissions: administrator, content contributors, and copy editors.
93.	The CMS must support the ability for the organization to create 508 and WCAG 2.0 compliant websites.
94.	The CMS must support spacer images (transparent and used for page layout architecting purposes only), with the alt tag having only a null ("") value.
95.	The CMS must support the generation, recording, printing and display to internal users only the following reports: • A comprehensive list of all pages published by the CMS • A comprehensive list of all live links published by the CMS • An A-to-Z index of all unique links with A-to-Z headers in each section. • All pages, with page owners identified • All URLs The user requesting the report generation shall be given the ability to choose which metadata fields will be displayed (and content showed in the reports filtered by) in the reports.
96.	The CMS must support the printing of the reports, and the export of the report data items into a *.csv format file.
97.	The CMS must support multi-lingual capabilities.
98.	The CMS must support the publication of both static and dynamic content.
99.	The CMS must be easy-to-use and provide an intuitive graphical user interface.
100.	The CMS integration team must provide content migration for the entire website, and provide dual-site operations during the migration to minimize content freeze. Impacts on content managers should be minimized.
101.	The resulting website must be available to the public 99.999% of the time (not including scheduled maintenance windows).
102.	The CMS should have one unified system for search, with all fields searchable.
103.	The CMS must provide the ability to specify multiple operands and operators for a search, and must provide an ability to specify operands between search parameters.
104.	The CMS should offer simplified search parameters (using item keywords, title, classification, URL or ID number), or the ability to configure search screens with simplified search parameters, without the operands, e.g., equal to, contains, less than, etc.
105.	The CMS must support the ability of users to search by language.
106.	The CMS must support the ability of users to search Kannada language content.
107.	The CMS will provide a search interface that will allow users to search for Spanish language content without using HTML entity references.

#	Requirements
108.	The CMS will provide the functionality for all available operations on content (delete, publish, etc.) to be available from the search results screen so that these actions can be taken based on content found during a search.
109.	The CMS will provide configurable search results screens, such that metadata can be added or removed from display on the search results screen.
110.	The CMS search interface must be keyboard accessible. Specifically, users must be able to tab to the next entry field.
111.	The CMS will provide search functionality such that the order of the search terms entered by users should not matter. For example, searching for "Park Cubbon" should return "Cubbon Park".
112.	The CMS will show a preview of the image on the results screen when searching for images and links.
113.	The CMS will display the related URL in the results when searching for links.
114.	When searching for content, within search results, the CMS must provide to the user a numerical count of the items returned, the title of the item, the description of the item (if applicable), and the elements of the search results must be clickable.
115.	The CMS must support the user to be able to click on an element of the search results, and the response should be to launch the editing process if a user is authorized to edit the object.
116.	When searching for URLs, the CMS must offer the option of displaying all related link titles for each URL in the results.
117.	The CMS must support sub-string search.
118.	When searching for links, the CMS must show the URL used by the returned links as part of the results.
119.	When browsing for content in a repository, the CMS will allow the user to select how the content is sorted.
120.	The CMS will provide sorting options that include the metadata items, and must include by title, created date, and modified date.
121.	The CMS will provide a means for system users to see what it is currently published and what is waiting to be published.
122.	The CMS will provide functionality such that language is automatically selected (with an override option) based on the user logged in. That is, each user should be able to be associated with a default language that is then selected as the default option for content metadata.
123.	The CMS shall allow Kannada diacritical marks to be entered using the Windows alt-number keypad combinations, and/or the standard Microsoft Word way of using the control key, apostrophe, and vowel or the letter n—. The CMS shall allow other Microsoft Word shortcuts, for example, the Microsoft Word shortcuts for the Spanish punctuation marks ¡ and ¿.
124.	The CMS will allow existing HTML templates to be edited and new ones to be created by authorized users.
125.	The CMS will provide the ability for content contributors to be able to create a web-shareable widget/gadget from a set of links associated with a classification, based on HTML templates.
126.	The CMS will support content contributors to be able to add widgets/gadgets from other websites to this system, and their web pages.
127.	The CMS will provide the ability for gadgets/widgets to be shared across (appear on) multiple pages.

#	Requirements
128.	The CMS must provide users with the ability to view the history of any content object or file.
129.	The CMS must be supported for content contributors 24 x 7 x 365, be accessible via the internet, and not require any additional software installations on the contributors' PCs.
130.	The CMS must keep an audit log of all changes to content (including additions, modifications, and deletions) so that administrators can determine what caused any specific change on the website to occur and assist in troubleshooting efforts.
131.	The CMS will provide the functionality for the page type of a page to be changed after a page is created.
132.	The CMS shall default page owner-related metadata, (e.g., Creator, Modifier, etc.) to the current user logged in, and the CMS shall provide the value for the page owner to be changed by the user logged in, via a drop-down menu.
133.	The CMS will provide the ability to generate an RSS feed from any set of links with a common classification.
134.	The CMS will provide the option for page owners to display the page utilities or not for each page.
135.	The CMS will provide methods of aggregating and syndicating content. {Syndicating – RSS feeds, widgets; aggregating – taking external content & putting on your pages – auto collections.}
136.	The CMS preview function will allow content managers to do in-context editing.
137.	The CMS must support content contributors to be able to specify the archive date of a link, page, or URL, down to the calendar date and ½ hour. Default archive date/time specification should be "never." (Archiving means content stays within the CMS, but it is no longer displayed to the website visitor.)
138.	The CMS must support content contributors to be able to archive pages, in a system database, complete with its metadata attributes and its link designations. Default archive value should be "never".
139.	Archiving content should have no detrimental effect on CMS performance.
140.	Archiving a page should not archive all content on that page.
141.	The CMS will provide functionality for individual instances of links on an individual page to be disabled, and thus not published.
142.	The CMS will provide functionality to archive external links and URLs, and their attributes indefinitely.
143.	For links, archiving a link will involve the removal of every instance of the link across the sites, and with the normal link change notification processes being followed.
144.	For internal URLs, archiving will involve the identification of the affected pages, removal of the pages from the website, all links to that page marked for archive, and those pages' published date changed, and the pages automatically published.
145.	For external URLs, archiving will involve the identification of the affected links and pages, the removal of the links from the pages, the pages' published date changed, and the pages automatically published.
146.	The CMS will provide functionality to UN-archive pages, links, and URLs.
147.	The CMS will allow the user to choose to display archived items in the search results, and if so, those items will be flagged.
148.	The CMS must support the content contributors to be able to schedule the removal of a piece of content, or a content type from display to the website visitor, down to the calendar date and clock half-hour.
149.	If a piece of content is scheduled to be removed at a point in the future, then the page owners that have pages with content on it that is being archived will be notified via e-mail

#	Requirements
	when the archiving is complete.
150.	The CMS must allow a content contributor to cascade delete a URL from the CMS. That is, when a content contributor deletes a URL, the CMS will provide an impact statement that displays links (and the pages that those links appear on) that utilize the URL (including archived links and page). The CMS will then ask whether the content contributor would like to proceed with the deletion or not. If the content contributor selects yes then the CMS will remove the URL and the associated links. Additionally, the pages that the links appeared on will be republished without any workflow notifications.
151.	The CMS must allow a content contributor to cascade delete a page from the CMS. That is, when a content contributor deletes a page, the CMS will provide an impact statement that displays the links (including archived links) that link to the page (and the pages that those links appear on). The CMS will then ask whether the content contributor would like to proceed with the deletion or not. If the content contributor selects yes then the CMS will remove the page (and any associated components that do not exist on any other page) and the associated links to the page, as well as the internal URL used by the page. Additionally, the pages that the links to the page appeared on will be republished without any workflow notifications.
152.	When deleting a link, the CMS must check if the URL used by the link is used by any other links. If no other link uses the URL then the results of this analysis must be presented to the content contributor with an option to delete both the link and the URL. In either case, any pages with the link on it should be republished without any workflow notifications without the link after the link is deleted.

9.3 Management of Destination Module

The below table provides indicative requirements of the Destination module of the website.

#	Requirements
1.	Should have a database of Major Tourist destinations in Karnataka
2.	Should have category wise destination information for tour planning such as Adventure, Beaches, Religious, Heritage, etc.
3.	Should show relevant search results to the end user based on interests.
4.	Should suggest information regarding surrounding/ nearby locations upon the area of interest
5.	Should have multiple route options
6.	Should have search options for destination types, a particular location, city, etc.
7.	The website should maintain a repository for category wise destination options for tour planning such as Adventure, Beaches, and religious, etc.
8.	It should also show relevant results depending upon Tourist interest like Adventure, Religious, and Beaches, etc.
9.	Details of selected places in the form of overview, summary and detailed, picture gallery, videos, etc.
10.	Additional information in the form of how to reach there, location on the map, the best time to visit, weather information, things to do, etc.
11.	Details of selected places in the form of Overview- summary, and details along with pictures gallery, video, etc.
12.	Weather information and forecast (integrated with weather widget) along with the best time to visit the destination/ location
13.	Nearest accommodation details (hotel location and distance from prominent locations like airport, railway station, attractions, etc.)

#	Requirements
14.	Festivals and Events
15.	Users should get recommendations from the website when they select location/ places to visit on the website. When the user selects the destination, the website should recommend the best time to visit and nearby renowned places to visit. The system should recommend places/ destinations based on user analytics
16.	Provide the latest news snapshots links to detailed news, press kits, image gallery, reports, statistics, relevant contact details, etc.
17.	Should have a database of Tourism product/ service providers available in Karnataka and mapped to the destinations mentioned on the website

9.3.1 Features of the Hotel in a Destination

The features to be covered in the Hotels of a particular Destination are as follows. The list of hotels to be incorporated in a particular destination shall be provided by KSTDC. In addition to this the hotels registered through the Third Party Registration and Booking module based on the hotel shall be mapped to the destinations.

#	Functionality
Core Process- Details of Hotel Property	
1.	Define property details- location, number of rooms, facilities, etc.
2.	Define room types (features, Unique selling proposition, images) and room inventory(each type)
3.	Define the tariff of rooms, holiday packages having various components like accommodation, food, etc.
4.	Allow users to view different types of rooms, holiday packages, etc.
5.	Allow users to go to the reservation engine of the hotel for booking / cancellation of rooms
6.	**Additional Documents** Proof of Identity (Details and Document to be uploaded) Partnership/ Proprietorship (Details and Document to be uploaded) Certification from FSSAI (Details and Document to be uploaded))

10. Search Engine Optimization (SEO) And Marketing Support Services

10.1 Search Engine Optimization Services

The Agency shall carry out the following SEO activities in accordance with the objectives of increasing the digital presence of Karnataka Tourism website. The Agency shall develop and demonstrate an understanding of KSTDC's marketing objectives and goals, proposed positioning of Karnataka tourism in the tourism market, offerings of Karnataka Tourism including its products and services, tourism industry dynamics and important brand attributes. SEO shall be an ongoing process for the entire duration of the Assignment. The selected Agency shall work in alignment with the overall Branding and Promotion campaign of Karnataka Tourism. In this regard, the selected Agency shall work closely with the Branding and Promotion Consultant and Digital marketing consultant of Karnataka Tourism. The selected Agency shall also work along with the digital marketing consultant to improve search engine rankings of Karnataka Tourism website and meet the objective of positioning Karnataka Tourism website as one among the Top 5 Tourism Websites in India by 2020 and top 2 Tourism Websites in India by 2021 in terms of Alexa Ranking (www. alexa.com)..

10.1.1 SEO Strategy

10.1.1.1 Within 3 weeks of commencement of the assignment, the Agency shall submit SEO Strategy detailing the following –

1. **As-Is Analysis**

   The As-is Analysis should provide a clear overview of the current scenario, identify existing and potential gaps and suggests strategic focus areas for the improvement and expansion of the digital footprint of the Karnataka Tourism Website.

   i. The current position of Karnataka Tourism Website with respect to SEO Results, Rankings and other attributes
   ii. Current best practices and market trends with respect to SEO in the Travel and Tourism domain
   iii. Comparative analysis and benchmarking of website of Karnataka Tourism with tourism websites of other state governments in India including those of government undertakings such as India tourism, tourism boards, and other similar agencies

2. **Proposed Strategy**

   The proposed SEO strategy should provide answers to the following:
   a. Planning
      i. What should be the objectives of SEO strategy for Karnataka Tourism?
      ii. How can KSTDC improve the digital presence of Karnataka Tourism website?
      iii. What KPIs should be tracked in pursuit of these objectives?
      iv. What are the gaps with respect to the digital presence of Karnataka Tourism website that need to be addressed?
      v. What are the key interventions needed for improving digital presence of Karnataka tourism website?
      vi. How can the brand perception of Karnataka Tourism be made more attractive?
      vii. What is the roadmap for Karnataka Tourism to achieve the objective of the SEO strategy?

   b. Presence

      - How can Karnataka Tourism website improve and expand its digital presence?
      - How can Karnataka Tourism website improve its engagement with tourists?
      - How can Karnataka Tourism website leverage customer advocacy and influencer marketing?

   c. Purchase

      - How can Karnataka tourism website improve the tourist decision-making process?
      - How can Karnataka Tourism website increase tourist conversion?
      - What should be the tourist retention strategy for Karnataka Tourism website?

   d. Operations

      - What systems will need to be put in place to track Karnataka Tourism website's digital presence?
      - How can the content mix be modified to make Karnataka Tourism website's efforts to reach out to the tourists be more efficient and cost-effective?

   The proposed SEO strategy should also cover details regarding the following.

e. Keyword research to be carried out to develop a prioritized list of search terms that the target market is likely to use when researching Karnataka Tourism and its various products

f. Recommendations to optimize the Karnataka Tourism website to appear in natural search results for top keywords

g. Proposed architecture for the website and recommendations to optimize the conversion rate for potential tourists, investors, and key stakeholders

h. Proposal for a paid search advertising program for the Karnataka tourism website which shall include

i. Recommended keywords
ii. Bidding strategy
iii. Ad copy
iv. Landing pages
v. Proposed budget
vi. Projected results

The proposed SEO Strategy should include a roadmap that will also identify interventions to be undertaken to improve the current performance of Karnataka Tourism website in Digital space during the tenure of the assignment. These interventions should have clearly defined timelines and success parameters as well as the expected outcome. The proposed strategy should be in sync with the overall Branding and Promotion Strategy of Karnataka Tourism as well as the Digital Marketing Strategy of Karnataka tourism to ensure consistency of branding and messaging across all digital communication channels. In addition to this, the proposed strategy should also take into consideration current best practices for SEO to enhance the visibility of Karnataka Tourism website in the domestic as well as the global market and to foster business linkages

10.1.2 Search Rankings:

10.1.2.1. The Agency shall enable standardized and customized SEO on all pages of the website

10.1.2.2. The Agency shall attain and maintain multiple Google top ten ranking positions for Tourism and Travel related Keywords on the home page, internal landing pages, published articles, and blog posts. The Agency shall work with KSTDC team to identify 10 Keywords or Keyword Phrases for which it shall attain and maintain the top three rank on Google searches.

10.1.2.3. The Agency shall also carry out Local SEO activities including a 100% complete verified Google My Business profile, Google Maps listing, and a consistent Name-Address-Phone profile.

10.1.2.4. The Agency shall carry out a market analysis regarding the strengths and weaknesses of the competitors' websites and apply the competitive market analysis to improve search engine rankings

10.1.3 Web Page Optimization:

10.1.3.1. The Agency shall execute and optimise on-page SEO Mechanical Elements including H-tags, Meta tags, Images, Text Structure, Formatting, etc., ensuring that the Karnataka tourism website is accessible to search engines and improve the overall chances that the website will be indexed by search engines

10.1.3.2. The Agency shall work to organize website content and optimise the linking structure of the website.

10.1.3.3. The Agency shall apply their copywriting skills to compose or write compelling and unique title tags, meta descriptions, and h-tags to induce clicks in search results.

10.1.3.4. The Agency shall be responsible for diagnosing and resolve SEO issues including pagination, 404 errors, 301/302 redirects, crawl errors, broken links, server errors, duplicate content, the robot.txt file, incorrect sitemaps, missing alt attributes, poor URL structure, and slow website speed.

10.1.3.5. The Agency should carry out a comprehensive website audit to examine, test, and diagnose website visibility issues including Google Indexing Status and Keyword Targeting.

10.1.4 Mobile Search

10.1.4.1. The Agency should use Responsive Web Design and work on achieving higher rankings in Mobile Search Results.

10.1.4.2. The Agency shall optimize content to rank well in voice search and Google Mobile-first Index.

10.1.4.3. The Agency is expected to keep themselves abreast of SEO trends and best practices and demonstrate expertise and intuition in adapting to changes.

10.1.4.4. The Agency shall carry out regular updates of Karnataka Tourism's link profile to safeguard against updates by Google to their guidelines and algorithms.

10.1.4.5. The Agency should use SEO tools such as Google Webmaster Tools and Google Analytics effectively.

10.1.5 Off-site SEO

10.1.5.1. The Agency shall develop a diversified inbound link profile using a variety of legitimate link building strategies such as Blogs, Content Aggregators, and Influencer Outreach.

10.1.5.2. The Agency shall work to earn or attract natural, relevant links to key landing pages and linkable content such as infographics, whitepapers, stories and case studies.

10.1.5.3. The Agency shall pursue quality backlinks from authority sites.

10.1.5.4. The Agency shall seed Karnataka Tourism Website's content on at least 30 external links per month, preferably travel and tourism sites, as a part of the link building exercise. The list of external sites for the following month should be identified and submitted to KSTDC on the last week of every month for approval.

10.1.6 Keyword Analysis and Mapping

10.1.6.1. The Agency shall perform Keyword discovery and execute a Keyword Targeting Strategy for "head" and "long-tail" keywords and keyword phrases.

10.1.6.2. The Agency shall identify new potential keyword targets with relatively low competition, high commercial value, and high monthly search volumes.

10.1.6.3. The Agency shall assign or map keywords to individual web pages. The Keyword planning and implementation should be carried out with the objective of strengthening content silos.

10.1.6.4. The Agency shall also integrate Keyword Phrases, Latent Semantic Indexing Keywords, Stem Keywords, and Keyword Synonyms.

10.1.6.5. The Agency shall optimize all of the Karnataka Tourism's websites against a minimum of 30 pre-defined relevant keywords every month. This requirement may go up to a maximum of 50 keywords every month. The Agency shall work with the KSTDC's team to identify and approve the keywords.

10.2 User Experience

10.2.1. The Agency shall work to optimize the website visitor experience to minimize page abandonment, increase page views, increase visitor dwell time spent on site, and increase click-through-rates (CTR) in search engine results pages.

10.3 Marketing Support services

The Agency shall ensure integration and alignment of the Karnataka Tourism Website with the overall digital marketing strategy as proposed by the Branding & Promotion Consultant of KSTDC.

10.3.1. Utilization of Promotional Content

10.3.1.1. The Agency shall utilize the promotional content for Karnataka Tourism provided by the Branding & Promotion Consultant of Karnataka Tourism which includes among others; key messages, catchphrases, digital banners, creatives, digital campaigns, visual images, post, articles, SEO services, and other relevant content for promotion on social media platforms, websites, mobile applications, search engines, digital media events, campaigns, etc.

10.3.2. Social Media Integration

10.3.2.1. The Agency shall enable quick sharing of information by the integration of social media widgets into all pages of the Karnataka Tourism website. The tentative list of supported social media platforms is as follows –

- Facebook
- Twitter
- Instagram
- WhatsApp
- Reddit

Widgets for other social media platforms may be integrated as per the directives of the KSTDC.

10.3.2.2. The Agency shall ensure integration of the various social media accounts for Karnataka Tourism with the website. Clear iconography should be used across the website to indicate the social media accounts of Karnataka Tourism across various channels and the user should be able to connect with any social media channel by a single click.

10.3.2.3. The Agency shall display a content stream of the social media channels on the Karnataka Tourism website. The list of social media channels to be displayed shall be as per the directives of the KSTDC.

10.3.3. Influencer Marketing

10.3.3.1. The Agency shall help identify key influencers in the travel and tourism sector viz Bloggers, Wildlife Photographers etc to boost the digital presence of Karnataka Tourism website. The Agency shall then work with the KSTDC's team to develop a plan to utilize the service of influencers to promote the website.

10.3.3.2. The Agency shall be responsible for Identifying, moderating and managing User Generated Content* (UGC) related to Karnataka Tourism e.g. articles, photographs and videos obtained through social media and online travel websites. The Agency shall identify list of bloggers/ Instagramers/ contributors who have contributed under various categories e.g. food blogs, travel, adventure, heritage etc. related to Karnataka tourism and shall coordinate with KSTDC to get UGC approved before uploading on the Karnataka tourism website.

10.3.4. Digital Campaigns

10.3.4.1. The Agency shall provide necessary support to agencies identified by the KSTDC, including but not limited to the Branding and Promotion Consultant and Digital Marketing consultant, to run digital campaigns on the Karnataka Tourism website.

10.3.5. Microsites and Landing Pages

10.3.5.1. The Agency, at the direction of KSTDC, shall create microsites and landing pages to support the branding and promotion efforts of Karnataka Tourism.

10.3.5.2. Additionally, the Agency shall provide support to the any other agency selected by KSTDC for branding and promotion of Karnataka Tourism. This support includes but is not limited to the following –

- Displaying promotional content developed for Karnataka Tourism on the website
- Sharing of the content repository for development of content for promotion of Karnataka Tourism

- Sharing analytical information including visitor journey, demographic information, traffic sources, etc.
- Any other relevant information that the KSTDC may authorize to be shared from time to time

10.4 Usage of Content Repository for Karnataka Tourism Marketing

10.4.1. The Content developed and utilized for the website shall remain the property of KSTDC. In addition to its usage on the website, the content developed by the Agency shall also be used for the creation, posting, and maintenance of the following –

- Blog posts, news articles, and press releases
- Social media posts
- Content for banners and landing pages
- Descriptions for various tourist attractions in Karnataka
- Infographics, Whitepapers, case studies, and other digital marketing collaterals

10.4.2. The Agency shall make use of the website branding and marketing collaterals provided by the Branding and Promotion Consultant which includes banners, landing pages, infographics, whitepapers, case studies, etc. for promotion of Tourism in Karnataka.

10.4.3. The Agency shall support the offline marketing efforts of KSTDC and provide necessary assistance by providing content from their repository for the Karnataka Tourism website for the design and development of marketing collaterals for advertisement/promotion/publicity such as banners, flyers, posters, brochures, etc.

10.4.4. The Agency shall conduct a monthly meeting with the representative appointed by KSTDC to discuss the collaterals that need to be developed for the following month.

10.4.5. The Agency shall actively engage in content creation and management for the duration of the Contract and all such content created will be the property of KSTDC.

10.5 Reporting

10.5.1. After signing the Contract and before the commencement of operations, KSTDC and the Consultant shall mutually agree to finalize the KPIs and define Key Metrics for the SEO and marketing support efforts during the tenure of the contract. These KPIs and Key Metrics shall include any other KPIs and key metrics and KPIs as described in the document. In the event of any delay in defining the KPIs and Key Metrics as per above Clause , the following shall apply –

1) Website Traffic : 50,000 users per month
2) Returning Visitors to website: at least 30% of traffic (referral or organic)

10.5.2. The Agency must submit Monthly Performance Report to KSTDC on the effectiveness of SEO and marketing support efforts including a detailed analysis of the results achieved. The Consultant shall also submit a Quarterly Progress Report every three months after Final Go Live on the details regarding the performance of the website and Mobile Application and also the SEO related services during the previous quarter and including a detailed analysis of the results achieved.

11. Key Personnel and Team Structure

11.1. The Consultant shall make available the following minimum key personnel during the entire term of the Assignment. The CVs of the resources shall be submitted by the successful bidder at the time of the negotiation meeting. The CVs of each of the proposed team member shall be submitted in the format provided in Section 3O and shall meet the Educational Qualification & Experience as mentioned below. If KSTDC feels that the successful bidder is not able to provide CVs which shall meet the below mentioned educational qualification and experience, their bid

shall be rejected and thereafter KSTDC shall proceed negotiations with the second highest bidder.

Sl. No.	Job Profile	Educational Qualification & Experience
1.	**Project Manager Expert/ Engagement Manager**	• BE/B.Tech/ME/M.Tech. in IT/CS/Electronics or equivalent • PMI/ITIL Certification • Experience of implementing full lifecycle (end-to-end) one Website project as Project Manager in Tourism/ Travel/ Hospitality sector • Minimum of 10 years' experience related to implementation of IT projects with overall 2 years of experience as a Project Manager
2.	**Creative Designer**	• Diploma - Graphic/ Web Designing, B.Design - Graphic Design, BFA - Visual Communication or equivalent • Minimum of 7 years' experience in overall layouts, designs and visual concepts for websites.
3.	**Lead Programmer – Software Development/ Website Development**	• Minimum qualification - BE/ B Tech / MCA • Experience of implementing full lifecycle (end-to-end) one Website project preferably in Tourism/ Travel/ Hospitality industry • Minimum of 7 years' experience related to implementation of IT projects with overall 2year of experience as a Team Lead
4.	**Coding Expert/ Application Developer**	• BE/B. Tech /Diploma in Information Technology, Computer science, Computer Applications or equivalent. • Minimum of 3 years' experience
5.	**User Interface/ User Experience Expert**	• Certificate/Diploma in Architecture, usability engineering, information Design, interaction Design, Visual Design or equivalent. • Minimum of 3 years' experience in collaborating with product management and engineering team to define and implement innovative solutions for the product direction, visual experience and executing all visual design stages from concept to final.
6.	**Quality Assurance Expert**	• Minimum of 3 years' experience in collaborating with product management and engineering team to define and implement innovative solutions for the product solutions from concept to final. • Minimum of 3 years' experience in designing and implementing tests, debugging and defining corrective actions.
7.	**Content Manager**	• Bachelor's degrees in journalism, English or communications or equivalent. • Minimum of 5 years' experience in variety of content for the Web, articles and reviews with one project in Tourism/ Travel/ Hospitality industry
8.	**Content Writer**	• Minimum qualification - Graduate • More than 3 years of experience in Content Management Domain with one project in Tourism/ Travel/ Hospitality industry
9.	**SEO Expert**	• Minimum qualification - Graduate • More than 3 years of experience in SEO and Digital Marketing

11.2. The Consultant should provide the skilled personnel to carry out the services as detailed in this RFP Document. During Phase I and II, the Project Manager should be available onsite at the Client's office for weekly review meetings and any other discussion if required by the client. The other team members shall make themselves available if requested by the client on need basis.

During Operation & Maintenance, the Agency shall have to deploy 2 (two) resources onsite to support the operation and to provide Annual Technical Support (ATS) and Annual Maintenance Support (AMS) to the project. SEO Expert shall be available onsite 5-7 days in a month during Operation and Maintenance Phase.

11.3. The Consultant should have an office set up in Bengaluru for the entire term of the project. However, the cost of establishment of the office and its day to day management will have to be borne by the Consultant.

11.4. The Consultant shall submit the profile of all functionaries to the Client for approval before the commencement date of the assignment.

11.5. The Consultant shall ensure that the staff and key personnel are available to the Client as and when required by the Client and should be obliged to work closely with the Client's staff, act within its own authority and abide by directives issued by the Client. The Consultant shall manage the activities of its personnel and will hold itself responsible for any misdemeanour

11.6. If the performance of any resource of the Consultant is not up to the satisfaction of KSTDC or if any such staff misbehaves with any tourist/s of KSTDC during the performance of the given assignment, the Consultant shall immediately, on the advice of KSTDC, remove such resource without expressing any objection to KSTDC in any manner.

11.7. No staff of the Consultant, at any stage, is entitled to claim being employee of the Client or stake claim for employment by the Client.

12. Functional Requirement Specifications (FRS)

12.1 Phase 1 Web Development with Proposed Modules/ Pages on the Website.

Homepage of the Website should include the following key modules as Level 2.

1. Experience Karnataka
2. Things to do in Karnataka
3. Destinations in Karnataka
4. Plan Your Trip
5. What's New
6. Media Room
7. Governmental Affairs
8. Subscribe
9. Photos/ Videos
10. Bengaluru

The Broad Requirements of few of the sub modules as provided above are detailed in the table below. However, it is expected for the Agency to provide suitable content to each of the sub modules.

#	Requirements	Details
1.	Level 1:- Home Page	The homepage of the website should be Visually appealing and ergonomic
		Should clearly convey the Karnataka Tourism's mission and vision and should promote its products and services effectively.
		The homepage should include dynamic "Call-Outs" which highlights what is new on the website.
		Homepage of the website should the include the following key modules as Level 1 such as

#	Requirements	Details
		☐ Experience Karnataka
		☐ Things to do in Karnataka
		☐ Destinations in Karnataka
		☐ Plan Your Trip
		☐ What's New
		☐ Media Room
		☐ Governmental Affairs
		☐ Subscribe
		☐ Photos/ Videos
		☐ Bengaluru
2.	Module 1:- Experience Karnataka	Experience Karnataka includes the following sub modules as Level 2
		☐ Art Forms in Karnataka
		☐ Destinations in Karnataka
		☐ Experience Grandeur
		☐ Experience Divinity
		☐ Experience the Wild
		☐ Experience Heritage
		☐ Experience Tranquillity
		☐ Experience Cuisine.
3.	Sub Module 1.1 :- Art Forms of Karnataka	Art Forms of Karnataka includes the following sub modules at Level 3. The Art forms proposed to be showcased are
		☐ Folk Arts of Karnataka
		☐ Classical Dance Forms of Karnataka
		☐ Music
4.	Folk Art of Karnataka (5 Nos)	Folk Arts of Karnataka includes brief details of 5 different Folk Arts of Karnataka at Level 4.
Level 4		
5.	5 Art Forms	Brief write-up about 5 Art Forms along with photos and videos
		Should provide details of this art form, renowned artistes with respect to the art form, details of events related to the art form scheduled in the nearest possible date convened by any institution/ organisation as informed by KSTDC.
6.	Classical Dance Forms of Karnataka (1 Nos)	One Classical Dance Form of Karnataka which includes details such as
		☐ Bharatanatyam
Sub Module Wise Functionalities:- Level 5		
Sub Modules of Classical Dance Forms		
7.	Bharatanatyam	Brief write-up about Bharatanatyam along with photos and videos
		Should provide details of this art form, renowned artistes with respect to the art form, details of events related to the art form scheduled in the nearest possible date convened by any institution/ organisation as informed by KSTDC

#	Requirements	Details
Sub Module Wise Functionalities:- Level 4		
Sub Modules of Music		
8.	Music	Music forms in Karnataka
		☐ Carnatic Music
		☐
Sub Module Wise Functionalities:- Level 5		
9.	Carnatic	Brief write-up about Carnatic music along with photos and videos
		Should provide details of this art form, renowned artistes with respect to the art form, details of events related to the art form scheduled in the nearest possible date convened by any institution/ organisation as informed by KSTDC
Module Wise Functionalities- Level 2		
Sub Module 1.2: Destinations in Karnataka of Module 1, Experience Karnataka Level : 3		
10.	Sub Module 1.2:- Destinations of Karnataka	Destinations of Karnataka module shall provide link to the 30 Districts in Karnataka. The 30 Districts are listed below. 1. Bagalkot 2. Belgaum 3. Bellary 4. Bengaluru Rural 5. Bengaluru Urban 6. Bidar 7. Chamrajnagar 8. Chikkaballapur 9. Chikkamagaluru 10. Chitradurga 11. Davangere 12. Dharwad 13. Gadag 14. Hassan 15. Haveri 16. Kalaburagi 17. Dakshin Kannada 18. Uttar Kannada 19. Kodagu 20. Kolar 21. Koppal 22. Mandya 23. Mysuru 24. Raichur 25. Ramanagar 26. Shivamogga 27. Tumakuru 28. Udupi 29. Vijayapura 30. Yadgir For illustration purpose, the functionalities of the module **"Destinations of Karnataka"** for Mysuru has been provided below. The functionalities are

#	Requirements	Details
		indicative only.
Sub Module Wise Functionalities: Level 4		
Sub Module 1.2.1 Destinations of Mysuru of Sub Module 1.2 Destinations of Karnataka		
11.	Sub Module 1.2.1: Destinations of Karnataka	Destinations of Mysuru includes details of different categories of destinations in Mysuru as listed below. The below details whichever are relevant for Mysuru needs to be provided in the Mysuru destination sub module. • Heritage Locations • Theme Park / Recreational Tourism • Pilgrim Locations • Eco Tourism/ Nature/ Hill stations Locations • Adventure Locations • Shopping Attractions – Handicrafts / Local Products • Wildlife locations
Sub Module Wise Functionalities:- Level 5		
Sub Modules of Heritage Tourism		
12.	Heritage Locations	Heritage Locations provides details of the 5 heritage tourism attractions in Mysuru. An indicative list of 2 heritage tourism attractions in Mysuru is provided below. There shall be dedicated web pages for each of the five tourism attractions under Heritage tourism • Mysuru Palace • Lalit Mahal Palace
Sub Module Wise Functionalities:- level 6		
Sub Module of Heritage Tourism		
13.	Mysore Palace	Details including About the Place, Google Map, and Nearest Landmarks
14.	Lalit Mahal Palace	Details including About the Place, Google Map, and Nearest Landmarks
Sub Module Wise Functionalities:- level 5		
Sub Module of Recreational Tourism		
15.	Recreational / Theme Parks	Recreational Tourism includes details of the 5 recreational tourism attractions in Mysuru. An indicative list of 1 recreational tourism attractions in Mysuru is provided below. There shall be dedicated web pages for each of the five tourism attractions under Recreational tourism • Mysuru Zoo
Level 6		
16.	Mysore Zoo	Details including About the Place, Google Map, and Nearest Landmarks
Sub Module Wise Functionalities:- Level 5		
Sub Module of Pilgrim Locations		
17.	Pilgrim Centers	Pilgrim Centers includes details of the 5 religious tourism destinations in Mysuru. An indicative list of 3 religious tourism destination in Mysuru is provided below. There shall be dedicated web pages for each of the five tourism attractions under Religious tourism
Level 6		
18.	Chamundi Hills	Details including About the Place, Google Map, and Nearest Landmarks

#	Requirements	Details
19.	Nanjundeshwara Temple	Details including About the Place, Google Map, and Nearest Landmarks
20.	Jain Temple	Details including About the Place, Google Map, and Nearest Landmarks
Sub Module Wise Functionalities:- Level 5		
Sub Module of Eco/ Nature Tourism		
21.	Eco Tourism / Nature Tourism	Eco Tourism / Nature Tourism includes details of the 5 Eco tourism / Nature Tourism destinations in Mysuru. An indicative list of 2 Eco tourism / Nature tourism destination in Mysuru is provided below. There shall be dedicated web pages for each of the five tourism attractions under Eco tourism / Nature Tourism
Level 6		
22.	Tarak Dam	Details including About the Place, Google Map, and Nearest Landmarks
23.	Kabini Dam and Reservoir	Details including About the Place, Google Map, and Nearest Landmarks
Sub Module Wise Functionalities:- Level 5		
Sub Module of Adventure Tourism		
24.	Adventure Tourism	Adventure Tourism includes details of the 5 Adventure Tourism attraction in Mysuru. An indicative list of 1 Adventure tourism attraction in Mysuru is provided below. There shall be dedicated web pages for each of the five tourism attractions under Adventure Tourism
Level 6		
25.	Sky diving	Details including About Sky diving activities, Place, Google Map, and Nearest Landmarks
Sub Module Wise Functionalities:- Level 5		
Sub Module of Shopping		
26.	Shopping Attraction for Tourists	Shopping includes details of the 10 major Shopping attractions in Mysuru. The Shopping attractions shall focus on handicrafts and local products of artisans An indicative list of 1 major shopping attraction in Mysuru is provided below. There shall be dedicated web pages for each of the ten shopping attractions w.r.t Handicrafts and Local Products of Artisans
Level 6		
27.	Handicrafts Emporium	Details including About Handicraft Emporium, Place, Google Map, and Nearest Landmarks
Sub Module Wise Functionalities:- Level 5		
Sub Module of Wildlife		
28.	Wildlife Tourism	Wildlife Tourism includes details of the 5 Wildlife Tourism attraction in Mysuru. An indicative list of 1 Wildlife tourism attraction in Mysuru is provided below. There shall be dedicated web pages for each of the five tourism attractions under Wildlife Tourism
Level 6		
29.	Bandipur Biological Park	Details including About Bandipur, Place, Google Map, and Nearest Landmarks
Sub Module Wise Functionalities:- Level 3		
Sub Module 1.3 Experience Grandeur of Module 1: Experience Karnataka		

#	Requirements	Details
30.	Sub Module 1.3 :- Experience Grandeur	Experience Grandeur includes details of the following sub modules as Level 3 such as, • Forts in Karnataka (10 Nos of Forts) • Palaces in Karnataka (10 Nos of Palaces) • The Golden Chariot
Sub Module Wise Functionalities:- Level 4		
Sub Module 1: The Golden Chariot		
31.	The Golden Chariot	Brief write up, photos/ videos/promotion videos of Golden Chariot, contact details. (There should be interface with the Golden Chariot Website and its Booking System)
		Golden chariot circuit details (Pride of the South, Southern Splendour Itinerary and others if any)
Sub Module Wise Functionalities:- Level 4		
Sub Module 1: Forts		
32.	Forts in Karnataka	Write up on the Forts in Karnataka and its features, historical details, with separate pages for 10 forts in Karnataka. Details including About the Place, Photos/ Videos/ Google Map, and Nearest Landmarks
Sub Module Wise Functionalities:- Level 4		
Sub Module 1: Palaces		
33.	Palaces in Karnataka	Write up on the Palaces in Karnataka and its features, historical details, with separate pages for 10 Palaces in Karnataka. Details including About the Place, Photos/ Videos/ Google Map, and Nearest Landmarks
Sub Module Wise Functionalities:- Level 3		
Sub Module 1.4 Experience Divinity of Module 1: Experience Karnataka		
34.	Sub Module 1.4:- Experience Divinity	Experience Divinity includes details of the following sub modules as Level 3 such as, • Famous Temples in Karnataka (10 Nos) • Famous Mosques in Karnataka (10 Nos) • Famous Churches in Karnataka (10 Nos) • Famous Jain Temple in Karnataka (10 Nos) • Other Religious Centres in Karnataka (10 Nos)
Sub Module Wise Functionalities:- Level 4		
Sub Module: Famous Temples in Karnataka		
35.	Sub Module: Famous Temples in Karnataka	An indicative list of 3 famous temples in Karnataka is provided below. The Agency shall provide in the website details of 10 Famous Temples in Karnataka with the following sub modules in Level 5. • Virupaksha Temple, Hampi • Kollur Mookambika Temple • Kukke Subrahmanya Temple
Sub Module Wise Functionalities:- Level 5		
Sub Module: Famous Temples in Karnataka		
36.	Sub Module:- Virupaksha Temple, Hampi	Details regarding cultural significance of the temple, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
37.	Kollur Mookambika Temple near Murudeshwar	Details regarding cultural significance of the temple, origin/ history etc. along with basic details such as photos/ videos, google maps etc.

#	Requirements	Details
38.	Kukke Subrahmanya Temple Near Mangalore	Details regarding cultural significance of the temple, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
Sub Module Wise Functionalities:- Level 4		
Sub Module: Mosques in Karnataka		
39.	Sub Module: Mosques in Karnataka	An indicative list of 3 famous mosques in Karnataka is provided below. The Agency shall provide in the website details of 10 Famous Mosques in Karnataka. with the following sub modules in Level 5, • Ek Minar Mosque, Racihur • Solah- Khamba Mosque, Bidar • Jama Masjid, Gulbarga.
Sub Module Wise Functionalities:- Level 5		
Sub Module: Mosques in Karnataka		
40.	Ek Minar Mosque, Raichur	Details regarding cultural significance of the mosque, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
41.	Solah- Khamba Mosque, Bidar	Details regarding cultural significance of the mosque, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
42.	Jama Masjud, Gulbarga	Details regarding cultural significance of the mosque, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
Sub Module Wise Functionalities:- Level 4		
Sub Module: Famous Churches in Karnataka		
43.	Sub Module: Churches in Karnataka	An indicative list of 3 famous churches in Karnataka is provided below. The Agency shall provide in the website details of 10 Famous Churches in Karnataka with the following sub modules in Level 5. • St. Philomena's Church, Mysore • St Mary's Basilica, Bangalore • Holy Trinity Church, Bangalore
Sub Module Wise Functionalities:- level 5		
Sub Module: Churches in Karnataka		
44.	St. Philomena's Church, Bangalore	Details regarding cultural significance of the church, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
45.	St. Mary's Basilica, Bangalore	Details regarding cultural significance of the church, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
46.	Holy Trinity Church, Bangalore	Details regarding cultural significance of the church, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
Sub Module Wise Functionalities:- Level 4		
Sub Module: Jain Temples in Karnataka		

#	Requirements	Details
47.	Sub Module: Jain Temples in Karnataka	An indicative list of 5 famous Jain temples in Karnataka is provided below. The Agency shall provide in the website details of 10 Famous Jain temples in Karnataka. with the following sub modules in Level 5. • Shravanabelagola in Hassan • Karkala in Udupi District • Dharmasthala in Dakshina Kannada District • Venur in Daskhina Kannada District • Gommatagiri in Mysore District
Sub Module Wise Functionalities:- Level 5		
Sub Module: Jain Temples in Karnataka		
48.	Shravanabelagola	Details regarding cultural significance of the temple, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
49.	Karkala	Details regarding cultural significance of the temple, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
50.	Dharmasthala	Details regarding cultural significance of the temple, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
51.	Venur	Details regarding cultural significance of the temple, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
52.	Gommatagiri	Details regarding cultural significance of the temple, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
Sub Module Wise Functionalities:- Level 4		
Sub Module: Other Religious centres in Karnataka		
53.	Sub Module: Gurudwara in Karnataka	An indicative list of a famous gurudwaras in Karnataka is provided below. The Agency shall provide in the website details of 10 Famous Gurudwaras in Karnataka. with the following sub modules in Level 5 • Gurudwara Nanak Jhira, Bidar
Sub Module Wise Functionalities:- level 5		
Sub Module: Gurudwara in Karnataka		
54.	Gurudwara Nanak Jhira, Bidar	Details regarding cultural significance of the Gurudwara temple, origin/ history etc. along with basic details such as photos/ videos, google maps etc.
Sub Module Wise Functionalities:- Level 3		
Sub Module 1.5: Experience the Wild of Module 1: Experience Karnataka		
55.	Sub Module 1:- Experience the Wild	An indicative list of 5 famous national park / wildlife sanctuaries is provided below. The Agency shall provide in the website details of 19 Wildlife sanctuaries, 5 National Parks and 10 Bird Sanctuaries with the following sub modules in Level 5. • Bandipur National Park • Bannerghatta National Park • Bhadra Tiger Reserve • Rajiv Gandhi National Park (Nagarhole) • Ranganathittu Bird Sanctuary
Sub Module Wise Functionalities:- Level 4		
Sub Module 1: Experience the Wild		
56.	Bandipur National Park	Brief write up about the park highlighting uniqueness and major attractions of the site if any along with photos/ videos

#	Requirements	Details
57.	Bannerghatta Biological Park	Brief write up about the park highlighting uniqueness and major attractions of the site if any along with photos/ videos
58.	Bhadra Tiger Reserve	Brief write up about the park highlighting uniqueness and major attractions of the site if any along with photos/ videos
59.	Rajiv Gandhi National Park	Brief write up about the park highlighting uniqueness and major attractions of the site if any along with photos/ videos
60.	Ranganathittu Bird Sanctuary	Brief write up about the park highlighting uniqueness and major attractions of the site if any along with photos/ videos
Sub Module Wise Functionalities:- Level 3		
Sub Module 1.5: Experience Heritage Module 1: Experience Karnataka		
61.	Sub Module 1:- Experience Heritage	Experience Heritage shall cover the core theme of Karnataka i.e. Heritage sites. The Sub module shall cover details of 3 World Heritage Sites and Top 10 Historical Monuments in Karnataka. An indicative list of heritage locations is provided below. - Hampi - Cave temple of Badami - Hoysala architecture at Belur and Halabeedu
Sub Module Wise Functionalities:- Level 4		
Sub Module 1.5: Experience the Heritage of Module 1: Experience Karnataka		
62.	Hampi	Details regarding cultural significance of the destination, origin/ history etc. along with basic details such as photos/ videos, google maps etc. along with other major tourist spots nearby
63.	Badami	Details regarding cultural significance of the destination, origin/ history etc. along with basic details such as photos/ videos, google maps etc. along with other major tourist spots nearby
64.	Belur and Halabeedu	Details regarding cultural significance of the destination, origin/ history etc. along with basic details such as photos/ videos, google maps etc. along with other major tourist spots nearby
Sub Module Wise Functionalities:- Level 3		
Sub Module 1.7 Experience Tranquillity		
65.	Sub Module 7:- Experience Tranquillity	Experience Tranquillity shall cover details regarding the top 20 waterfall attractions in Karnataka. An indicative list of waterfall attractions is provided below, - Jog Falls - Shivanasamudra Falls - Irrupu Falls - Unchalli Falls - Gokak Falls
Sub Module Wise Functionalities:- Level 4		
Sub Module 1.7 Experience Tranquillity		
66.	Jog Falls	Brief write up on About the Place, Google maps, nearest landmarks, lodging/ stay details, photos/ videos
67.	Shivanasamudra Falls	Brief write up on About the Place, Google maps, nearest landmarks, lodging/ stay details, photos/ videos

#	Requirements	Details
68.	Irrupu Falls	Brief write up on About the Place, Google maps, nearest landmarks, lodging/ stay details, photos/ videos
69.	Unchalli Falls	Brief write up on About the Place, Google maps, nearest landmarks, lodging/ stay details, photos/ videos
70.	Gokak Falls	Brief write up on About the Place, Google maps, nearest landmarks, lodging/ stay details, photos/ videos
Sub Module Wise Functionalities:- Level 3		
Sub Module 1.8: Experience Cuisine of Module 1: Experience Karnataka		
71.	Experience Cuisine	Experience Cuisine shall cover details regarding the Cuisines in Karnataka. This module shall cover the cuisine details of General Karnataka Cuisines along with the details of the Cuisines of all the 3 Regions in Karnataka – North Karnataka, South Karnataka and Coastal Karnataka. The No of Cuisines to be covered is detailed below. • General Karnataka Cuisines (10 Cuisines) • North Karnataka Cuisines (5 Cuisines) • South Karnataka Cuisines (5 Cuisines) • Coastal Karnataka Cuisines (5 Cuisines)
Sub Module Wise Functionalities:- Level 4		
72.	General Karnataka Cuisine	General Karnataka Cuisine module shall cover the details of 10 Speciality dishes in North Karnataka. An indicative list is provided below. • Dosa • Rotti • Palya • Chutney
Sub Module Wise Functionalities:- Level 5		
73.	Dosa	Recipe of the dish along with photos/ preparation video
74.	Rotti	Recipe of the dish along with photos/ preparation video
75.	Palya	Recipe of the dish along with photos/ preparation video
76.	Chutney	Recipe of the dish along with photos/ preparation video
77.	North Karnataka Cuisine	North Karnataka Cuisine module shall cover the details of 10 Speciality dishes in North Karnataka. An indicative list is provided below. • Menthe Kadabu • Meals
Sub Module Wise Functionalities:- Level 4		
Sub Modules:- North Karnataka Cuisine		
78.	North Karnataka Cuisine	North Karnataka Cuisine module shall cover the details of 10 Speciality dishes in North Karnataka. An indicative list is provided below. • Meals • Menthe Kadabu
Sub Module Wise Functionalities:- Level 5		
79.	Meals	Recipe of the dish along with photos/ preparation video
80.	Menthe Kadabu	Recipe of the dish along with photos/ preparation video
Sub Module Wise Functionalities:- Level 4		

#	Requirements	Details
Sub Modules:- South Karnataka Cuisine		
81.	South Karnataka Cuisine	South Karnataka Cuisine module shall cover the details of 10 Speciality dishes in south Karnataka. An indicative list is provided below. • Pundi Soppu • Ragi Ambali
Sub Module Wise Functionalities:- Level 5		
82.	Pundi Soppu	Recipe of the dish along with photos/ preparation video
83.	Ragi Ambali	Recipe of the dish along with photos/ preparation video
Sub Module Wise Functionalities:- Level 4		
Sub Modules:- Coastal Karnataka Cuisine		
84.	Coastal Cuisine	Coastal Cuisine module shall cover the details of 10 Speciality dishes in Coastal Karnataka. An indicative list is provided below. • Mangalore Fish Curry
Sub Module Wise Functionalities:- Level 5		
85.	Mangalore Fish Curry	Recipe of the dish along with photos/ preparation video
Module Wise Functionalities:- Level 2		
Module 2: Things to Do in Karnataka		
86.	**Module 2:- Things to Do in Karnataka**	Things to Do in Karnataka includes the following submodules as Level 2
		Popular Festivals of Karnataka
		Adventure Tourism– Top 10 Adventure tourism attractions in Karnataka
		Wildlife Tourism (features can be derived from Wildlife tourism module in Destinations)
		Cuisines of Karnataka (features can be derived from Experience Karnataka modules)
		Shopping :- Key products with focus on Handicrafts and Local Products of Karnataka – Ten Products (Handicrafts & Local Products in Karnataka) with 5 locations where tourists can purchase the said products
		Yoga and Nature cure therapy - Top ten locations where tourists can find Yoga (10) and Nature Cure therapy (10)
		Golf Course - Key 10 Golf Course locations in Karnataka
Module Wise Functionalities:- Level 3		
87.	Sub Module 1:- Festivals of Karnataka	Festivals of Karnataka shall cover details regarding the Popular Festivals in Karnataka. This module shall cover the popular festivals across the state and also details of popular festivals of all the 3 Regions in Karnataka – North Karnataka, South Karnataka and Coastal Karnataka. The no of festivals to be covered under each category is detailed below. • Most Popular Festivals across Karnataka (10 Festivals) • North Karnataka Festivals (5 Festivals) • South Karnataka Festivals (5 Festivals) • Coastal Karnataka Festivals (5 Festivals) An indicative list of popular festivals in Karnataka are listed below.
		Hampi Festival
		Mysore Dussehra
		Kambala Festival
		Pattadakkal Dance Festival

#	Requirements	Details
Module Wise Functionalities:- Level 4		
88.	Hampi Festival	Brief write up about Hampi Festivals along with photos and videos
		Details regarding How to Get There with details including nearest railway station/ airport, map etc.
89.	Mysore Dussehra	Brief write up about Mysore Dussehra along with photos and videos
		Details regarding How to Get There with details including nearest railway station/ airport, map etc.
90.	Kambala Festival	Brief write up about Kambala Festival along with photos and videos
		Details regarding How to Get There with details including nearest railway station/ airport, map etc.
91.	Pattadakkal Dance Festival	Brief write up about Pattadakkal dance festival along with photos and videos
		Details regarding How to Get There, with details including nearest railway station/ airport, map etc.
Sub Module Wise Functionalities:- Level 3		
Sub Module 2: Adventure		
92.	Sub Module 2:- Adventure in Karnataka	Adventure module shall cover the 10 most popular adventure spots in Karnataka This module shall also cover the popular adventure spots of all the 3 Regions in Karnataka – North Karnataka, South Karnataka and Coastal Karnataka. The no of adventure spots to be covered under each category is provided below. An example of 1 adventure locations is provided below. • Most Popular adventure spots across Karnataka (10 adventure spots) • North Karnataka (5 popular adventure spots) • South Karnataka (5 Popular adventure spots) • Coastal Karnataka (5 Popular adventure spots).
Sub Module Wise Functionalities:- Level 4		
93.	River rafting at Dandeli	Brief write up about river rafting at Dandeli along with photos and videos
		Details regarding How to Get There, with details including nearest railway station/ airport, map etc.
Sub Module Wise Functionalities:- Level 3		
Sub Module 3: Wellness		
94.	Sub Module 3:- Wellness	Wellness Module shall cover details regarding the Wellness offerings in Karnataka which includes Yoga, Naturopathy and Ayurveda. This module shall cover the top centres offering Yoga, Naturopathy and Ayurveda in Karnataka and also in all the 3 Regions in Karnataka – North Karnataka, South Karnataka and Coastal Karnataka. The no of wellness centres to be covered under Yoga, Naturopathy and Ayurveda under each category is detailed below. • Most Popular Wellness Centres across Karnataka (10 Wellness centres under each of the 3 categories) • North Karnataka (5 Wellness centres under each of the 3 categories) • South Karnataka Festivals (5 Wellness centres under each of the 3 categories) • Coastal Karnataka Festivals (5 Wellness centres under each of the 3 categories)

#	Requirements	Details
Sub Module Wise Functionalities:- Level 4		
95.	Wellness centre	• Brief write up about Wellness Centres along with photos and videos
		• Details regarding How to Get There, with details including nearest railway station/ airport, map etc.
Sub Module Wise Functionalities:- Level 3		
Sub Module 4: Golf Courses		
96.	Sub Module 1:- Golf courses in Karnataka	Golf courses module shall cover the 10 most popular Golf courses in Karnataka.
Sub Module Wise Functionalities:- Level 4		
97.	Golf Courses in Karnataka	• Brief write up about Golf Course along with photos and videos
98.		• Details regarding How to Get There, with details including nearest railway station/ airport, map etc.
Sub Module Wise Functionalities:- Level 3		
Sub Module 5: Shopping:- Key Products		
99.	Shopping Handicrafts & Local Products	Shopping :- Key products with focus on Handicrafts and Local Products of Karnataka – Ten Products (Handicrafts & Other Local Products in Karnataka combined) with 5 locations where tourists can purchase each of the said ten products An indicative list of popular local products in Karnataka are listed below. • Sandalwood sculptures, sandalwood oil, soap etc. • Incense sticks, perfume • Metal lamps, and metal crafts • Wood carvings, inlay work and Guledgudda handlooms • Mysore silk,bijapur sarees, ilkal sarees • Mysore painting • Jewels from Bijapur and Lambani
Sub Module Wise Functionalities:- Level 4		
Sub Module 5: Shopping:- Key Products		
100.	Sandalwood sculptures, sandalwood oil, soap	Brief write up the product and nearest available shop to purchase the same. (Government authorised stores)
101.	Incense sticks, perfume	Brief write up the product and nearest available shop to purchase the same. (Government authorised stores)
102.	Metal lamps, and metal crafts	Brief write up the product and nearest available shop to purchase the same. (Government authorised stores)
103.	Wood carvings, inlay work and Guledgudda handlooms	Brief write up the product and nearest available shop to purchase the same. (Government authorised stores)
104.	Mysore silk,bijapur sarees, ilkal sarees	Brief write up the product and nearest available shop to purchase the same. (Government authorised stores)
105.	Mysore painting	Brief write up the product and nearest available shop to purchase the same. (Government authorised stores)

#	Requirements	Details
106.	Jewels from Bijapur and Lambani	Brief write up the product and nearest available shop to purchase the same. (Government authorised stores)
Sub Module Wise Functionalities:- Level 3		
Sub Module 6: Wildlife		
107.	Sub Module 1:- Wildlife	Functionalities can be derived from Experience the Wild Sub Module
Sub Module Wise Functionalities:- Level 3		
Sub Module 6: Cuisine		
108.	Cuisine	Functionalites can be derived from Experience the Cuisine Sub Module
Module Wise Functionalities:- Level 2		
Module 2: Destinations in Karnataka		
109.	Module 2:- Destinations in Karnataka	Destinations in Karnataka includes the following submodules as Level 3
		Top Beaches in Karnataka (10 Nos)
		Top Heritage sites & Museum locations in Karnataka (30 Nos with 10 each)
		Top Hill Stations in Karnataka (10 Nos)
		Top Forts and Palaces in Karnataka (20 Nos)
		Top Wildlife locations in Karnataka (10 Nos)
		Top Pilgrim Centres (20 Nos)
		Top Adventure locations in Karnataka(10 Nos)
110.	Sub Module 1:- Beaches in Karnataka	Level 3 : For the purpose of understanding for the Agency, an indicative list of 3 Beaches in Karnataka is provided below for illustration.
		Gokarna Beach
		Malpe Beach
		Om Beach
Level 4		
111.	Gokarna Beach	Brief write up about Gokarna Beach along with photos and videos, google maps and nearest landmarks
		Details regarding How to Get There. With details including nearest railway station/ airport, map etc.
112.	Malpe Beach	Brief write up about Malpe Beach along with photos and videos, google maps and nearest landmarks
		Details regarding How to Get There. With details including nearest railway station/ airport, map etc.
113.	Om Beach	Brief write up about Om Beach along with photos and videos, google maps and nearest landmarks
		Details regarding How to Get There. With details including nearest railway station/ airport, map etc.
114.	Sub Module 2:- Heritage, Monuments &	Level 3: For the purpose of understanding for the Agency, an indicative list of 3 Heritage locations is provided below for illustration.
		Hampi

#	Requirements	Details
	Museums in Karnataka	Pattadakal
		Badami
Level 4		
115.	Hampi	Brief write up about Hampi along with photos and videos, google maps and nearest landmarks.
		Details regarding How to Get There. With details including nearest railway station/ airport, map etc.
116.	Pattadakal	Brief write up about Pattadakal along with photos and videos, google maps and nearest landmarks.
		Details regarding How to Get There. With details including nearest railway station/ airport, map etc.
117.	Badami	Brief write up about Badami along with photos and videos, google maps and nearest landmarks.
		Details regarding How to Get There. With details including nearest railway station/ airport, map etc.
Sub module Wise Functionalities:- Level 3		
Sub Module 2: Hill stations		
118.	Sub Module 3:- Hill Stations in Karnataka	For the purpose of understanding for the Agency, an indicative list of 3 Hill Stations in Karnataka is provided below for illustration. • Nandi Hills • Chamundi Hills • Coorg Hill station
Sub Module Wise Functionalities:- Level 3		
Sub Module 4: Wildlife		
119.	Sub Module 4:- Wildlife	Functionalities can be derived from Experience the Wild Module
120.	Sub Module 4:- Forts & Palaces	Functionalities can be derived from Experience the Grandeur Module
121.	Sub Module 4:- Pilgrim centres	Functionalities can be derived from Religious tourism module in Experience Karnataka
122.	Sub Module 4:- Adventure	Functionalities can be derived from adventure tourism module in Experience Karnataka
Module Wise Functionalities:- Level 2		
Module 2: Plan Your Trip		
123.	Module 2:- **Plan Your Trip**	Plan Your Trip includes the following submodules as Level 3
		Calendar results based on best time to visit each destination listed in destination module
		Tour Packages for Category wise destination - 5 Packages for each of the 7 Categories listed in Destinations in Karnataka
		Accommodation details for each destination (5-10 hotels for each destination) with links connecting to the website of the respective hotels for booking
		Details of Festivals at each destination based on calendar result

#	Requirements	Details
		Image gallery of destinations
		Nearby locations and maps for each destinations
		Link to third party agencies/ service providers (guest houses/ hotels/ resorts/ houseboat/ wayside amenities etc.) for booking
		Message Board (Ask Us/ Get a Quote)
		Travel tips for foreign tourists viz Visa on Arrival, Currency, Best time to visit, Emergency Contact Numbers, Codes and Customs etc.
		The user should be able to register for creating an account and login using username and password
		Application should collect data of customer's personal information (name, address, tel number, search history etc.)
		There should be interface with third party service providers for flght/ bus/ rail booking
		The user should also be able to access public reviews about places/ destination as well as solicit information regarding Karnataka tourism, places to visit and stay etc.
Module 5: What's New		
124.	Module 5:- What's New	What's New includes the Following sub modules as Level 3 • Updates pertaining to Tourism in Karnataka/ Latest Trends/ events/ initiatives etc. • Brochure/ press release of any International/ National events where Karnataka Tourism Department is associated with • Karnataka Tourism policy • Kindle edition of books pertaining to Karnataka Tourism • Special Tour Packages/ Privileged Travel packages • Tender information regarding Karnataka Tourism.
Module Wise Functionalities:- Level 3		
Module 5: What's New		
125.	Updates pertaining to Tourism in Karnataka/ Latest Trends/ events/ initiatives etc.	• Information regarding any B2B meets held/ proposed by Karnataka Tourism to attract foreign investments/ tourists • Details of roadshows/ any if conducted/ going to be conducted. • Details of Any Awards/ Accolades received by Karnataka Tourism
126.	Brochure of any International/ National events where Karnataka Tourism Department is associated with	• Brochure/ coffee table books released by Karnataka Tourism (should be uploaded in PDF/ HTML formats
127.	Karnataka Tourism policy	Latest Karnataka Tourism policy (both in Kannada and English)
128.	Kindle edition of books pertaining to Karnataka Tourism	Kindle edition of books pertaining to Karnataka Tourism. Amazon Interface should be provided from the website

#	Requirements	Details
129.	Special Tour Packages/ Privileged Travel packages.	Details of tour packages/ privileged tour packages.
130.	Tender Information	Information regarding tenders related to Karnataka Tourism

Module Wise Functionalities:- Level 3

Module 6: Media Room

131.	Should provide journalist and media with information that they might commonly seek with respect to Karnataka tourism	
132.	Should display thought leaderships, articles, blogs or industry commentary etc. related to Karnataka tourism	
133.	Should display latest news articles and press releases pertaining to Karnataka Tourism	
134.	Downloadable images and videos	
135.	Contact information	

Module Wise Functionalities:- Level 3

Module 6: Government Affairs

136.	Should display Sitemaps	
137.	Should display latest tenders called by Department of Tourism (interface with e-procurement website)	
138.	Should display business/ trade updates/ new ventures/ initiative undertaken by Government with respect to Tourism	
139.	Should display details regarding the Tourism Administrators and Public Relation Officers of Karnataka Tourism	
140.	Should provide Third Party Registration and Booking facility for registration of Hotels/ Homestay/ other tourism product/ service providers and mapping them on the destination listed on the website. There should be provision of acceptance of registration application and generation of application number. The registered tourism product/ service providers shall be displayed and mapped against their destinations.	

Module Wise Functionalities:- Level 3

Module 7: Subscribe

141.	Subscription with YouTube/ Facebook/ Instagram/ Twitter / Google and any other social media platform directed by KSTDC (list of media websites should be discussed and agreed upon mutual consent basis between department and the agency)	
142.	Should send notifications/ other updates to subscribed users in the website	

12.1.1 Bengaluru

Bengaluru is one of the key modules on the Homepage of the Website. Sub modules of the module Bengaluru includes the following sub modules,

1. The City
2. Explore (derived from The City)
3. Navigate
4. Plan your trip

5. Travel Trade
6. Media and Library

The Detailed functionality of each of these modules are as provided below.

#		Requirements
1.	Level 1:- Home page of the key module Bengaluru	The homepage of the website should be Visually appealing and ergonomic
		Should clearly convey the Karnataka Tourism's mission and vision and should promote its products and services effectively.
		The homepage should include dynamic "Call-Outs" which highlights what is new on the website.
		The module **Bengaluru** contains the following sub modules in the Level 2. 1. The City 2. Explore (derived from The City) 3. Navigate 4. Plan your trip 5. Membership
2.	**The City**	Main module Bengaluru includes the following sub modules in the Level 3, • Top Attractions • 10 Must See in Bengaluru • 10 Itineraries (One day Trip/ theme based trips) • Top 10 Attractions • 20-25 Restaurants for each of the 10 different cuisines New and Trending (Derived module of **Must See in Bengaluru** module. Indicative contents as follows, • Things to Do • Attractions • Nightlife • City Tours • Arts and culture • Shopping • Itineraries • News and notables • Upcoming event highlights
Level 4		
3.	**Top Attractions**	Level 4 Sub module **Top Attraction** includes the following as Level 4 • 10 Must See in Bengaluru • 10 Itineraries (One day Trip/ theme based trips) • Top 10 Attractions • 20-25 Restaurants for each of the 10 different cuisines • New and Trending (Derived module of **Must See in Bengaluru** module. Indicative contents as follows, • Things to Do • Nightlife • City Tours • Arts and culture • Shopping • Family • Itineraries • News and notables • Upcoming event highlights
4.	**Must See in**	Level 4 The sub module **Must See** includes the following,

	Bengaluru	10 Itineraries (One day Trip/ theme based trips) 10 Attractions - Things to Do - Restaurants
5.	**Itineraries**	Level 4: The agency should undertake groundwork and understand different patterns of forming 10 itineraries. Itineraries can also be formed based on certain themes. Below provided section provides functionalities of three of the itineraries (Bengaluru city in One Day, Shopping spots in Bengaluru and Camping Tour) Some of the indicative itineraries are as follows, - Bengaluru city in one day - Shopping Spots in Bengaluru - Bengaluru city in 3 days - Trekking tour in and around Bengaluru - Camping Tour in and around Bengaluru - Honeymoon Holiday in Bengaluru
6.	Bengaluru City in One Day	The Itinerary should cover attractions/ tourist spots within Bengaluru. Itinerary shall be formed based on different themes. Indicative itinerary is provided below - Site seeing (Cubbon Park, Lal Bagh etc.), - Monuments/ Palaces (Tippu Sultan Palace, Vidhana Soudha etc.) - Shopping spots (Commercial Street/ Brigade Street, Shopping Malls, etc.) - List of tranquil spots in Benglauru (Nature/ Wildlife etc.) - Amusement Parks in Bengaluru - Places of Worship - Museums/ Archaeological places (Visvesvaraya Industrial and Technological Museum, HAL Heritage Center and Aerospace Museum etc.) - Camping at Bengaluru.
7.	Sight Seeing (Cubbon Park)	The agency should capture basic details of each of the itineraries. Tentative features of one of the itineraries have been provided below.eg:- Cubbon Park. The Cubbon park page should include the following details - Brief about Cubbon Park including its cultural significance / heritage value. - Visiting information along with ticket prices. - Key spots to visit inside the Museum - Photos/ Videos - Emergency contact information - Google maps/ nearest landmarks
8.	Camping Sites around Bengaluru	The itinerary should include camping sites around Bengaluru. Indicative itinerary as mentioned below - Camping at Manchinbele - Camping at Ramanagara - Camping at Bheemeshwari - Camping at Gonikoppa - Camping at Madikkeri
9.	Camping at Manchinbele	The agency should capture basic details of each of the itineraries. Tentative features of one of the itineraries have been provided below.eg:- Camping at Manchinbele. The Camping at Manchinbale page should include the following details

		• Brief about Camping at Manchinbale including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
10.	Shopping spots (Commercial Street/ Brigade Street, Shopping Malls, etc.)	The itinerary should include shopping locations around Bengaluru. Indicative itinerary as mentioned below • Commercial Street • Brigade Street • Shopping Malls (50 Nos)
11.	Commercial Street	Tentative features of Commercial Street have been provided below, • Brief about Commercial Street • List of shops in Commercial Street (category wise, eg:- Men shopping/ Women shopping, others) • List of hotels in Commercial Street • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
12.	**Must See in Bengaluru**	The sub module **Must See** includes the following, • 10 Itineraries (One day Trip/ theme based trips) • Top 10 Attractions • Things to Do • 20-25 Restaurants for each of the 10 different cuisines
Level 5		
13.	Attractions	Attractions should cover major attractions/ tourist spots within Bengaluru. Below provided section provides functionalities of all the attractions as mentioned in the list below. It shall be noted that, the list is Indicative only, the agency should populate the list with relevant attractive spots in Bengaluru. • 10 Parks • 10 Historical Monuments • 5 Government buildings • 6 Museums • 5 Galleries • 10 Nature spots in and around Bengaluru • 5 Wildlife locations in and around Bengaluru • Up to 5 Amusement Parks • 25 Places of worship • Top 10 Shopping locations in Bengaluru • Top 10 IT Parks
Level 6		
14.	10 Parks	Should include Parks in and around Bengaluru. Indicative list of parks as mentioned below • Lal Bagh • Cubbon Park • Jayaprakash Narayan Biodiversity Park
15.	Lal Bagh	The agency should capture basic details of each of the Attractions Tentative features of Lal Bagh has been provided below, • Brief about Lal Bagh including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the Museum • Photos/ Videos • Emergency contact information

		• Google maps/ nearest landmarks
16.	Cubbon Park	The agency should capture basic details of each of the Attractions Tentative features of Cubbon Park has been provided below, • Brief about Cubbon Park including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the Museum • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
17.	Jayaprakash Narayan Biodiversity Park	The agency should capture basic details of each of the Attractions Tentative features of Jayaprakash Narayan Biodiversity park has been provided below, • Brief about Jayaprakash Biodiversity park including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the Museum • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
Level 6		
18.	Historical Monuments	Should include Historical monuments around Bengaluru. Indicative list of Historical monuments is mentioned below • Bangalore Fort • Tippu Sultan Summer Palace • Bangalore palace • Mayo Hall
19.	Bangalore Fort	The agency should capture basic details of each of the Attractions Tentative features of Bangalore Fort has been provided below, • Brief about Bangalore Fort including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the Fort • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
20.	Tipu Sultan Summer Palace	The agency should capture basic details of each of the Attractions Tentative features of Tipu Sultan Palace has been provided below, • Brief about Tipu Sultan Palace including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the Palace • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
21.	Bangalore Palace	The agency should capture basic details of each of the Attractions Tentative features of Bangalore has been provided below, • Brief about Bangalore Palace including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the Palace • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
22.	Government	Should include Government Buildings around Bengaluru. Indicative list

	Buildings	of parks as mentioned below • Vidhana Soudha • Attara Kacheri
23.	Vidhana Soudha	The agency should capture basic details of each of the Attractions Tentative features of Vidhana Soudha has been provided below, • Brief about Vidhana Soudha including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the building • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
24.	Attara Kacheri	The agency should capture basic details of each of the Attractions Tentative features of Attara Kacheri has been provided below, • Brief about Attara Kacheri including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the building • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
25.	15 Museums	Should include list of Museums around Bengaluru. Indicative list of Museums are as mentioned below • Government Museum • Kempegowda Museum • Karnataka Folk Museum • Gandhi Bhavan • HAL Aerospace Museum • Madras Sappers Museum and Archives • Visweswaraya Industrial and Technological Museum • NIMHANS Brain Museum • Philatelic Museum • Law Museum • Legends Motorcycle Museum • Jawahar Lal Nehru Planetarium
26.	Government Museum	The agency should capture basic details of each of the museums Tentative features of Government Museum has been provided below, • Brief about Government Museum including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the building • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
27.	5 Galleries	Should include list of Galleries around Bengaluru. Indicative list of Galleries is mentioned below • National Gallery of Modern Art • Karnataka chitrakala parishat
28.	National Gallery of Modern Art	The agency should capture basic details of each of the Attractions Tentative features of National Gallery of Modern Art has been provided below, • Brief about National Gallery of Modern Art including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the building • Photos/ Videos

		• Emergency contact information • Google maps/ nearest landmarks
29.	Karnataka Chitrakala Parishat	he agency should capture basic details of each of the Attractions Tentative features of Karnataka Chitrakala Parishat has been provided below, • Brief about Karnataka Chitrakala Parishat including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the building • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
30.	25 Nature locations in Bengaluru	Should include list of tranquil spots around Bengaluru. Indicative list of Tranquil spots are as mentioned below • Dodda Alada Mara • Bugle rock • Thottikallu • Nandhi Hills • Makalidurga • Savandurga • Kaivara • Tippagondanahalli Reservoir • Lakes in Bengaluru
31.	Dodda Alada Mara	The details of each of the Attractions Tentative features of Dodda Alada Mara has been provided below, • Brief about Dodda Alada Mara including its cultural significance / heritage value. • Visiting information • Key spots to visit • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
32.	5 Wildlife Locations	Should include list of wildlife spots around Bengaluru. Indicative list of wildlife spots is mentioned below • Bannerghatta National Park • Butterfly park • Birds at Hebbal lake • Bangalore Aquarium
33.	Bannerghatta Biological Park	The agency should capture basic details of each of the Attractions Tentative features of Bannerghatta National park has been provided below, • Brief about Bannerghatta National park including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the building • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
34.	10 Amusement Parks	Should include list of amusement parks around Bengaluru. Indicative list of amusement parks are as mentioned below • Lumbini Gardens • Wonderla • Innovative Film city • iPlay • Fun World

		• Snow City • Flight 4 Fantasy • Talk to the Hand • Fever pitch • Breakout Escape Experience
35.	Lumbini Gardens	The agency should capture basic details of each of the Attractions Tentative features of Lumbini Gardens has been provided below, • Brief about Lumbini Gardens including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the building • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
36.	Places of worship	Should include list of places of worship around Bengaluru. Provide details of at least each of the 10 places of worship listed below. • Temples • Churches • Mosques • Gurudwara • Jain Temples Indicative list as mentioned below • ISKCON temple • Ranganathaswamy temple • Bull temple • Kote Venkataramana temple • St Mary's Basilica church • Infant Jesus church • Masjid-e-khadria • Gurudwara Sri Guru Singh
37.	ISKCON temple	The agency should capture basic details of each of the Attractions Tentative features of ISKCON temple has been provided below, • Brief about ISKCON temple including its cultural significance / heritage value. • Visiting information along with ticket prices. • Key spots to visit inside the building • Photos/ Videos • Emergency contact information • Google maps/ nearest landmarks
38.	Top 10 Shopping Spots in Bengaluru	Should include list of shopping spots in and around Bengaluru. Indicative list is mentioned below • Brigade Road • Commercial Street • Chickpet • Other numerous shopping malls (50 malls)
39.	Top 10 IT Parks in Bengaluru	Should include list of IT parks in Bengaluru. Indicative list as mentioned below • Electronic city • Bagmane Tech park • Manyata Tech park • Others
40.	Electronic city	Tentative features of Electronic City have been provided below, • Brief about Electronic City IT park • List of major companies in Electronic city (category wise, eg:- IT/ Software based company, manufacturing companies) • Photos/ Videos

		• Emergency contact information • Google maps/ nearest landmarks
Level 3		
41.	Navigate	Level 2 of the main module Bengaluru includes the following sub modules in the Level 3, • Basic information • Transportation (Bus /Taxi / Metro) • Weather
Level 4		
42.	Navigate	• Brief about Bengaluru city with details including Locations in each of the 5 zones of the city (North, South, East West and Central Bengaluru) • Key events and attractions (as mentioned in the above sections)
43.	Transportation	• Local transportation details • Taxis/ Cab, Details of service providers etc.
44.	Weather	• Generic Weather details including best time to visit the city etc. • Should have linkage with Accuweather.com/ other live weather sites.
Level 3		
45.	Plan your trip	Plan Your Trip includes the following submodules as Level 3
		Calendar results based on best time to visit destination
		Category wise destination option for tour
		Accommodation details regarding each of the five zones in Bengaluru
		Festivals based on calendar result
		Image gallery, reports visit statistics etc.
		Nearby locations and maps for each zone
		Link to third party agencies/ service providers (guest houses/ hotels/ resorts/ houseboat/ wayside amenities etc.)
		Message Board (Ask Us/ Get a Quote)
		The user should be able to register for creating an account and login using username and password
		Application should collect data of customer's personal information (name, address, tel number, search history etc.)
		There should be interface with third party service providers for flght/ bus/ rail booking
		The user should access public reviews about places/ destination
46.	Travel Trade	Travel Trade module should include the following sub modules, • Explore Bengaluru • Product Directory • Connect with Us
47.	Explore Bengaluru	• Brief about Bengaluru city with details including Locations in each of the 5 zones of the city (North, South, East West and Central Bengaluru) • Key events and attractions (as mentioned in the above sections) • Local transportation details • Taxis/ Cab details etc. • Generic Weather details including best time to visit the city etc. • Should have linkage with Accuweather.com/ other live weather sites.
48.	Subscribe (Newsletter)	Subscription with YouTube/ Facebook/ Instagram/ any other social media platform (list of media websites should be discussed and agreed

		upon mutual consent basis between department and the agency)
		Should send notifications/ other updates to subscribed users in the website
		Any other feature pertaining to this modules as suggested by the department
49.	Media Library	Feature to upload photos/ videos into the website
50.	Product Directory	Product Directory sub module should have the following contents, • Top 10 Attractions and Sightseeing packages in Bengaluru • Destination Services which includes Government authorised Tour Packages, professional conference organisers, other services • List of restaurants in Bengaluru
51.	Contact Us	• Should have 24*7 operating online Query response mechanism. • Online Chat • Active account in Social Media (Facebook/ Linked in etc.)

Zones in Bengaluru

The Karnataka Legislature passes bill vide Karnataka Municipal Corporation (Amendment) Bill 2015 to divide Bengaluru into smaller units. The law intends to divide Bengaluru so as to improve administration of the city.

In order to better showcase the Tourism products and services of the City, the website shall display details of the City based on the below mentioned 5 Zones. Based on the demography, Bengaluru city has been divided as,

- Bangalore Central Zone
- Bangalore East Zone
- Bangalore North Zone
- Bangalore South Zone
- West Bangalore

The Bengaluru Module shall provide detailed listing of places in each of these 5 Zones as per the aforesaid Bill, which is provided as per the table below,

#	Bangalore Central Zone	East Zone	North Zone	South Zone	West Zone
1.	Ashoknagar	Agrahara	Allalasandra	Agara	Anubhav Nagar
2.	Austin Town	Airport Road	Anandnagar	Anekal	Avani Sringeri mutt
3.	Avenue Road	Akshaya Nagar	Arabic College	Anekal Taluk	Bapuji Nagar
4.	Balepet	Ali Asker Road	Aranya Bhavan	Anekalbazar	Bapujinagar
5.	Balepete	Amruthahalli	Attur	Arakere	Basaveshwara Nagar
6.	Benson Town	Baiyappanahalli	Bagalgunte	Attibele	Basaveshwaranagar
7.	Bestamaranahalli	Ballandur	Bagalkunte	B Sk ii stage	Basaveshwarnagar
8.	Bharati Nagar	Bangalore Air port	Bagalur Road	Banashankari	Basaveswaranagar li stage
9.	Brigade Road	Basavanagar	Banaswadi	Banashankari Iii stage	Bhashyam Circle

#	Bangalore Central Zone	East Zone	North Zone	South Zone	West Zone
10.	Brunton Road	Bellandur	Bel Road	Bannerghatta	Cambridge Layout
11.	Central Street	Brookefield	Bellary Road	Bannerghatta Rd	Chamarajpet
12.	Chakravarthy Lane	Brookfield Road	Bennigana Halli	Bannerghatta Road	Chamrajpet
13.	Chickpet	Brookfields	Bhuvaneshwari Nagar	Basavanagudi	Chandra Lay out
14.	Chikpet	C. V. Raman Nagar	Bsf Campus yelahanka	Basavangudi	Chandra Layout
15.	Chord Road	C.V. Raman Nagar	Byappanahalli	Begur Koppa Road	Chikkabettahalli
16.	Church Street	C.V.raman nagar	Byatarayanapura	Begur-Koppa Road	Gandhi Nagar
17.	Commercial Street	Devanagundi	Byatarayanapura	Bidaraguppe	Gaviopuram Extension
18.	Cooke Town	Devasandra	Cholanayakkanahilli	Bilekahalli	Gaviopuram Guttanahalli
19.	Cox town	Doddanakundi	Coles Road	Bommanahalli	Hegganahalli
20.	Coxtown	Doddanekkundi	Crpf Campus yelahanka	BTM Layout	K H b colony
21.	Crescent Road	Domlur	Damodaran Road	BTS Layout	Kamakshipalya
22.	Cubban Road	Domlur Layout	Dasarahalli	Bull Temple Road	Kempe Gowda Road
23.	Cubbon Road	Dooravani Nagar	Dasarahalli	Chamrajpet Bazar	Kengeri
24.	Cubbonpet	Doorvaninagar	Devanahalli	Chandrapura	Kengiri
25.	Cunningham	Fraser Town	Devarjeevanahalli	Chikkalasandra	KHB Colony
26.	Cunningham Road	Frazer Town	Dodda Bomasandra	Davanagere	Laggere
27.	Dickenson Road	Frazertown	Dollars Colony	Davangere	Mahalakshmipuram
28.	Dr. ambedkar veedhi	Gangadhar Chetty Road	Embassy Manyatha Tech Park	Diagonal Road	Mahalakshmipuram Layout
29.	Ebrahim Sahib Street	GR Tech Park	G.K.V.K	Doddakallasandra	Mudalapalya
30.	Edward Road	Gunjur	G.K.V.K Post	Doddamavalli	Mysore
31.	Gayathrinagar	H.A.l ii stage	G.K.v.k.	Doddathogur	Mysore Road
32.	Gayatri Nagar	HAL Airport	Ganga Nagar	Doddathogur village	N. G. E. F Layout
33.	Haines Road	HAL Airport Road	Ganga Nagar Extension	Dommasandra	Nagarbhavi
34.	Harogadde	HAL Road	Gangenahalli	Ejipura	Narasimharaja Colony
35.	Hennagara	Haralur Road	Geddalahalli	Electronics city	Narasimjharaja Road

#	Bangalore Central Zone	East Zone	North Zone	South Zone	West Zone
36.	High Grounds	Harlur Road	GKVK Post	Electronics City	Nehru Main Rd
37.	Hulimangala	Hoodi	Gokula Extension	Gandhi Bazar	Rajaji Nagar
38.	Indalavadi	HRBR Layout	Goraguntepalya	Gavipuram	Rajajinagar
39.	Infantry Road	Immedihalli	Govindapalya	Girinagar	Rajajinagar I block
40.	Iyengar Road	Indira Nagar	Guddadahalli	Govindaraj Nagar	Rajajinagar Ivth block
41.	J.C. Road	Indiranagar	Guttahalli	Halasuru	Rajarajeshwarinagar
42.	Jayachamaraja Road	Indiranagar Com. complex	H M t	Handenahalli	RPC Layout
43.	Jumma Masjid Road	ITPL Road	H.A. farm	Hanumanthanagar	Srinivas Nagar
44.	K. Kamraj Road	J C Nagar	H.M.T	Harapanahalli	Sunkadakatte
45.	K.P.west	J. C. Nagar	HBR Layout	Hebbagodi	Tumkur Road
46.	Kamaraj Road	J.C. Nagar	Hebbal	Hongasandra	Ullal
47.	Kasturba Road	J.C.nagar	Hebbal Agrl Farm	Hosakerehalli	Vidyaranyapura
48.	Kilari Road	Jayamahal Road	Hebbal Kempapura	Hosur Road	Vijay Nagar
49.	Kumara Krupa Road	Jeevan Bheema Nagar	Hebbal-Kempapura	Hosur Road	Vijayanagar
50.	KUMARAPARK	Jeevan Bhima Nagar	Hennur	Hsr Layout	Vijayanagar East
51.	Lady Curzon Road	Jeevanbhima Nagar	Hesaraghatta	Hulimavu	
52.	Lalbagh West	Jeevanbhimanagar	Hesaraghatta Lake	ISRO Layout	
53.	Langford Town	Kadugodi	Hesarghatta Main Rd	Ittamadu Layout	
54.	Lavelle Road	Kaggadasapura	Hessaraghatta	J P nagar	
55.	Madhava Nagar	Kaggalipura	HMT Layout	J. P. Nagar	
56.	Magadi Main Road	Kaggdaspura	HMT Road	J.P. Nagar	
57.	Magadi Road	Kalkunte	Horamavu	Jakkasandra Post	
58.	Magrath Road	Kannamangala	Hutchins Road	Jaya Nagar	
59.	Mahatma Gandhi road	Kasavanahalli	Industrial Estate	Jayanagar	
60.	Mamulpet	Kasavanhalli	Industrial state	Jayanagar West	
61.	Manjunatha Nagar	Kodihalli	Jakkur	Jayangar East	
62.	Marsur	Koramangala	Jala Hobli	Jayangar Iii block	
63.	Mavalli	Koramangala I block	Jalahalli	Jigani	
64.	MG Railway	Koramangala Vi	Jalahalli East	Journalist	

#	Bangalore Central Zone	East Zone	North Zone	South Zone	West Zone
	Colony	bk		Colony	
65.	Millers Road	KR Puram	Jalahalli Village	JP Nagar	
66.	Minerva Circle	Krishnaraja Puram	Jalahalli West	Jp Nagar iii phase	
67.	Mission Road	Krishnarajapuram	Jalavayuvihar	K.R. Road	
68.	Museum Road	Krishnarajapuram R s	Jaymahal	Kamanhalli	
69.	Nagarathpet	Kundalahalli	Jeevanahalli	Kammanahalli	
70.	Narayan Pillai street	M.H. Colony	Kacharakanahalli	Kanakapura Road	
71.	Narayana Pillai Street	Mahadevapura	Kadugondanahalli	Kathriguppe	
72.	Nrupathunga Road	Mahadevapura Post	Kalasipalyam	Kempapura	
73.	Okalipuram	Mahadevpura Post	Kalyan Nagar	Kendriya Sadan	
74.	P&t Col. kavalbyrasandra	Malleshpalya		Konanakunte	
75.	Palace Road	Marathahalli	Kamagondanahalli	Kumaraswamy Layout	
76.	Pasmpamahakavi Road	Marathahalli Colony	Kammagondahalli	Kumbalgodu	
77.	Prakash Nagar	Medimallasandra	Kanteeravanagar	Kumbaragundi	
78.	Promenade Road	Murugeshpalya	Kasturi Nagar	Lakkasandra	
79.	Queens Road	Muthusandra	Kasturinagar	Lakshman Mudaliar Street	
80.	Raj Bhavan Road	Naduvathi	Kaval Bairasandra	Lakshmipura	
81.	Raja Ram Mohan Roy Road	Nal	Kavalbyrasandra	Madhavan Park	
82.	Rajbhavan	Old Airport Road	Kempaura	Madivala	
83.	Ramachandrapuram	Old Madras Road	Kendriya Vihar	Mayasandra	
84.	Residency Road	Panathur	Kodigehalli	Mico Layout	
85.	Rest House Road	Ramagondanahalli	Kothanur	Mount St joseph	
86.	Richmond Road	Ramamurthy Nagar	KUMARA PARK	Mudaliar Road	
87.	Richmond Town	Rameshnagar	KUMARAPARK SHESHADRIPURAM	Muthanallur	
88.	S. R. Nagar	S M Road	Lingarajapuram	Nayandahalli	
89.	Samandur	S. V. Road	M S r road	Neelasandra	

#	Bangalore Central Zone	East Zone	North Zone	South Zone	West Zone
90.	Sampangiram Nagar	Samethanahalli	Malkand Lines	Neralur	
91.	Sampangiramnagar	St. john's medical college	Malleshwaram	O.T.C. Road	
92.	Seppings Road	Thippasandra	Malleswaram	Off Sarjapur Road	
93.	Seshadri Road	Training Command iaf	Malleswaram West	Padmanabhanagar	
94.	Shankarapuram	Udaypura Post	Mandalay Lines	Padmanabhnagar	
95.	Shankarpura	Varthur	Maruthi Nagar	R.V. Road	
96.	Shanthinagar	Vartur	Maruthi Sevanagar	Raghavendra Nagar	
97.	Shivaji Nagar	Vibhutipura	Mathikere	Raja Rajeshwari Nagar	
98.	Shivajinagar	Vimanapura	Mathikere Extension	Rajpet	
99.	Sidihoskote	Vimapura	MS Ramaiah Road	Ramanashree Nagar	
100.	Sivan Chetty gardens	Whitefield	Msrit	Sarjapur	
101.	Srirampuram	Whitefield	Nagarvar Kari	Sarjapur Road	
102.	St. Johns Road	Whitefield Sarjapur	Nagasandra	Sarjapura	
103.	St. Marks Road	Whitefield-Sarjapur	Nagashetty Halli	Shanti Nagar	
104.	Subbarama Chetty Road	Yemalur	Nagavara	Siddaiah Road	
105.	Subedar Chatram Rd		Nagavara Road	Singasandra	
106.	Subedar Chatram Road		Nalagadderana halli	State Bank of mysore colony	
107.	Thammanayaka nahalli		Nandhini Layout	Subramanyapura	
108.	Thimmaiah Road		Nandidurg Road	Sunkalpet	
109.	Ulsoor		Nandidurga Road	Surya city	
110.	Vanakanahalli		Nandini Layout	Tavarekere Road	
111.	Vasanth Nagar		Nandinilayout	Thyagarajanagar	
112.	Vasanthnagar		Nelamangala	Tilak Nagar	
113.	Victoria Layout		OMBR Layout	Tilaknagar	
114.	Visveswarapuram		Palace Guttahalli	Uttarahalli	
115.	Vittal Mallya Road		Peenya	Uttrahlli	
116.	Vittalnagar		Peenya I stage	V.V.Puram	

#	Bangalore Central Zone	East Zone	North Zone	South Zone	West Zone
117.			Peenya Ii stage	Vikramnagar	
118.			Peenya S.I.	Vivek Nagar	
119.			Peenya Small industries	Viveknagar	
120.			Pulikeshi Nagar	VV Puram	
121.			R T nagar	Walton Road	
122.			R. K. Puram	Wilson Garden	
123.			R.M.V. Extension	Yadavanahalli	
124.			R.M.v. extension ii stage	Yediyur	
125.			R.T. Nagar	Yelachenahalli	
126.			Rajanakunte		
127.			Rajankunte		
128.			Ramakrishna Hegde nagar		
129.			RMV 2nd stage		
130.			RT Nagar		
131.			Sadashiv Nagar		
132.			Sadashiva Nagar		
133.			Sadashivanagar		
134.			Sadashivnagar		
135.			Sahakara Nagar		
136.			Sahakaranagar P.o		
137.			Sahakarnagar		
138.			Sanjay Nagar		
139.			Sanjaynagar		
140.			Sankey Road		
141.			Saraswathipuram		
142.			Science Institute		
143.			Seshadripuram		
144.			Sharada Nagar		
145.			Singanayakana halli		
146.			St. thomas town		
147.			Subbaiah Palaya		
148.			Sultanpalya		
149.			Swimming Pool extn		
150.			Tank Bund Road		

#	Bangalore Central Zone	East Zone	North Zone	South Zone	West Zone
151.			Tata Nagar		
152.			Telecom Layouts		
153.			Vaiyyalikaval		
154.			Vasant Nagar		
155.			Venkatagiri Kote		
156.			Venkatarangapura		
157.			Venkateshapura		
158.			Vyalikaval Extn		
159.			Wheel And axle plant		
160.			Yelahanka		
161.			Yelahanka Road		
162.			Yelahanka Satellite town		
163.			Yeshwanthpur		
164.			Yeshwanthpur Bazar		

The agency shall perform a detailed study to understand potential opportunities in each of the places/ clusters mentioned above.

The module Zones shall have sub modules as mentioned in the module **The City.** The key sub modules under **Zones** shall be,

- Top Attractions
- New and Trending
- Bengaluru city
- Key events
- # See your city
- Events this Week.

The agency shall analyze top attractions, new and trending activities, and key events occurring, in each of the places mentioned above and design each of the zone accordingly so as to attract visitor attention.

For eg, The Zone, **East Bangalore** shall have top rated attractions, new and trending activities, key events occurring in Koramangala, Indira Nagar etc.

12.2 Phase 2 Modules

12.2.1 User Management

#	Module	Requirements	Priority
1	User Management	• User Creation and management of websites. The user can be of two types, Master Admin and General Operation Admin. Master Admin of website will create and manage general user to manage the requirements. • Should have module wise access rights and authentication for functions such as, Publish, Add,	3

#	Module	Requirements	Priority
		Delete, Edit, View and Archival.	
		• Audit logs shall be maintained for the users to store for 10 days operation on page wise and after the period the logs shall be auto cleared.	
		• Log in to be supported via the following ids, ○ Email ○ Social media sign in using platforms such as Facebook and Twitter ○ Any other third party sites which shall be agreed upon mutual consent basis between KSTDC and the Agency.	
		• Registered users details submitted at the time of registration shall be stored in the system, and they can customize the landing page to view the information of their interest	
		• Guest users will have access to all features of the site	
		• Users can subscribe to updates, mailers, promotion, etc.	
		• Users can subscribe to alerts and are able to receive updates on travel policies, new events, promotions, policy changes, etc.	
		• Ability to submit a query with query type (feedback/ information/ clarification/ complaint) and user details	
		• The user can log in and get details of query resolution provided by KSTDC	
		• Provision for capturing Google unique ids users should be there	

12.2.2 Interface with Third Party Registration and Booking

#	Module	Requirements	
1	Interface with third party Registration and Booking	The Website show details of nearby hotels/ accommodations for a tourist spot. The Third Party Registration and Booking Module shall have User Creation and management facility for Hotels/ restaurant/ Homestay/or other tourism product service providers to be registered with the KSTDC of Tourism. The module shall contain a list of information and documents that needs to be provided by the user. Once the application is submitted a unique application number will be generated required for tracking of the application. Application received on this module shall be shared with the designated officer in the client office for approval. After receiving approval from the department the information of the applicant shall be listed on the website. The module shall have provision to accept information/ applications for registration of Hotels in Karnataka. The facility may be expanded to other tourism product service providers. The Third Party Registration and Booking shall have provision to provide list of Hotel classified under two categories. The first category shall comprise of only list of the Hotels mapped to each of the destinations listed on the	3

#	Module	Requirements	
		website. The second category of the Hotels shall be those who have been verified by the Department and have taken subscription to promote their hotel on the Karnataka Tourism website. These hotel shall be displayed prominently on destinations where they are available. When the user clicks in a hotel shown in the website, the website should divert the user to respective third party agent's Property Management system/central reservation engine software to enable the user to book/ reserve. Below is an indicative list of the information to be provided by the applicant for registration – 1. Personal Information of the hotelier (name ,contact details, address, photo, passport/ aadhar number) 2. Type of hotel (star category) 3. Proof of Identity (Details and Document to be uploaded) 4. Partnership/ Proprietorship (Details and Document to be uploaded) 5. Certification from FSSAI (Details and Document to be uploaded)) 6. Username and Password	

12.2.3 Reporting/MIS Modules

12.2.3.1. The Agency shall submit monthly reports on the performance of the Karnataka Tourism website that shall include the data collected by using analytics tools

Sl. No.	Type of Data	Data Points
1.	Website traffic details	• Number of unique site visitors • Number of return visits to website • Average time spent on website • Average time for page load • Visitor journey mapping through individual visitor/cookie level reporting
2.	Website traffic sources	• Percentage of direct traffic – visitors that visit site by typing the URL into their browser • Percentage of referral traffic – visitors that visit site by clicking on a URL on another website o Percentage breakup of referral sources • Percentage of organic traffic – visitors that discover the website through Karnataka Tourism listing from a search result in a search engine • Campaign traffic – visitors that visit website through a dedicated campaign or clicking on a link with certain tracking parameters
3.	Total conversions	• Show conversions in ways such as – o Requesting additional information o Signing up for promotional content o Visiting an external booking link through the website
4.	Organic searches	Percentage of traffic from organic searches - the traffic to site generated by organic searches can be directly correlated with search engine optimization strategy. Some metrics are as follows: • number of lead conversions assisted by organic search

		• number of customer conversions assisted by organic search • percentage of traffic associated with branded keywords • percentage of traffic associated with unbranded keywords

12.2.4 Mobile Application Development

12.2.4.1. Along with the website development, the Agency should build the mobile solution- Mobile website and Mobile App Development. The following features are expected to be included as part of Mobile solution,

- Link to virtual tours (audio and video) and audio compass
- For each destination, following information shall be provided,
    - ➢ A destination (city or a place/ monument etc.)
    - ➢ How to reach, where to stay- hotel/ resort booking
    - ➢ Places of interest
    - ➢ Local transport- Food & eateries, entertainment, shopping etc.
    - ➢ Climate
    - ➢ Emergency services (Police, Ambulance, Fire Brigade etc.)
    - ➢ Links to important information such as booking train, flight, hotels, etc.
    - ➢ Travel planner

12.2.4.2. The agency shall develop and maintain a lightweight XHTML- complaint optimized for mobile website and it shall be hosted in accordance with industry convention for URL for mobile sites:- or as recommended by KSTDC explicitly. The agency shall ensure that the content of the mobile application ("app") is updated in sync with the main website. The deliverable should be compliant to latest versions of W3C recommendations on 'Mobile Web Best Practices' and 'Mobile Web Initiative'

12.2.4.3. The Agency shall ensure adherence to Guideline for Government Website including mandatory 'Safe to Host' certification. It should also be noted that the procurement and ownership of these devices for UAT or other testing purposes shall be solely solution provider's responsibility. The mobile solution should work well on the latest version/ devise of the said device platforms through the entire project period. Some of the device platforms are,

- Android and iOS platform
- Android, iOS, and Microsoft Windows platform for Tablets.

12.2.4.4. The Agency shall be provided free of cost at the respective platform portal perpetually and shall be clearly marked as official apps for Tourism in the state and should be optimized for the platform it is being run on. The mobile solutions should use optimal compression technology and accessibility map based on digi-mapping solutions like Google etc.

12.2.4.5. The Agency shall share the complete information about the Native Apps, as available on the platform accounts (download statistics, email address of users etc.), with the Karnataka Tourism as a part of the quarterly summarized SLA compliance and activities report. The agency shall conduct UAT for mobile web using the native/ default browser and at the native/ default screen resolution. It should be noted that, the procurement and ownership of devices for UAT or other testing purposes shall be solely the agency's responsibility.

12.2.4.6. After Go-Live, with every significant change to the mobile web solution, the solution provider/ agency must ensure its correct rendering on these devices. For purpose of UAT, the solution provider/ agency shall ensure that the solution is properly rendered on each of the following device platforms. However, the solution provider/ agency shall ensure that the solution works well on the latest versions/ device of the said device platforms throughout the entire project period.

Note:

- Any changes as suggested by KSTDC, Karnataka during the development phase should be incorporated by the agency/ solution provider.

13. Technical Requirement Specifications (TRS)

13.1 List of minimum Technical Requirements for the website

The below provided is the mandatory list of minimum Technical Requirements for the website.

S.No	Features
1	Must support responsive web design and multichannel rendering of applications and content on smart phones, tablets, and desktops without duplicating the application code or logic.
2	Support configurable look and feel at website and page level
4	Support menu driven by statically defined role based access control
5	Support dynamic menus driven by personalization and complex business rules
6	Ability to reuse portlet/ web part instances on several pages of website
7	Ability to persist user's session, including current location in website, across browser sessions
8	Provide a standardised interface for portlet/ web part and website contextual help
9	Provide a standardised interface for editing user- defined and administrator defined portlet/ web part references
10	Support configurable user friendly relative URLs for direct access to website pages
11	Users must be able to customize pages and portlet/ web parts with their own settings
12	Users must be able to customise page layout
13	Users must be able to change the look and feel of the website
14	The website system must have automated deployment scripts for managing applications, pages and other website artefacts hence must reduce manual intervention
15	The rapid application development tool for website must have the capability to help developer quickly and easily create multiple, highly customised industry standard applications from one code base to be able to render on desktop/ kiosk/ smart phones/ tablets/ browsers, all without requiring additional code changes, redeployment of files, or publishing HTM. The tools must allow developer to apply different variant to generate multiple applications with varying presentation, business logic, and data sources
16	The rapid application development tool must allow model driven development (MDD) for faster development of multichannel applications.
17	The website system must support multiple Operating system (OS) eg: Windows or different Unix flavours. Must support both 64 bit and 32 bit architecture on server side and must support most popular browsers such as IE 6.0 onwards, Firefox, Safari, Opera and Google Chrome or other prevalent in the market
18	Ability to provide personalised content and application data based on sophisticated rules and user profiles
19	Click stream analytics, google analytics to generate website usage reports
20	Use of Web Application framework, web content management system supported by a database, to deliver the site contents.
21	The website should have rich user experience with theme based website based on Flash technologies etc
22	The agency shall ensure adherence to Guideline for Indian Government Websites including mandatory 'Safe to host' certification

14. Service Level Agreement (SLA)

14.1 Website and Mobile Application

The Agency shall prioritize the defects under four categories as follows –

- **P1 priority level (P1)**: This will include cases when an entire functionality is blocked and all the other dependent workflows also get stalled. Instances of significant memory leaks must also be placed under this category.
- **Priority Level (P2)**: This will include the issues which are having significant impact but not a hindrance to the working of the major business/ functional flows.
- **Priority Level (P3)**: The issues pertaining to this level must be having low business/ functional impact. Service/ work requests having low urgency may also be placed under this category.
- **Priority Level 4 (P4)**: Non critical issues

Issue priority	Service Level Agreements			Adherence to SLA
	Acknowledgement	**Time taken to resolve**	**Impacts**	
P1	Within 15 min	2 hours	Showstopper	99%
P2	Within 1 hour	24 hours	Critical issues	98%
P3	Within 24 hours	72 hours	Important but not critical issues	95%
P4	Within 24 hours	120 hours	Non critical issues	90%

Failure to honor the SLA levels for defects shall result in suitable penalty charges as determined by KSTDC.

14.2 SLA for Availability, performance and Infrastructure

#	Service Level

1	The application must be available and accessible to users 24x7x365 basis. The general performance expectations from the solutions are under:
	 • The system should be fast and should give quick response. It will depend on factors like:
	    1. Available internet bandwidth for the solution at the data Centre
	    2. Processing power & resources like RAM, Storage, I/O, etc. of the servers & storage.
	    3. Configuration of the application, performance tuning, etc.
	    4. Processing power of other network devices like router, firewall, application load balancer, etc.
	 • It is expected that the selected agency shall design & provision above resources in such a manner that the application when accessed through internet / MPLS WAN gives a fast (almost instant) response in not more than 3-4- seconds.
	 If, it is observed that there is degradation in the application response (response is slow) or the user has to wait for somewhat longer time before the application responds and the same poor response continues for more than an hour, a trouble ticket shall be booked for the same. The bidder shall then identify the cause of the problem and resolve it at the earliest. If the problem is caused by insufficient bandwidth at the datacenter, or by malfunctioning, poor performance, choking of a hardware / software component at the datacenter, the same shall be rectified / replaced at the earliest

2	High Availability (24*7*365) i.e, 99.50% Service uptime
3	High Availability (200 to 200 users) with Load Balancing & Clustering as per the need
4	It should not take more than 3-4 seconds for responding to the users.

The web page loading time would be monitored on a periodic basis by accessing it from the data centre. The web page loading time would also be routinely measured over a leased circuit or equivalent at a minimum 512 Kbps bandwidth shared between 2 users.

All portal pages would be tested for performance and an average of the total time taken, calculated by dividing the sum total of response times for all pages by the number of pages requested, would be considered for this SLA. It would be the responsibility of the Selected Agency to ensure that either the size of the file or the time taken to query databases or time taken to perform business operations does not affect the response time.

If the Website loading time for each page over the Internet based application software without any deadlocks and contentions taking place over application / web server or database server resources exceeds 15 Seconds it shall be treated as a breach and there shall be a deduction of 5% of the Quarterly Technical Support payment of the relevant period and the Agency will be paid 95%, assuming all other SLA terms are met.

14.3 Computation of Availability

The Agency shall be responsible for hosting the website and mobile application for KSTDC, Karnataka. The hosting would be done at the State Data Centre (SDC). The cost of infrastructure and hardware required for the project shall be borne by KSTDC / Government of Karnataka.

The Agency needs to provide various reports for health monitoring and usage analysis on monthly /quarterly/yearly basis, or as and when requested. Availability of service shall be assessed by the following formula:

*((Scheduled Operation Time-(Scheduled Maintenance Time + Customer Introduced Outage+ Downtime Due to Force Majeure))/ Scheduled Operation Time)*100%*

Note:

- Scheduled Maintenance Time should not be more than one hour per month and client should be informed at least 48 hours in advance and subsequent approval / acceptance should be taken from customer.
- System Availability (SLA Compliance) will be calculated at the end of each quarter and penalties for non-compliance will be deducted from the quarterly rental charges. The penalty will be calculated as per the following formula:

Service Level Description	Measurement
Infrastructure Availability	Availability of system shall be at least 99.50% Severity Violation: High <table><tr><th>Availability over three months period</th><th>Violations for calculation of penalty</th></tr><tr><td><99.50% & >=98.5%</td><td>1</td></tr><tr><td><98.50% &>= 98%</td><td>2</td></tr><tr><td><98%</td><td>3</td></tr><tr><td><80%</td><td>10</td></tr></table>
Infrastructure performance	Sustained period of peak CPU/ IO Memory utilisation of any server crossing 70% shall be less than or equal to 30 minutes Server crosses 70% and stays above 70% for time more than 30 minutes will be treated as one (1) instance

	Number of instances over the three month period	Violations for calculation of penalty
	>0 & <=3	1
	>3	2

14.4 SLA for Website Management Services

Application Management Services for Website	
Scope of Work	• Provision of bug fixes, minor changes, error resolutions and minor enhancements. Minor enhancements (the usual run-of-the-mill • Enhancements and not the ones identified as part of Continuous Improvement). • Change request management based on feedback from the Users. • Routine functional changes related to content management • Updating and maintenance of all project documents.
Defect Classification	• Level 1 Defect - The failure to fix has an immediate impact on the end users' ability to perform critical transactions in the Application • Level 2 Defect- The failure to fix has an impact (medium) on the end users ability to perform the transactions in the application • Level 3 Defect- The failure to fix has an impact (low) on the end users ability to use the application that while not immediate, can cause the services to degrade if not resolved within reasonable time frames.
No of Bugs reported within Website Software	Bugs will be considered as faults located within the Website because of its inability to meet functional, non-functional, technical and operational requirements. Similarly the failure of the Website to enforce basic validations over data resulting in capturing of wrong data values or resulting in erroneous performance of the Website would also be considered as bugs. Bugs will be measured on the basis of feedback received at the issue tracking tool about the Website.
Frequency of monitoring and measurement	This service level will be measured on quarterly basis
Penalty	If there are more than 20 Bugs reported in a quarter, it shall be treated as a breach and there shall be a deduction of 5% of the Quarterly Technical Support payment of the relevant period and the Agency will be paid 95%, assuming all other SLA terms are met.

Service Level and Measurement	Service Level	Measurement		
Level 1	95% of the level 1 defects shall be resolved within 4 business hours form the time of reporting full details Severity of violation- High	Performance over the three month period		
		<95% & >=90%		
		<90% % >=85%		
		<85%		
Level 2	95% of the level 2 defects shall be resolved within 8 business hours form the time of reporting full details	Performance over three month period		
		<95% & >=90%		
		<90% &>=85%		

	Severity of violation - Medium	<85%

Level 3	95% of the level 3 defects shall be resolved within 8 business hours form the time of reporting full details
	
	Severity of violation - Low
		Performance over three month period
		`<95% & >=90%`
		`<90% &>=85%`

14.5 Content Quality

SI No	Measurement	Definition	Target	Penalty
1.	The tone of the document/article should be same throughout the document	The following type of errors shall be counted in this category: • Inconsistent tone within sentences/ paragraphs/articles • Tone not consistent with tourism domain • Incorrect translation which can make the content misdirecting / offensive, disputed, etc. • Inappropriate translation based on cultural differences	Not more than 3 instances of deviations in a deliverable	More than 3 instances of deviations in a deliverable: • 4 – 5 instances in a deliverable: Deduction of 0.5% of the associated deliverable payment • 6 – 8 instances in a deliverable: Deduction of 1% of the associated deliverable payment • 9 – 12 instances in a deliverable: Deduction of 2% of the associated deliverable payment • >12 instances in a deliverable: Deduction of 5% of the associated deliverable payment
2.	Document/article should be grammatically correct and have correct punctuation	The following type of errors shall be counted in this category: • Grammatical errors • Punctuation errors • Sentence structural errors	Not more than 5 instances of deviations in a deliverable	More than 5 instances of deviations in a deliverable: • 6 – 7 instances in a deliverable: Deduction of 0.5% of the associated deliverable

SI No	Measurement	Definition	Target	Penalty
				payment • 8 – 10 instances in a deliverable: Deduction of 1% of associated deliverable payment • 10 – 15 instances in a deliverable: Deduction of 2% of associated deliverable payment • >15 instances in a deliverable: Deduction of 5% of associated deliverable payment
3.	The translated content should be accurate	The following type of errors shall be counted in this category: • Inappropriate choice of words/ synonyms • Incorrect translation	Not more than 2 instances of deviations in a deliverable	More than 2 instances of deviations in a deliverable: • 3 – 5 instances in a deliverable: Deduction of 0.5% of the associated deliverable payment • 6 – 8 instances in a deliverable: Deduction of 1% of the associated deliverable payment • 9 – 10 instances in a deliverable: Deduction of 2% of the associated deliverable payment • >10 instances in a deliverable: Deduction of 5% of the associated deliverable payment

15. Reporting Requirements

In addition to the reporting requirements as mentioned in the Scope of Services, the selected Agency shall submit the following reports –

15.1 Monthly Plan

The Agency shall submit a Monthly Plan by the 25th (or next working day if 25th is a holiday) of the current month for their intended plan of activities for the following month.

15.2 Monthly Performance Report

The Agency shall submit a Monthly Performance Report by the 7th (or next working day if 7th is a holiday) of the following month for every month during the duration of the Contract. The Monthly Performance Report shall contain the following –

a. Website development and mobile application performance details
b. Reporting as per the Reporting/MIS module (Section 12.2.3)
c. SEO and SEM – search engine rankings, keywords research and analysis, pages meta tags optimization, social bookmarking quality, etc.
d. Social Media Engagement
e. Content Report – brief summary of content developed, where was the content used
f. Performance along KPIs and key metrics for the SEO and marketing support services achieved by the agency (cumulative and monthly)
g. Compliance report on compliance to Guidelines for India Government Websites (GIGW)

15.3 Quarterly Progress Report

The Agency shall submit a Quarterly Progress Report every 3 months on the last working day of the quarter during the duration of the Contract. The Quarterly Progress Report shall contain the following

a. Summary of SEO and marketing support activities over the previous 3 months, key metrics and engagement metrics and other KPIs as mentioned in the monthly report
b. Performance along KPIs and key metrics for the SEO and marketing support services (cumulative and monthly)
c. Website development and mobile application performance details
d. Overview of Content developed for Karnataka Tourism and its usage
e. Compiling details of the Monthly Progress Report of 3 months in the previous quarter.

15.4 Penalty and Reporting SLA

Sl. No.	Clause	Penalty
1.	The following penalties relating to implementation and delivery of deliverable of the Assignment reports shall apply	a. For each week (6 working days) of delay in achieving any of the milestones, KSTDC, shall levy a penalty of Rs. 50,000/- to the Agency per week for first 3 weeks of delay. Subsequently, beyond 3 weeks the rate of penalty will increase to Rs. 75,000/- per week for the next 3 weeks. From the 6th week till 8th week the penalty rate would increase to Rs. 1,00,000/- per week. b. The penalties shall be levied at the payment milestone. The penalties shall be deducted from the monies due to the Agency at the payment milestone. c. If the overall delay in any of the milestone is beyond 8 weeks, then KSTDC may at its discretion, terminate the contract and shall take necessary steps to blacklist the Agency.

Sl. No.	Clause	Penalty
2.	Change of key members t during the Contract Period	KSTDC shall levy during every change a penalty of Rs 1,00,000 /- to the Agency per resource change
3.	Disengagement of the Agency in the middle of the project, either before go-live or after go-live, because of any reason attributable to it.	a. Blacklist the Agency b. Any other legal recourse that KSTDC may deem fit
4.	Exception	a. In the event of natural calamity/ disaster and any such reason which is beyond the control of the agency and as defined in the Force Majeure clause of the contract, no penalty shall be imposed. b. In the event of routine maintenance and emergency maintenance with advance intimation by the service provider (after due approval and agreement with KSTDC), no penalty shall be imposed c. In the event of downtime of the application with effect of failure/ fault from State Data Center, no penalty shall be imposed.

16. Website Non Functional Requirements

#	Specifications
1.	The agency is required to provide scheduled operations 24 hours a day, 7 days a week, for the website and mobile solution
2.	The agency is required to provide 99.50% system availability uptime measured over a calendar month based on service hours of 24/7/365
3.	The agency shall provide SLA metrics for database backup, recovery and maintenance
4.	The agency shall support resolution times for reported incidents as follows • Level 1: Severity: 4 hours • Level 2: Severity: 8 hours • Level 3 Severity: 16 hours • Level 4: Severity: Next release
5.	The agency is required to provide a test system and a training system which is accessible during business hours at least
6	The Agency shall describe and provide evidence of a comprehensive change management process and provide the change management policy procedure

17. Schedule and Deliverables

Website and Mobile Application Development.

The Agency shall adhere to the following timelines for submission of deliverables during the course of the Assignment –

"T" is the start date of the Assignment

Sl. No.	Milestones	Timeline	Timeline from start date of the Assignment (T)
1.	Submission of Technical Requirement Specification (TRS), Functional Requirement Specification (FRS), SEO Strategy for Karnataka Tourism website, System Design documents and IT infrastructure sizing for SDC for the Karnataka Tourism website	T1 = T + 3 weeks	3 weeks
2. **	Approval of TRS, FRS, System Design document and IT infrastructure sizing documents by KSTDC	T2 = T1 + 1 weeks	4 weeks
3.	Submission of Testing approach and Test case documents for Third party Security Audit and User Acceptance Testing (UAT)	T3 = T1 + 1 week	4 weeks
4. **	Approval of Testing Approach and Test case documents for Third Party Security Audit and UAT by KSTDC	T4 = T3 + 1 week	5 weeks
5.	Development and customization of the Phase 1 of the Website and submission of solution for Third Party Acceptance Testing and User Acceptance Testing (UAT) • Development and Delivery to UAT including Unit Testing (UT), Integration Testing (IT) and Validation Testing	T5 = T4 + 4 weeks	9 weeks
6. **	UAT for Phase 1 of the Website (2 rounds)	T6 = T5 + 1 weeks	10 weeks
7.	Implementation of Phase 1 • Training • Phase 1 Go Live	T7 = T6 + 2 weeks	12 weeks
8.	Development and customization of the Phase 2 of the Website and submission of solution for Third Party Acceptance Testing and UAT • Development and Delivery to UAT including UT, IT and Validation Testing	T8 = T7 + 6weeks	18 weeks
9. **	UAT for Phase 2	T9 = T8 + 2 weeks	20 weeks
10.	Implementation of Phase 2 • Training • Phase 2 Go Live	T10 = T9 + 2 weeks	22 weeks
11.	By the time the website goes live, the Agency must also provide other reports including – • Design templates for the Website • Training Plan and Manuals • User and Administrative Manuals • Wire-Frames • Operations, Governance and Security Policy	T11 = T10 + 2 week	24 weeks
12.	Maintenance and Technical Support for 3 years	T12=T11+156 weeks	180 weeks
13.	SEO related services for 3 years	T12=T11+156 weeks	180 weeks

18. Payment Terms

The following table represents the milestones and payment component laid down for the project. This clause shall be read as follows:

18.1. Mode of payment and Payment Milestones

The following table represents the payment milestones.

#	Activities	Payment
1	Submission of System Design Document (Phase 1 and 2), e FRS and TRS for the new system and acceptance of the same by KSTDC	20% of Contract Price
2	Submission of SEO Strategy for Karnataka Tourism Website and acceptance of the same by KSTDC	10% of Contract Price
5	Completion and sign off on UAT & Completion of Core Implementation of Phase 1 including Website and Mobile App	15% of Contract Price
6	Completion and sign off on Phase 2 on UAT & Completion of Core Implementation including website and mobile app	10% of Contract Price
7	Completion of Training and change management for KSTDC Personnel **AND** Completion of Stabilization Period and Final Acceptance of website Solution / Issuance of project completion certificate	5% of Contract Price
8	Payment Against Technical Support on equated quarterly payments (10% of the total fee quoted shall be paid over a period of 3 years / 12 quarters post implementation of Phase 2)	10% of Contract Price
9	Payment against Website Maintenance Support and content management support in equated quarterly payments (10% of the total fee quoted shall be paid over a period of 3 years / 12 quarters post implementation of Phase 2)	10% of Contract Price
10	Payment against submission and approval of Quarterly Progress Reports covering details of SEO related services for previous quarter over a period of 3 years / 12 quarters post implementation of Phase 2 (10% of the total fee quoted shall be paid over a period of 3 years / 12 quarters post implementation and on submission of 12 Quarterly Progress Reports)	20% of Contract Price

Section 6. Contract for Consultant's Services

Between

_____

[Name of Client]

And

_____

[Name of Consultants]

Dated:

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I. Form of Contract

This CONTRACT (hereinafter called the **"Contract"**) is made the _____ day of the month of _____, 20____between Karnataka State Tourism Development Corporation (KSTDC), Government of Karnataka, having its office at Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand), Yeshwanthpur Circle, Bengaluru 560 022, Karnataka (hereinafter called the **"Client"** or **"KSTDC"** or **"the Authority"** which expression shall, unless it be repugnant to the context or meaning thereof, include its administrators, successors and assigns) of the First Part

AND

_____, a company registered under the Companies Act, 1956 and having its registered office at _____ (hereinafter called the **"Consultant"** or **"Agency"** which expression shall include their respective successors and permitted assigns)

[Note: If the Consultant consists of more than one entity, the above should be partly amended to read as follows:

"…. on the other hand, a consortium consisting of the following entities, each of which shall be jointly and severally liable to the Client for all the Consultants' obligations under this Contract, name, _____, and _____ (hereinafter called the "Consultants" or "Agency", which expression shall include their respective successors and permitted assigns)]

 on the Second Part

KSTDC and Consultant are collectively referred to as **"Parties"** and individually as **"Party"**

WHEREAS

1.1.1. The Client has requested the Consultant to provide certain consulting services as defined in the General Conditions of Contract attached to this Contract (hereinafter called the **"Services"**);

1.1.2. The Consultant, having represented to the Employer that they have the required professional skills, and personnel and technical resources, have agreed to provide the Services on the terms and conditions set forth in this Contract;

NOW THEREFORE the parties hereby agree as follows:

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:
   a. The General Conditions of Contract (hereinafter called "GC");
   b. The Special Conditions of Contract (hereinafter called "SC");
   c. The following appendices:
      Appendix A: Description of Services

Appendix B: Reporting Requirements

Appendix C: Resources Committed by the Agency

Appendix D: Services and Facilities to be provided by the Client

Appendix E: Breakdown of Contract Price in Indian Rupees

Appendix F: Form of Guarantee for Performance Security (Proforma Bank Guarantee)

Appendix G: Letter of Acceptance issued by Client

Appendix H: Technical Presentation submitted by Consultant

Appendix I: Power of Attorney submitted by Consultant

2. The mutual rights and obligations of the Client and the Consultants shall be as set forth in the Contract, in particular:

    a. The Consultants shall carry out the Services in accordance with the provisions of the Contract; and

    b. The Client shall make payments to the Consultants in accordance with the provisions of the Contract

IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.

FOR, AND ON BEHALF OF   FOR, AND ON BEHALF OF

[NAME OF CLIENT]   [NAME OF CONSULTANT]

By   By

(Authorized Representative)   (Authorized Representative)

II.   General Conditions of Contract

1.   GENERAL PROVISIONS

1.1.   Definitions

Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:

a. **"Applicable Law"** means the laws and any other instruments having the force of law in India, as they may be issued and in force from time to time;

b. **"Contract"** means the Contract signed by the Parties, to which these General Conditions of Contract (GC) are attached, together with all the documents listed in Clause 1 of such signed Contract;

c. **"Effective Date"** means the date on which this Contract comes into force and effect pursuant to Clause GC 2.1

d. **"Contract Price"** means the price to be paid for the performance of the Services, in accordance with Clause 6;

e. **"GC"** means these General Conditions of Contract;

f. **"Government"** means the Government of Karnataka;

g. **"Local currency"** means Indian Rupees

h. **"Member"** in case the Consultants consist of a joint venture of more than one entity, means any of these entities, and "Members" means all of these entities; "Member in Charge" means the entity specified in the SC to act on their behalf in exercising all the Consultants' rights and obligations towards the Client under this Contract.

i. **"Party"** means the Client or the Consultants, as the case may be, and "Parties" means both of them;

j. **"Personnel"** means persons hired by the Consultants or by any Sub-consultant as employees and assigned to the performance of the Services or any part thereof; and "Key Personnel" means the personnel referred to in Clause GC4.2 (a)

k. **"SC"** means the Special Conditions of Contract by which these General Conditions of Contract may be amended or supplemented;

l. **"Services"** means the work to be performed by the Consultants pursuant to this Contract as described in Appendix A; and

m. **"Sub-consultant"** means any entity to which the Consultants subcontract any part of the Services in accordance with the provisions of Clauses 3.5 and 4.

n. **'Third party"** means any person or entity other than the Government, the Client, the Consultants, or a Sub-Consultant.

1.2.   Law Governing the Contract

This Contract, its meaning and interpretation, and the relation between the Parties shall be governed by the Applicable Law.

1.3.   Language

This Contract has been executed in the English language, which shall be the binding and controlling language for all matters relating to the meaning or interpretation of this Contract.

1.4.   Notices

Any notice, request or consent made pursuant to this Contract shall be in writing and shall be deemed to have been made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent by registered mail, telex, telegram or facsimile to such Party at the address specified in the SC.

1.5.   Location

The Services shall be performed at such locations as are specified in Appendix A and, where the location of a particular task is not so specified, at such locations, whether in Karnataka or elsewhere, as the Client may approve.

1.6. Authorized Representatives

Any action required or permitted to be taken, and any document required or permitted to be executed, under this Contract by the Client or the Consultants may be taken or executed by the officials specified in the SC.

1.7. Taxes and Duties

The Consultants, Sub-consultants and their Personnel shall pay such taxes, duties, fees and other impositions as may be levied under the Applicable Law, the amount of which is deemed to have been included in the Contract Price.

2. COMMENCEMENT, COMPLETION, MODIFICATION AND TERMINATION OF CONTRACT

2.1. Effectiveness of Contract

This Contract shall come into effect on the date the Contract is signed by both Parties and such other later date as may be stated in the SC.

2.2. Commencement of Services

The Consultants shall begin carrying out the Services within thirty (30) days after the date the Contract becomes effective, or at such other date as may be specified in the SC.

2.3. Expiration of Contract

Unless terminated earlier pursuant to Clause 2.7, this Contract shall terminate at the end of such time period after the Effective Date as is specified in the SC.

2.4. Modification

Modification of the terms and conditions of this Contract, including any modification of the scope of the Services or of the Contract Price, may only be made by written agreement between the Parties.

2.5. Force Majeure

2.5.1. Definition

For the purposes of this Contract, "Force Majeure" means an event which is beyond the reasonable control of a Party, and which makes a Party's performance of its obligations under the Contract impossible or so impractical as to be considered impossible under the circumstances.

2.5.2. No Breach of Contract

The failure of a Party to fulfil any of its obligations under the contract shall not be considered to be a breach of, or default under this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.

2.5.3. Extension of Time

Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.

2.5.4. Payments

During the period of their inability to perform the Services as a result of an event of Force Majeure, the Consultants shall be entitled to continue to be paid under the terms of this Contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them during such period for the purposes of the Services and in reactivating the Service after the end of such period.

2.6. Suspension:

The Client may by written notice of suspension to the Consultants, suspend all payments to the Consultants hereunder if the Consultants fail to perform any of their obligations under this contract, including the carrying out of the Services, provided that such notice of suspension (i) shall specify the nature of the failure, and (ii) shall request the Consultants to remedy such failure within a period not exceeding thirty (30) days after receipt by the Consultants of such notice of suspension.

2.7. Termination
2.7.1. By the Client

The Client may terminate this Contract, by not less than thirty (30) days' written notice of termination to the Consultants, to be given after the occurrence of any of the events specified in paragraphs (a) through (d) of this Clause 2.7.1 and sixty (60) days' in the case of the event referred to in (e):

a. if the Consultants do not remedy a failure in the performance of their obligations under the Contract, within thirty (30) days of receipt after being notified or within such further period as the Client may have subsequently approved in writing;

b. if the Consultants (or any of their Members) become insolvent or bankrupt;

c. if, as the result of Force Majeure, the Consultants are unable to perform a material portion of the Services for a period of not less than sixty (60) days; or

d. if the consultant, in the judgment of the Client has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.
   For the purpose of this clause:
   "corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the selection process or in contract execution.
   "fraudulent practice" means a misrepresentation of facts in order to influence a selection process or the execution of a contract to the detriment of GOK, and includes collusive practice among consultants (prior to or after submission of proposals) designed to establish prices at artificial non-competitive levels and to deprive GOK of the benefits of free and open competition.

e. if the Client, in its sole discretion and for any reason whatsoever, decides to terminate this Contract.

2.7.2. By the Consultant

The Consultants may terminate this Contract, by not less than thirty (30) days' written notice to the Client, such notice to be given after the occurrence of any of the events specified in paragraphs (a) through (c) of this Clause 2.7.2:

a. if the Client fails to pay any monies due to the Consultants pursuant to this Contract and not subject to dispute pursuant to Clause 7 hereof within forty-five (45) days after receiving written notice from the Consultants that such payment is overdue;

b. If the Client is in material breach of its obligations pursuant to this Contract and has not remedied the same within forty-five (45) days (or such longer period as the Consultants may have subsequently approved in writing) following the receipt by the Client of the Consultants' notice specifying such breach;

c. if, as the result of Force Majeure, the Consultants are unable to perform a material portion of the Services for a period of not less than sixty (60) days.

2.7.3. Cessation of Rights and Obligations

Upon termination of this Contract pursuant to Clause GC 2.7, or upon expiration of this Contract pursuant to Clause GC 2.3, all rights and obligations of the Parties hereunder shall cease, except :

i. such rights and obligations as may have accrued on the date of termination or expiration;

ii. the obligation of confidentiality set forth in Clause GC 3.3 hereof;

iii. any right which a Party may have under the Applicable Law.

2.7.4. Cessation of Services

Upon termination of this Contract by notice of either Party to the other pursuant to Clauses GC 2.7.1 or GC 2.7.2 hereof, the Consultants shall, immediately upon dispatch or receipt of such notice, take all necessary steps to bring the Services to a close in a prompt and orderly manner and shall make every reasonable effort to keep expenditures for this purpose to a minimum. With respect to documents prepared by the Consultants and equipment and materials furnished by the Client, the Consultants shall proceed as provided, respectively, by Clauses GC 3.7 and GC 3.8.

2.7.5. Payment upon Termination

Upon termination of this Contract pursuant to Clauses 2.7.1 or 2.7.2, the Client shall make the following payments to the Consultants:

a. remuneration pursuant to Clause 6 for Services satisfactorily performed prior to the effective date of termination;

b. except in the case of termination pursuant to paragraphs (a) and (b) of Clause 2.7.1, reimbursement of any reasonable cost incident to the prompt and orderly termination of the Contract.

3. OBLIGATIONS OF THE CONSULTANTS:

3.1. General

The Consultants shall perform the Services and carry out their obligations hereunder with all due diligence, efficiency and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The Consultants shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to the Client, and shall at all times support and safeguard the Client's legitimate interests in any dealings with Sub-consultants or third parties.

3.2. Conflict of Interests

3.2.1. Consultants Not to Benefit from Commissions, Discounts, etc.

The remuneration of the Consultants pursuant to Clause 6 shall constitute the Consultants' sole remuneration in connection with this Contract or the Services, and the Consultants shall not accept for their own benefit any trade commission, discount or similar payment in connection with activities pursuant to this Contract or to the Services or in the discharge of their obligations under the Contract, and the Consultants shall use their best efforts to ensure that the Personnel, any Sub-consultants, and agents of either of them, similarly shall not receive any such additional remuneration.

3.2.2. Procurement Rules of Funding Agencies

If the Consultants, as part of the Services, have the responsibility of advising the Client on the procurement of goods, works or services, the Consultants shall comply with any applicable procurement guidelines of the funding agencies and shall at all times exercise such responsibility in the best interest of the Client. Any discounts or commissions obtained by the Consultants in the exercise of such procurement responsibility shall be for the account of the Client.

3.2.3. Consultants and Affiliates Not to engage in certain Activities

The Consultants agree that, during the term of this Contract and after its termination, the Consultants and their affiliates, as well as any Sub-consultant and any of its affiliates, shall be disqualified from providing goods, works or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.

3.2.4. Prohibition of Conflicting Activities

Neither the Consultants nor their Sub-consultants nor the Personnel shall engage, either directly or indirectly, in any of the following activities:

(a) during the term of this Contract, any business or professional activities in the Government's country which would conflict with the activities assigned to them under this Contract; or

(b) after the termination of this Contract, such other activities as may be specified in the SC.

3.3. Confidentiality

The Consultants, their Sub-consultants, and the Personnel of either of them shall not, either during the term or within two (2) years after the expiration of this Contract, disclose any proprietary or confidential information relating to the Project, the Services, this Contract, or the Client's business or operations without the prior written consent of the Client.

3.4. Insurance to Be Taken out by the Consultants

The Consultants

a) shall take out and maintain, and shall cause any Sub-consultants to take out and maintain, at their (or the Sub-consultants', as the case may be) own cost but on terms and conditions approved by the Client, insurance against the risks, and for the coverage, as shall be specified in the SC; and

b) at the Client's request, shall provide evidence to the Client showing that such insurance has been taken out and maintained and that the current premiums have been paid.

3.5. Consultants' Actions Requiring Client's Prior Approval

The Consultants shall obtain the Client's prior approval in writing before taking any of the following actions:

a) entering into a subcontract for the performance of any part of the Services, it being understood (i) that the selection of the Sub-consultant and the terms and conditions of the subcontract shall have been approved in writing by the Client prior to the execution of the subcontract, and (ii) that the Consultants shall remain fully liable for the performance of the Services by the Sub-consultant and its Personnel pursuant to this Contract;

b) appointing such members of the Personnel not listed by name in Appendix C ("Key Personnel and Sub-consultants"), and

c) any other action that may be specified in the SC.

3.6. Reporting Obligations

The Consultants shall submit to the Client the reports and documents specified in Appendix B in the form, in the numbers, and within the periods set forth in the said Appendix.

3.7. Documents Prepared by the Consultants to Be the Property of the Client

All plans, drawings, specifications, designs, reports and other documents and software submitted by the Consultants in accordance with Clause 3.6 shall become and remain the property of the Client, and the Consultants shall, not later than upon termination or expiration of this Contract, deliver all such documents and software to the Client, together with a detailed inventory thereof. The Consultants may retain a copy of such documents and software. Restrictions on the future use of these documents, if any, shall be specified in the SC.

3.8. Equipment and Materials Furnished by the Client

Equipment and materials made available to the Consultants by the Client or purchased by the Consultants with funds provided by the Client shall be the property of the Client and shall be marked accordingly. Upon termination or expiration of this Contract, the Consultants shall make available to the Client an inventory of such equipment and materials and shall dispose of such equipment and materials in accordance with the Client's instructions. While in possession of such equipment and materials, the Consultants, unless otherwise instructed by the Client in

writing, shall insure them at the expense of the Client in an amount equal to their replacement value.

4. CONSULTANTS' PERSONNEL AND SUB-CONSULTANTS

4.1. Description of Personnel

The titles, agreed job descriptions, minimum qualifications and estimated periods of engagement in the carrying out of the Services of the Consultants' Key Personnel are described in Appendix C. The Key Personnel and Sub-consultants listed by title as well as by name in Appendix C are hereby approved by the Client.

4.2. Removal and/or Replacement of Personnel

a) Except as the Client may otherwise agree, no changes shall be made to the Key Personnel. If for any reason beyond the reasonable control of the Consultants, it becomes necessary to replace any of the Key Personnel, the Consultants shall forthwith provide as a replacement a person of equivalent or better qualifications.

b) If the Client finds that any of the Personnel have (i) committed serious misconduct or has been charged with having committed a criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Consultants shall, at the Client's written request specifying the grounds therefor, forthwith provide as a replacement a person with qualifications and experience acceptable to the Client.

c) The Consultants shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.

5. OBLIGATIONS OF THE CLIENT

5.1. Assistance and Exemptions

Unless otherwise specified in the SC, the Client shall use its best efforts to ensure that the Government shall:

a) issue to officials, agents and representatives of the Government all such instructions as may be necessary or appropriate for the prompt and effective implementation of the Services;

b) assist the Consultants and the Personnel and any Sub-consultants employed by the Consultants for the Services from any requirement to register or obtain any permit to practice their profession or to establish themselves either individually or as a corporate entity according to the Applicable Law;

c) provide to the Consultants, Sub-consultants and Personnel any such other assistance as may be specified in the SC.

5.2. Services and Facilities

The Client shall make available to the Consultants and the Personnel, for the purposes of the services and free of any charge, the services, facilities and property described in Appendix D at the times and in the manner specified in said Appendix D, provided that if such services, facilities and property shall not be made available to the Consultants as and when so specified, the Parties shall agree on (i) any time extension that it may be appropriate to grant to the Consultants for the performance of the Services, (ii) the manner in which the Consultants shall procure any such services, facilities and property from other sources, and (iii) the additional payments, if any, to be made to the Consultants as a result thereof.

6. PAYMENT TO THE CONSULTANTS:

6.1. Lump Sum Remuneration

The Consultant's total remuneration shall not exceed the Contract Price and shall be a fixed lump sum including all staff costs, Sub-consultants' costs, printing, communications, travel, accommodation, and the like, and all other costs incurred by the Consultant in carrying out the Services described in Appendix A. Except as provided in Clause 5.2, the Contract Price may only be increased above the amounts stated in clause 6.2 if the Parties have agreed to additional payments in accordance with Clause 2.4.

6.2. Contract Price

The Contract price is set forth in the SC.

6.3. Payment for Additional Services

For the purpose of determining the remuneration due for additional services as may be agreed under Clause 2.4, a breakdown of the lump sum price is provided in Appendices E.

6.4. Terms and Conditions of Payment

Payments will be made to the account of the Consultants and according to the payment schedule stated in the SC. Unless otherwise stated in the SC, the first payment shall be made against the provision by the Consultants of a bank guarantee for the same amount and shall be valid for the period stated in the SC. Any other payment shall be made after the conditions listed in the SC for such payment have been met, and the Consultants have submitted an invoice to the Client specifying the amount due.

6.5. Interest on Delayed Payments

If the Client has delayed payments beyond fifteen (15) days after the due date stated in the SC, interest shall be paid to the Consultants for each day of delay at the rate stated in the SC.

7. SETTLEMENT OF DISPUTES

7.1. Amicable Settlement

The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.

7.2. Dispute Settlement

Any dispute between the Parties as to matters arising pursuant to this Contract that cannot be settled amicably within thirty (30) days after receipt by one Party of the other Party's request for such amicable settlement may be submitted by either Party for settlement in accordance with the provisions specified in the SC.

III. Special Conditions of Contract

Number of GC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
[1.1 (h)	The Member in Charge is the Bidder / Lead Member in the case of consortium
[1.1 (m)	Subcontracting is not allowed
[1.1(o)	All terms and words not defined herein shall, unless the context otherwise requires, have the meaning assigned to them in the RFP.
[1.2	This Contract shall be construed and interpreted in accordance with and governed by the laws of India, and the courts at Bengaluru shall have exclusive jurisdiction over matters arising out of or relating to this Contract.
[1.4.1	The addresses are: Client : Karnataka State Tourism Development Corporation Limited Government of Karnataka Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand), Yeshwanthpur Circle, Bengaluru – 560022 Contact Officer : _____ Telephone: _____ Email: _____ Consultant: Address: Telephone Number: Fax: Email:

[1.4.2	Notice shall be deemed to be effective as follows:
	   a) in the case of personal delivery or registered post, on delivery;
	   b) in the case of Fax/e-mail, 24 hours following confirmed transmission.

[1.6	The Client may, from time to time, designate one of its officials as the Authority Representative. Unless otherwise notified, The Managing Director is the Authorised Representative of KSTDC, Government of Karnataka (Client). The Client's Authorised Representative shall take all the actions required with respect to the execution of this Contract. Consultant shall nominate his authorized representative for execution of this contract through appropriate Power of Attorney (Annexure 4 in the RFP) The authorized representatives for the client: _____ Karnataka State Tourism Development Corporation Limited, (KSTDC), Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand), Yeshwanthpur Circle, Bengaluru 560 022, Karnataka Phone: 080 4334 4343

The authorized representatives for Consultants:
Mr./Ms. _____
Designation:_____
Firm name and Address:

_____
_____

[1.7.1 The Consultants and the personnel shall pay all such taxes, duties, fees, levies and other impositions levied under the existing, amended or enacted laws during the life of this contract and the Client shall perform such duties in regard to the deduction of such tax as may be lawfully imposed.

[1.7.2 However the GST payable for this Consultancy Services shall be paid/reimbursed by the Client separately

[2.1 The date on which this Contract shall come into effect is Date of signing of Contract (Effective date)

[2.2 The time period shall be 7 days from the date of signing of Contract (Commencement date).

[2.3 The Contract Period hereby granted is for a period of 42 months commencing from the Effective Date. The Contract may be renewed for a further period of 12 months or for a lesser period at the sole discretion of KSTDC after a performance review. The performance review shall be carried out 3 months before the end of the Contract Period to take a decision regarding renewal of Contract.

[2.5.2 (b) shall be read as
A Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible, and in any event not later than 14 (fourteen) days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give notice of the restoration of normal conditions as soon as possible.

[2.5.2 (c) The Parties shall take all reasonable measures to minimise the consequences of any event of Force Majeure.

[2.5.5 **Consultation**
Not later than 30 (thirty) days after the Consultant has, as the result of an event of Force Majeure, become unable to perform a material portion of the Services, the Parties shall consult with each other with a view to agreeing on appropriate measures to be taken in

[**2.7.1 (b)** The Consultant becomes insolvent or bankrupt or enters into any Contract with its creditors for relief of debt or take advantage of any law for the benefit of debtors or goes into liquidation or receivership whether compulsory or voluntary

[2.7.1 (e)   With respect to Performance of Contract as per Scope of Service and also if the Consultant discontinue to provide service as per the contract.

[2.7.1 (f)   The Consultant fails to comply with any final decision reached as a result of dispute Resolution proceedings pursuant to Clause 7.2 hereof;

[3.1.2   Terms of Reference
The scope of services to be performed by the Consultant is specified in the Terms of Reference (the "ToR") at Appendix A of this Contract. The Consultant shall provide the Deliverables specified therein in conformity with the time schedule stated therein. The Client may engage the Consultant for events which are included but not limited to the events listed in the Terms of Reference.

[3.2.4(c)   At any time, such other activities as have been specified in the RFP as Conflict of Interest.

[3.4   Insurance to be taken out by the Consultant
The Consultant/Firms (a) shall take out and maintain, at their own cost but on terms and conditions approved by the Employer, Insurance against the risks, and forth the coverage, as shall be specified below and (b) at the employer's request, shall provide evidence to the Employer showing that such insurance has been taken out and maintain and that the current premiums have been paid.

The risks and the coverages shall be:
1) Third Party motor vehicle liability insurance as required under Motor Vehicles Act, 1988, in respect of motor vehicles operated in India by the consultant or their Personnel for the period of the contract;
2) Third Party liability insurance with a minimum coverage for the period of the contract;
3) Client's liability and workers' compensation insurance in respect of the Personnel of the consultant in accordance with the relevant provisions of the Applicable Law, as well as, with respect to such Personnel, any such life, health, accident, travel or other insurance as may be appropriate;
4) Professional liability insurance, with a minimum coverage equal to total Contract Price for this contract; and
5) Insurance against loss of or damage to (i) equipment purchased in whole or in part with funds provided under this Contract, (ii) the consultant's property used in the performance of the Services, and (iii) any documents prepared by the Agency in the performance of the Services.

[3.5(a)   Subcontracting not allowed

[3.5(b)   Not Applicable

[3.5(c)   The other actions are as per Appendix A of the Contract

[3.6   Reporting obligations as defined in Terms of Reference

[6.2   The amount of Contract is INR. ………………………………..

[6.4   Terms of Payment

The payment schedule of agreed Contract Price will be provided is as below:

#	Activities	Payment
1	Submission of System Design Document (Phase 1 and 2), e FRS and TRS for the new system and acceptance of the same by KSTDC	20% of Contract Price
2	Submission of SEO Strategy for Karnataka Tourism Website and acceptance of the same by KSTDC	10% of Contract Price
5	Completion and sign off on UAT & Completion of Core Implementation of Phase 1 including Website and Mobile App	15% of Contract Price
6	Completion and sign off on Phase 2 on UAT & Completion of Core Implementation including website and mobile app	10% of Contract Price
7	Completion of Training and change management for KSTDC Personnel & Completion of Stabilization Period and Final Acceptance of website Solution / Issuance of project completion certificate	5% of Contract Price
8	Payment Against Technical Support on equated quarterly payments (10% of the total fee quoted shall be paid over a period of 3 years / 12 quarters post implementation of Phase 2)	10% of Contract Price
9	Payment against Website Maintenance Support and content management support in equated quarterly payments (10% of the total fee quoted shall be paid over a period of 3 years / 12 quarters post implementation of Phase 2)	10% of Contract Price
10	Payment against submission and approval of Quarterly Progress Reports covering details of SEO related services for previous quarter over a period of 3 years / 12 quarters post implementation of Phase 2 (10% of the total fee quoted shall be paid over a period of 3 years / 12 quarters post implementation and on submission of 12 Quarterly Progress Reports)	20% of Contract Price

Payments in respect of the Services shall be made as follows:-
   a) The Consultant shall be paid for its services as per the Payment Schedule subject to the Consultant fulfilling all conditions as per the Terms of Reference
   b) No payment shall be due for the next milestone till the Consultant completes, to the satisfaction of the Client, the work pertaining to the preceding milestone.
   c) The Client shall pay to the Consultant only the undisputed amount.

[6.4.1   Change in Applicable Law
If during the period of this Contract, there is any change in the Applicable Laws with respect to leviable taxes and duties which increases or decreases the cost, then the remuneration and reimbursable expenses otherwise payable to the Consultant under this Contract shall be increased or decreased accordingly by Contract between the Parties hereto, and corresponding adjustments shall be made to the aforesaid contract amount.

**[6.5   Payment shall be made within 60 days of receipt of the invoice/bills the relevant documents specified in Clause 6.4 and within 90 days in case of final payment. The interest payable on delayed payment is at the rate of 5% (Five percent) per annum.

**[6.5.1   Any amount which the Client has paid or caused to be paid in excess of the amounts actually payable in accordance with the provisions of this Contract shall be reimbursed by the Consultant to the Authority within 30 (thirty) days after receipt by the Consultant of

notice thereof. Any delay by the Consultant in reimbursement by the due date shall attract simple interest of 10% (Ten percent) per annum.

[6.5.2   All payments under this Contract shall be made to the account of the Consultant as may be notified to the Client by the Consultant.

[6.6   The account details of the Consultant are as follows –

_____

_____

_____

[6.7   **Penalty for Deficiency in Service**

[6.7.1   Non-delivery of the deliverables pertaining to website development, mobile application development, annual maintenance, search engine optimization services as provided in this Terms of Reference and amendments thereof shall lead to a penalty shall be levied as mentioned in Section 6.3 and Section 14 of the 'Terms of Reference' of the quarterly payment. The penalty shall be levied at the sole discretion of Managing Director, KSTDC, Government of Karnataka.

[6.7.2   The submission of the deliverables shall be done as per the time frame prescribed in Section 5 of Terms of Reference. However, a grace period of 5 working days is allowed in case of difficulties as determined by the Client. For each week (6 working days) of delay in achieving any of the milestones, KSTDC, shall levy a penalty of Rs. 50,000/- to the Agency per week for first 3 weeks of delay. Subsequently, beyond 3 weeks the rate of penalty will increase to Rs. 75,000/- per week for the next 3 weeks. From the 6th week till 8th week the penalty rate would increase to Rs. 1,00,000/- per week. KSTDC reserves the right to encash the performance security and terminate the Contract. This shall be without prejudice to other remedies available under the law and the Contract with KSTDC. KSTDC may at its discretion, terminate the contract and shall take necessary steps to blacklist the Agency..

[6.7.3   If any of the services performed by the Agency fail to conform to the specifications of the assigned assignment or in the event of failure of the assignment due to indifference (such as inadequate interaction with KSTDC), negligence (such as quality of deliverable not up to the mark), non-supportive attitude (such as non-engagement of adequate resources in the prescribed time frame), of the Agency and KSTDC decides to terminate the Contract because of such failure, then a performance security shall be encashed. This shall be without prejudice to other remedies available under the law and the Contract with KSTDC.

[6.8   **Performance Security**

[6.8.1   The Consultant shall furnish the Performance Security in accordance with Clause 8 of Information to Consultants of the RFP document

[6.8.2   The Consultant shall keep the Performance Security valid and enforceable throughout the Term and for a period of 90 days after the date of expiry of the Contract. In case the Performance Bank Guarantee provided by the Consultant to the Client is set to expire for

any reason whatsoever at any time before 90 days after the date of expiry of the Contract, the Consultant shall renew and provide to the Client renewed Performance Bank Guarantee at least 30 days prior to its date of expiry. Upon any failure on part of the Consultant to renew the Performance Bank Guarantee or to keep it valid and enforceable in terms of this Clause, the Performance Bank Guarantee will be encashed by the Client without giving any notice to the Consultant or to any other Party.

[6.8.2 The Performance Security will be discharged by the Client and returned to the Consultant no later than 90 days following the completion of the Consultant's performance obligations under the Contract.

[6.8.3 In the event of any contract amendment, the Consultant shall within 30 days of receipt of such amendment, furnish the amendment to the Performance Security, rendering the same valid for the duration of the Contract as amended for 90 days after the completion of performance obligations.

[6.8.4 Encashment and Appropriation of Performance Security
The Client shall have the right to invoke and appropriate the proceeds of the Performance Security, in whole or in part, without notice to the Consultant in the event of:
1. Breach of this agreement or for levy of Penalty specified
2. Termination of this Agreement by Client for reasons other than in GCC 2.7.1(c)
3. In case the Consultant is not able to deliver the services as envisaged in the Scope of Services/Terms of Reference

[7.2. In the event of a dispute relating any of the matters set out in this Contract, including termination of this MoU, the Parties shall discuss in good faith to resolve the difference within 15 (fifteen) Business Days of the dispute being raised (or such longer period as the parties to the dispute may mutually agree to in writing). All such disputes that have not been satisfactorily resolved through discussion, shall be referred to Secretary, Department of Tourism. All such disputes that have not been satisfactorily resolved after referring to Secretary, Department of Tourism shall be settled by arbitration in accordance with the following provisions

[7.2.1. Selection of Arbitrators
Each dispute submitted by a Party to arbitration shall be heard by a sole arbitrator or an arbitration panel composed of three arbitrators, in accordance with the following provisions & as per the Circular issued by Govt. of Karnataka Vide No LAW 273 L AC 2012(p) Dtd. 10.01.2014:

Any Dispute or difference or claim arising out of, or in connection with, or relating to the present contract or the breach, termination or invalidity thereof, shall be referred and settled under the Arbitration Center-Karnataka (Domestic and International)Rules 2012,by one or more arbitrators appointed in accordance with its rules.

[7.2.2. Rules of Procedure
Any Dispute or difference or claim arising out of, or in connection with, or relating to the present contract or the breach, termination or invalidity thereof, shall be referred and settled under the Arbitration Center-Karnataka (Domestic and International) Rules 2012, by one or more arbitrators appointed in accordance with its rules.

[7.2.3. Substitute Arbitrators
If for any reason an arbitrator is unable to perform his function, a substitute shall be appointed in the same manner as the original arbitrator.

[7.2.4. Qualifications of Arbitrators

The sole arbitrator or the third arbitrator appointed pursuant to paragraphs (a) through (c) of Clause 7.2.1 hereof shall be a nationally recognized legal or technical expert with extensive experience in relation to the matter in dispute.

[7.2.5.   Miscellaneous

In any arbitration proceeding here under:

a) Proceedings shall, unless otherwise agreed by the Parties, be held in Bangalore.
b) The decision of the sole arbitrator or of a majority of the arbitrators (or of the third arbitrator if there is no such majority) shall be final and binding and shall be enforceable in any court of competent jurisdiction, and the Parties hereby waive any objections to or claims of immunity in respect of such enforcement.

[8.   Fairness and Good Faith

[8.1.   Good Faith

The Parties undertake to act in good faith with respect to each other's rights under this Contract and to adopt all reasonable measures to ensure the realization of the objectives of this Contract.

[8.2.   Operation of the Contract

The Parties recognize that it is impractical in this Contract to provide for every contingency which may arise during the life of the Contract, and the Parties hereby agree that it is their intention that this Contract shall operate fairly as between them, and without detriment to the interest of either of them, and that, if during the term of this Contract either Party believes that this Contract is operating unfairly, the Parties will use their best efforts to agree on such action as may be necessary to remove the cause or causes of such unfairness, but failure to agree on any action pursuant to this Clause shall not give rise to a dispute subject to arbitration in accordance with Clause 7.2 hereof.

[9   Indemnify the Client

The Consultant shall indemnify and hold harmless the Client against any and all claims, demands and/or judgments of any nature brought against the Client arising out of the Services by the Consultant and its staff under the Contract. The obligation under this Clause shall survive the termination of the Contract.

IV. Appendices

APPENDIX A: DESCRIPTION OF SERVICES

[Give detailed descriptions of the Services to be provided; dates for completion of various tasks, place of performance for different tasks; specific tasks to be approved by Client, etc.]

As per Terms of Reference of the RFP

APPENDIX B: REPORTING REQUIREMENTS

[List format, frequency, contents of reports and number of copies; persons to receive them; dates of submission, etc. If no reports are to be submitted, state here "Not applicable".]

As per Terms of Reference of the RFP

APPENDIX C: KEY PERSONNEL AND SUB-CONSULTANTS

[Not Applicable for this RFP]

[List under: C-1 Titles [and names, if already available], detailed job descriptions and minimum qualifications. experience of Key Personnel to be assigned to work , and staff-months for each.
C-2 List of approved Sub-consultants [if already available]; same information with respect to their Personnel as in C-1 through C-2)]

APPENDIX D: SERVICES AND FACILITIES TO BE PROVIDED BY THE CLIENT

[List here under:

F-1 Services, facilities and property to be made available to the Consultants by the Client.]

APPENDIX E: BREAKDOWN OF CONTRACT PRICE IN INDIAN RUPEES

[Not Applicable for this RFP]

APPENDIX F: FORM OF GUARANTEE FOR PERFORMANCE SECURITY (PROFORMA BANK GUARANTEE)

[Clause 8 of Section 2. Information to Consultant in the RFP document]

(To be stamped in accordance with Applicable Stamp Act, if any)

To

The Managing Director
Karnataka State Tourism Development Corporation Limited
Government of Karnataka
Ground Floor, BMTC Yeshwanthpur TTMC (Bus Stand),
Yeshwanthpur Circle, Bengaluru – 560022

WHEREAS M/s………………………………….[Name and address of Consultants] hereinafter called "the Consultants") has undertaken, in pursuance of Contract No. ………………………… dated ………………… to provide the services on terms and conditions set forth in this Contract for **Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2**. Form of Guarantee for performance security deposit (hereinafter called the "the Contract").

AND WHEREAS it has been stipulated by you in the said Contract that the Consultants shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security for compliance with his obligations in accordance with the Contract;

AND WHEREAS we have agreed to give the Consultants such a Bank Guarantee;

NOW THEREOF we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Consultants up to a total of INR ……………… [Amount of Guarantee] ………………………………….. [in words], such sum being payable in the types and proportions of currencies in which the Contract Price is payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of INR ……………………………. [Amount of Guarantee] as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Consultants before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the services to be performed there under or of any of the Contract documents which may be made between you and the Consultants shall in any way release us from any liability under this guarantee, and we hereby waive notice of any such change, addition or modification.

The liability of the Bank under this Guarantee shall not be affected by any change in the constitution of the Consultants or of the Bank.

Notwithstanding anything contained herein before, our liability under this guarantee is restricted to INR ……………….. (Rupees ……………………..) and the guarantee shall remain valid till …………………Unless a claim or a demand in writing is made upon us on or before……………… all our liability under this guarantee shall cease.

This guarantee shall be valid until 180 days from the date of expiry of the Contract Period.

Signature and Seal of the Guarantor………………………. In presence of

Name and Designation
(Name, Signature & Occupation)
Name of the Bank

Address
(Name & Occupation)

Date………………

APPENDIX G: LETTER OF ACCEPTANCE

[Clause 7.2 of Section 2: Information to Consultant the RFP in the RFP document]
[To be replaced in the final contract with Letter of Acceptance issued by Client]

(To be prepared on the letterhead of the Client)

To: _____
[Name and Address of the Consultant]

Dear Sir/Madam,

This is to notify you that your proposal dated………………….. for **Selection of an Agency for the Design, Development, Operations & Maintenance of Website for Karnataka Tourism Call- 2** for the Contract Price of INR ………………….. (Rupees ....) [amount in words and figures], as corrected and modified is hereby accepted.

You are hereby requested to furnish Performance Security deposit in the form detailed in Clause 8.1 of Section 2. Information To Consultants for an amount of INR. ………………….. within 7 days of the receipt of this letter of acceptance valid up to 90 days from the date of expiry of contract period i.e. up to ………………….. and sign the contract, failing which action will be taken as per clause 4.5.13 of Section 2. Information to consultants.

Yours Sincerely,

Managing Director,
Karnataka State Tourism Development Corporation
Government of Karnataka

APPENDIX G: TECHNICAL PRESENTATION SUBMITTED BY CONSULTANT

[To be added in the final contract]

APPENDIX H: POWER OF ATTORNEY SUBMITTED BY CONSULTANT

[To be added in the final contract]

APPENDIX I: UNDERTAKING CERTIFICATES SUBMITTED BY CONSULTANT REGARDING FRS & TRS

[To be added in the final contract]