

**Apparel Export Promotion Council
On the behalf of
Core Committee of Textiles India 2020**

REQUEST FOR PROPOSAL

FOR

**“ENGAGEMENT OF AGENCY FOR DESIGNING, HOSTING & MAINTENANCE OF
WEBSITE, SOCIAL MEDIA CAMPAIGNING, CONTENT WRITING & PROMOTION
FOR MEGA EVENT TEXTILES INDIA 2020”**

Date:- 5TH March 2020

IMPORTANT DATES

1.	Issue of RFP	5 th March 2020
2.	Last date & time for submission of RFP	12 th March 2020
3.	Date & time of opening of Bids	13 th March 2020 11:00 A.M.

REQUEST FOR PROPOSAL FOR

“ENGAGEMENT OF AGENCY FOR DESIGNING, HOSTING & MAINTENANCE OF WEBSITE, SOCIAL MEDIA CAMPAIGNING, CONTENT WRITING & PROMOTION FOR MEGA EVENT TEXTILES INDIA 2020”

Apparel Export Promotion Council on the behalf of Core Committee of Textiles India 2020 invites Tender for **“Engagement of agency for designing, hosting & maintenance of website, social media campaigning, content writing & promotion for mega event textiles India 2020 “**

Tenders are invited from established agencies/firms (single entity) who have successfully Undertaken the similar projects in the Web development, Hosting/Maintenance & Promotion of Websites with a minimum experience of 5 Years in the same domain.

The offer of tender for designing, hosting & maintenance of website, social media campaigning, content writing & promotion for mega event textiles India 2020 will be valid for 60 days after opening of Technical Bid & Annual Maintenance Contract for a period of 6 Month after commissioning and launching of developed website, Social Media handles & promotion of EVent

Core Committee of Textiles India 2020 reserves the rights to amend the dates mentioned in the Data Sheet.

SCOPE OF WORK

Part-A

The scope of the project includes Designing, content writing for website, hosting & maintenance of comprehensive website for Textiles India 2020 event which is scheduled from 29th to 31st July 2020, which would publish the following information which can be modified/updated at regular interval.

General Website requirements

Introduction and background information of Textiles India 2020.

Details of the event, Venue etc.

Directory of event, which will be updated on a regular basis by designated staff.

Links to important national and international Sponsor's/partner's website.

Publishing Multimedia items such as photos, videos or audio recordings.

Publishing Notices/Documents.

Presentations & Publications (Power point and PDF).

The website should be easy to use & easy to upload/download the data.

Archiving news, photos, Videos, documents etc.

Link to various participating entities websites.

Others modification and amendments as desired.

Publishing Contact Details & Maps.

Registration for Buyers, Exhibitors, Visitor, Media & other delegates.

SPECIFICATION OF TASKS REQUIRED TO BE CARRIED OUT

The web designing & development agency's main task shall be to design & develop the new responsive & mobile browser compatible website for Textiles India 2020 that will be consistent with the standard guidelines set by DEITY/Govt. of India.

The agency need to develop the content (Text/Photos/Videos etc.) for the website of Textiles India 2020.

To create compressive website with menus, sub-menus providing all information about the event.

The Agency need to develop an exhibitor registration portal to facilitate online booking of exhibitors & Buyers.

A comprehensive overseas buyer registration to facilitate online buyer registration which include online application, uploading of documents including copy of Passport etc. Approval of application from admin level, issuance of Visa letter, confirmation letter to buyer after successful approval of admin with online Hospitality Management i.e. issue of Tickets, Hotel Confirmation, Room allocation etc.

The Website framework should also be able to securely manage the database of registered overseas buyers, exhibitors, visitors & others. The data can only be available for download from the admin panel.

The hosting of website should be on dedicated/Virtual private Server & secure web server of LINUX platform.

Website hosting service provider must provide helpdesk and technical support on 24 x 7 x 365 basis.

The Service provider should plan & implement adequate security infrastructure to ensure that any incident of cyber-attack does not take place by the use of security infrastructure like firewall, IPS/IDS, network rules & policies, antivirus & HIPS etc.

The concern agency shall implement automated regular backup of all the data and associated database to ensure availability of data in case of any disaster.

The agency should design and complete high quality website using latest technology for Textiles India 2020 within a given time frame and guidelines.

All functions and outputs should be admin managed.

The work should be undertaken under the supervision of core committee of Textiles India 2020.

The website shall be updated regularly, as such; the design should facilitate easy updating by non-technical staff members as well.

To suggest, conceptualize and designs Website layout, graphics, logos and banners as per the requirement of Textiles India 2020.

Meet relevant officials to discuss the needs & to integrate in designing of website.

Agency shall organize review meeting from time to time and receive suggestions, comments from the meeting which should be incorporated by the agency without extra charges.

To carry out/implement any other tasks as directed by Core Committee.

To update and maintain the website for a period of six months.

Upon expiration of contract the agency should handover all the data and the source code of the website to AEPC.

The agency should ensure proper security coding in place so that there are no data leakages in the system. The confidential data should only be visible to authenticated and authorized users. Unauthorized users should not be able to view/copy/edit/export/save the confidential data.

The web designer shall be encouraged to make use of his/her expertise and creativity to propose and implement relevant website enhancements.

A service contract period of six months should be agreed once the website is developed over within which all services should be provided by the agency.

The website traffic should be regularly monitored to analyze the usage pattern as well as visitors profile preferences. Traffic analysis tools should also give reports on broken links.

The concern agency shall be responsible for any kind of data theft/hacking and non-functionality of part/whole website. Under any incidents as such happening, the agency should undertake corrective measures at the earliest and ensure minimal downtime of the website. In any circumstances, the downtime of the website should not be more than one hour.

FOR MAINTENANCE OF WEBSITE

1. Regular updating.
2. Technical Support Services.
3. In Maintenance, Agency has to appoint Manpower for continued support and dedicated services 24x7x365 based services

TIMELINES

1. The Website should be ready within 2 weeks of issuance of work order & with all the above mentioned functionalities

Part-B

Objective – The core objective of the tender is to find a suitable agency which can promote the mega event Textiles India 2020 among overseas buyers/importers & Indian textile manufacturers & exporters via all available social media platforms, posting an effective content regarding the event, sending Promotional E-mails, using Google adwords, SEO (Offline & Online) and ultimately invite & register the overseas buyers for the event. The Agency will be required to register at least 2000 authentic overseas textiles buyers/importers on the website of Textiles India 2020.

SCOPE OF WORK

Below given is the list of proposed Social Media Activities that the core committee of Textile India 2020 desires the Agency to execute. However, core committee is not obliged to employ all activities mentioned below. Core Committee has the discretion to change the scope of activities without having any commercial implication. The scope of work includes but is not limited to the following:

a) Strategy Formulation

The Agency will formulate a result oriented comprehensive social media promotion strategy for the promotion of Textiles India 2020.

b) Creation and management of Social Media platforms

- I. The agency shall create and subsequently maintain the official Facebook Page, Twitter Profile, YouTube channel, LinkedIn and Instagram including any other social media platform during the course of contract and hence set up a complete social media networking management system and manage the same by deploying requisite number of persons with requisite qualifications and skill sets.
- II. The Agency would develop and upload on various social media platforms, creative content or adapt the already available creative content. The content includes but not limited to banners, videos, info graphics, graphics, interactive text, animation etc.
- III. The activities listed under this sub-section will have to be executed at periodic intervals, the frequency of which will be decided by core committee.
- IV. Social Media Account will be verified /authenticated by the agency as per the norms of respective platforms.

c) Dissemination of messages through Social Media platforms

- I. The Agency would be responsible for enhancing reach of messages and other activities on various social media platforms through paid & non-paid media so that the content would reach to the last mile on internet domain in real time basis.
- II. The content will be initially in English language only and extended to other languages as per need.
- III. Regularly upload posts on all chosen social media platforms.

- IV. Regularly post original blog/ articles related to work, milestones, and achievements.
- V. While creating content, platform limitations should be given due care (e.g. -140 character limitation on Twitter, image guidelines on Facebook/Instagram etc.)
- VI. Compilation and coordination of news and community involvement postings within social media.
- VII. Select and upload images that increase curiosity and engagement amongst overseas Buyers
- VIII. Design creative piece in accordance with campaigns and adapt them to platforms.
- IX. Curate topics on relevant (#) Hash tags on digital platform.
- X. All activities listed under this sub-section are continuous activities and will be executed at the intimation of core committee from time-to-time.

d) Conversation Management

- I. Set up monitoring services based on pre-defined goals.
- II. Monitoring to be done using proper tracking mechanism to track conversations relating to Textiles India 2020.
- III. To tap existing or initiate newer conversations on regular basis.
- IV. Run (#) Hash tag based discussions frequently with Twitter/Facebook users.

e) Responsibilities

Daily Responsibilities	Weekly Responsibilities		Monthly Responsibilities
Google Adwords setup & regular monitoring Tracking & monitoring the reputation with the main keywords that represent our Event in social media & search engines.	50-60 Engaging Twitter posts per week. Following overseas Apparel buyers, exhibitors	Design weekly Newsletter & share with targeted audience	

Respond to any/all engagements from follower base	8-10 Facebook Actions	Analytics Reports	Monthly Analytics Reports
Sharing our quality content socially	Share at least five relevant articles within the industry to demonstrate further	Design & change banners on social media accounts	
Regular posting on social media accounts: <ul style="list-style-type: none"> □ Use local/native video □ Experiment posting outside Business Hours. □ Mix up posts Types □ Test post Length Include @Tags of other pages □ Repost popular post. Pre-self-target audience □ Drive traffic From other sources □ Embed posts & on your blog 	1-2 YouTube videos per week	Email Marketing of Event (minimum Three E-mail per week) Increase followers & subscribers on social media accounts	
Monitor for Keywords	Run paid campaigns for required post		
Follow Back & Connect with one new person	Check out stats	Goal-Setting & Come up with new experiments	

Search Engine Activities: <ul style="list-style-type: none"> □ Directory Submission □ URL Pinging □ Search Engine Submission 	Search Engine Activities: <ul style="list-style-type: none"> □ Classified □ Business Listing □ Social Bookmarking 		
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f) Response Management

- I. The agency shall provide accurate, complete, polite, and prompt feedback mechanism to users via social media platforms. The agency shall gather inputs from users and respond back to their requests, queries, suggestions etc. and also pass onto authorized official on regular basis.
- II. The agency would also moderate the sites to avoid spam, advertisements and Inappropriate content.
- III. The agency is also expected to track social media networks for relevant and related key words, and respond to them in a big way to initiate positive conversations on social media sites.

g) Monitoring and Reporting

- I. Tracking conversations, links and blogs about Textiles India 2020 and issues / topics relating thereto.
- II. Tracking sentiments - Positive, Neutral or Negative.
- III. Use effective third party tracking tools to track the progress of each network.
- IV. Reporting any discrepancy in sentiments.
- V. Channelizing and drafting a plan to work out and neutralize negative sentiments.
- VI. Submit 'Effectiveness Analysis Reports' to Core Committee on a weekly or monthly basis, as required.
- VII. The agency would employ requisite analytical and software tools, as required.

- h) The agency shall ensure that the content and activities on social media platforms do not restrict accessibility of the platform on various mobile devices and different browsers.
- i) The agency must mark all electronic content (text, photo, video or otherwise) as copy right, wherever applicable; and monitor and report unauthorized use.

h) Archival Set Up

Agency would be responsible for storage of content and data by means of online/offline archival support. The archived content should be available to be made available to NPCC.

Other anticipated activities but not limited to:

- I. Manage and act on all related opportunities.
- II. Distribute press releases, media announcements to on line media.
- III. Conduct personal follow up on outreach via e-mail.
- IV. Utilize social media tools to support day to day image building efforts.
- V. Means and methods of Social Media Audit.

Duration of Appointment

The term / duration of engagement shall be for a period of six (06) months. The Performance of the agency will be evaluated on monthly basis by the core committee.

TIMELINES

1. All Social Media Handles should be ready within 2 Days of issuance of work order & with all the above mentioned functionalities.
2. Agency need to be adhere with responsibilities mentioned in point –‘e’ above.

PROCEDURE FOR SUBMISSION OF BIDS

The bidders will be required to submit following documents in a sealed envelope latest by 12th March 2020 Addressed to Secretary General, Apparel Export Promotion Council Apparel House Sector 44 Gurugram-122018. The Bid would consist of following

- 1. Detail Technical Proposal** with signature & stamp of authorized signatory on each page.
- 2. Bid Security** in the form of an Earnest Money Deposit (EMD) of an amount of Rs.20,000/- (Rupees Twenty Thousands only) in the form of a Bank draft/Banker's Cheque, issued in favor of Apparel Export Promotion Council payable at Gurgaon, Haryana. The EMDs of the unsuccessful bidders will be refunded by way of handing over the original Demand Draft\Banker's Cheque duly endorsed by the Competent Authority after the completion of bidding process without any interest.
- 3. Commercial Bid** duly filled on the Letter head of the agency with signature & stamp of authorized signatory as per the format mentioned below.

Tasks	Amount (Incl GST)
Development & Maintenance of Website	
Hosting of Website	
Content Writing (Text, Audio, Video etc.) for Social Media.	
Promotion of Event through Social Media, Bulk E-mails, Google Adwords, SEO With a target of registration of 2000 overseas textiles buyers/importers.	
Total Amount (Incl. GST)	

Important Note

Performance Guarantee: - The EMD of the successful tenderer will be retained till performance bank guarantee is furnished from a Govt. / nationalized/ Scheduled Bank for 8% value of tendered amount for the period beyond three months of the last date of the contract. On receipt and acceptance of the bank performance guarantee the EMD will be released without any interest.

DISCLAIMER:

This tender is being issued by the AEPC on the behalf of core committee of Textiles India 2020 for inviting bids for **designing, hosting & maintenance of website, social media campaigning, content writing & promotion for mega event textiles India 2020**. The words 'Tender' and 'RFP' are used interchangeably to refer this document. The purpose of this document is to provide the Bidder with information to assist in the formulation of their proposal. The information is not intended to be exhaustive. Interested parties are required to make their own inquiries. AEPC on the behalf of core committee for Textiles India 2020 reserves the right not to proceed with the project, to alter the timetablereflected in this document or to change the process or procedure to be applied. It also reserves the right to decline to discuss the project further with any party submitting a bid or to accept bid in parts or whole. No reimbursement of any cost will be paid to persons, entities submitting a Bid.