

REQUEST FOR PROPOSAL (RFP)

For Revamping and Maintaining Website & Mobile
App and Managing Social Media Accounts for Kannur
International Airport for a period of 3 years

(Reference No.: KIAL/IT/RFP/2022-09/01)

KANNUR INTERNATIONAL AIRPORT LTD
Kannur International Airport PO, Mattannur, Kannur (Dt) Kerala 670708

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Section I: General

Kannur International Airport Ltd (KIAL), desires to engage a credible professional agency For Revamping and Maintaining Website & Mobile App and Managing Social Media Accounts on payment basis to utilize the social media platforms for dissemination of information and creating awareness about the KIAL and the services that are delivered. In this context, RFP is invited from credible professional Agencies. For this purpose, scope of work to be taken care of by the agency has been broadly spelt out in Section II.

1) CRITICAL DATES AND TIME:

SL No.	EVENT	Date and Time	
1	Document download sale	Start Date: 14 September, 2022 3 PM	End date: 28 September 2022, 5 PM
2	Clarification (pre-bid queries)	Start Date: 15 September, 2022	End date: 25 September 2022 5 PM
3	Bid Submission	Start Date: 25 September 2022 10AM	End date: 28 September 2022
4.	Technical Bid Opening Date	29 September 2022 11 AM	
5.	Financial Bid Opening Date	Will be notified after the Technical Bid opening process	

2. The bidder must have in-house production facility. All other requirements such as manpower, tools, creative content, etc. will have to be met by the firm. Agency must have expertise in these works. The entire data will also be stored / archived and the firm has the responsibility to provide it to KIAL, as and when required. The agency shall maintain the backup, storage and recovery mechanism for a minimum period of six months from the date of expiry of the contract.

3. Bid Submission Guidelines:

3.1 Bidders are required to submit their Technical and Financial Bids in a sealed envelope on or before the last date of submission at the following address:

Managing Director
Kannur International Airport Ltd
Kannur International Airport P O
Mattannur, Kannur (Dist)
Kerala – 670708

3.2 Technical Bid and Financial bid should be inserted in separate envelopes and sealed, before inserting into a single envelope. The outer envelope should be superscribed as “Request for Proposal for Revamping and maintaining Website & Mobile App, and Managing Social Media Accounts for Kannur International Airport”

3.3 KIAL reserves the right to amend the RFP, tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through the website from time to time for any updated information.

4. BID FEES AND EARNEST MONEY DEPOSIT (EMD)

The bidder shall pay, a non-refundable bid fee of **Rs. 2360/- (inclusive of GST)** and Earnest Money Deposit of **Rs. 50,000/-**. The EMD is required to protect against risk of Bidder's conduct, which would warrant the forfeiture of security.

The RFP/Bid document fees and EMD can be paid in the form of Demand Draft drawn in favor of Kannur International Airport Ltd, payable at Kannur (Kerala)

5. CLARIFICATION ON BIDS:

5.1 All enquiries/clarifications in connection with this RFP should be sent as email to tenders@kannurairport.aero within the stipulated time. The Clarifications / queries shall be replied through the portal or by publishing Corrigendum in the portal. Any Queries/letters received other than through portal will not be accepted or replied. Any clarification request received after the last date for clarification, will not be replied/accepted.

5.2 To assist in the examination, evaluation and comparison of bids, the Purchaser may, at its discretion, ask the Bidder for a clarification. All responses to requests for clarification shall be through the portal only.

5.3 The Purchaser, at its discretion, can extend the deadline for the submission of Bid by amending the RFP documents in accordance with Clause 3.3

6. LATE BIDS:

Any Bid submitted by the bidder after the deadline for submission of Bids will not be accepted.

7. MODIFICATION AND WITHDRAWAL OF RFP:

7.1 No bid shall be modified subsequent to the deadline for submission of bid.

7.2 No bid shall be withdrawn in the interval between the deadline for submission of Bids and the expiration of the period of Bid validity specified.

7.3 If the bidder modifies the RFP condition within the bid/RFP validity period then the bid submitted by the bidder is liable to be rejected and the EMD shall be forfeited.

8. PROCEDURE, TERMS AND CONDITIONS

8.1 It is the responsibility of the Bidder to ensure that the bids are submitted in time on or before the prescribed date & time for submission of bids. Bid Fee and Earnest Money Deposit in the form of demand draft needs to be submitted along with the Technical Bid.

8.2. All bids must remain valid for 120 days from the last date of submission of bids.

8.3 KIAL reserves the right to solicit additional information from Bidders. Additional information may include, but is not limited to, any supporting documents, past performance records etc.

- 8.4 KIAL reserves the right to accept the whole, or part or reject any or all bids without assigning any reasons and to select the Bidder(s) which, in the sole opinion, best meets the interest of the KIAL.
- 8.5 KIAL also reserves the right to negotiate with the bidders in the interest of Kannur International Airport.
- 8.6 KIAL reserves the right not to accept bid(s) from agency (ies) black-listed by any Government organisations (state/central) or reputed firms. Agency should submit a self-declaration form stating that their agency is not black listed, as per the annexed format.
- 8.7 All information contained in the proposal, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations/Agency.
- 8.8 The Agency selected is not supposed to use its name, logo or any other information/ publicity on content published on social media platforms of KIAL.
- 8.9 The Agency must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and applications instantly.
- 8.10 All material, art work and designs used for this project will be property of the KIAL. Content shared online must be copyright protected.
- 8.11 All creative- physical as well as digital- will be property of KIAL and its Intellectual Property Rights (IPR) will vest with KIAL.
- 8.12 The timeline/schedule of deliverables will be decided as and when the requirement /task activities arise. Bidder should complete the job/activities as and when asked by KIAL.

(Sd,,)

MANAGING DIRECTOR

9. ELIGIBILITY CONDITIONS

The Bidders shall fulfill the following eligibility conditions for participating in the bidding process. The Bidders should enclose documentary evidence for fulfilling the eligibility conditions.

SI. No	Eligibility Criteria	Supporting Document to be furnished	Compliance Status (Yes/No)
1	The Bidder should be registered under the Partnership Act or Companies Act, 1956, should have registered offices in India and should be in existence with valid registration in India for at least the last 5 years as on date of submission of the bid.	*Certificate of Incorporation/ Registration	
2	The bidder shall have minimum annual turnover of Rs. 25 lakhs in each of the last three years ending 31 March 2021.	As a proof of financial turnover, copy of abridged Balance Sheet along with Profit & Loss account of the firm (bidder) for last three years ending 31 March 2021 should be submitted. A Certificate from Statutory Auditor / CA stating shall also be accepted as a proof of financial Turnover, net worth and profitability.	
3	The bidder must have completed 3 projects of websites / portals /application development and maintenance with a value of minimum Rs. 10 Lakhs each, and development of minimum 3 mobile Apps with a value of minimum Rs. 5 Lakhs each, in previous 5 (Five) years. Bidder must also have completed minimum one project of managing social media accounts with a value of minimum Rs 3 lakhs/year.	Copy of certificate of successful completion from clients along with the website address of the projects done for web portal and mobile app development with complete details of works. (The bidders shall submit the TDS certificate for experience in the private sector (within India))	
4	Bidder should have 10 Full Time Web Designers/Developers with necessary skillset	Certificate from the current authorized signatory of the company	
5	Should have a functional office in Kerala preferably in Kannur	Document to prove having functional office in Kerala (Telephone/electricity bill, GST registration for Kerala)	

*In case of companies registered under companies act 1956.

6	Undertaking stating its firm has not been black listed by any Indian State/ Central Governments Departments or Public Sector Undertaking of India or Reputed firms as on date of bid submission.	Undertaking	
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Bids not complying the above eligibility conditions shall be summarily rejected.

10. COMMERCIAL CONDITIONS

Apart from the above, each bidder is required to fulfil the following terms and conditions:

a) Earnest Money Deposit and Bid Fee

Each bidder is required to submit Bid Fee of Rs 2360/- (including GST) vide a demand draft in favour of Kannur International Airport Ltd payable at Kannur. The DD in original should be submitted along with the Technical Bid.

- (i) The bidder is required to submit Rs. 50,000/- (Rupees Fifty Thousand only) as Earnest Money Deposit (EMD) by Demand Draft in favour of “Kannur International Airport Ltd” payable at Kannur. The EMD and Bid Fee (demand draft) in original should be submitted along with Technical Bid.
- (ii) Technical Bid not accompanied with EMD or Bid fee shall be summarily rejected.
- (iii) No interest shall be payable by KIAL for the sum deposited as Earnest Money Deposit.
- (iv) The EMD of the unsuccessful bidders would be returned after finalization of the proposal received against this RFP. However, the EMD of the successful bidder shall be adjusted against performance security.

b) PERFORMANCE SECURITY

- (i) Selected bidder will have to submit a Performance Security equivalent to 10% of the total contract value in the form of the demand draft or Bank Guarantee (BG) from a scheduled commercial bank in favour of "Kannur International Airport Limited", within 20 days of issue of letter of acceptance of proposal. In case performance security is submitted through BG, the same shall remain valid for 60 days beyond the final date of the contract.
- (ii) In case the contract being extended, the successful bidder will have to get the BG extended on same terms and conditions for the period of 60 days beyond the final date of the extended contract period, if any.
- (iii) Performance Security would be returned only after successful completion of work assigned and after adjusting/recovering any dues recoverable/payable from/by the Agency on any account under the contract.

c) PERIOD OF CONTRACT

The selected bidder should complete the revamping and hosting of the website and mobile App within 60 days from the date of issuing the letter of award. From the date of launching the revamped website and Mobile App, the selected bidder will do the maintenance of website and mobile App for a period of three years. The contract will be initially for a period of three years,

subject to the satisfaction of KIAL. The selected bidder will provide the service of Social Media management for a period of three years from the LOA date. KIAL will have the right to extend the contract for further period, depending on the performance of the selected agency.

d) DELIVERABLES:

Following is the deliverables as per this RFP:

S.No	Scope of Work	Estimated Time/ Contract Period
1	Revamping/re-designing of existing website (www.kannurairport.aero) and Mobile Application	60 days
2	Maintenance and Content Management of Website and Mobile Application	3 Years
3	Managing Social Media Accounts of Kannur International Airport	3 Years

e) PRICES

- i. The bidder is required to quote the price for services as detailed in the scope of work/deliverables under section II of the RFP document. The total price quoted shall be inclusive of all applicable charges, barring the GST.
- ii. The agency has to ensure that the total price quoted are all inclusive including the manpower support required for the project execution and continuous support during the entire contract period of three years.
- iii. No increase in the prices would be allowed during the contract period and the rates quoted shall be firm.

(f) AMENDMENT OF RFP DOCUMENT

At any time before the submission of bids, KIAL may amend the RFP document by issuing an addendum/corrigendum in writing or by announcing it through its portal. The addendum/corrigendum shall be binding on all the Agencies. To give the Agency reasonable time in which to take an amendment into account in their bids, the KIAL may, if the amendment is substantial, extend the deadline for the submission of bid.

g) CONFLICT OF INTEREST

- (i) The Agency is required to provide professional, objective and impartial advice and at all times hold the KIAL's interests paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.
- (ii) Without limitation on the generality of the foregoing, agency and any of its affiliates, shall be considered to have a conflict of interest under any of the circumstances set forth below:
 - a) **Conflicting Activities:** An Agency or any of its affiliates, selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.
 - b) **Conflicting Assignment/job:** An Agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Agency to be executed for the same or for another Employer.
 - c) **Conflicting Relationships:** An Agency that has a business or family relationship with a member of the KIAL staff who is directly or indirectly involved in any part of the project shall

not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the KIAL throughout the selection process and the execution of the Contract.

The Agency has an obligation to disclose any situation of actual or potential conflict that impacts its capacity to serve the best interest of KIAL, or that may reasonably be perceived as having this effect. Any such disclosure shall be made to KIAL, immediately. If the Agency fails to disclose such situations and if the KIAL comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its contract during execution of the assignment.

h) PAYMENT

1. The payment will be released to the agency on monthly basis on receipt of invoice, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Section II of this document for assessment by the KIAL. No advance payment will be made. All payments shall be made in Indian Rupees.
2. Payment will be released on monthly basis on fulfillment of successful monthly commitments. Agency should submit monthly bills with clear indication of monthly achievement.

11. PENALTY CLAUSE

- 11.1 The detailed Service Level Agreement (SLA) will also be signed with successful bidder apart from main contract agreement executed. Any breach in SLA will lead to penalty and later termination of the contract. All the documents/ code / application etc. prepared and developed by the bidder will be the property of the KIAL. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the KIAL, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the KIAL, together with a detailed inventory thereof.
- 11.2 If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligations, the KIAL may take a decision to cancel the contract with immediate effect. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.
- 11.3 In case of late services / no services on a specific activity, in which the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the firm shall be liable to pay a Liquidated Damages (LD). LD will be imposed @ 1% per week delay or part thereof, of the cost of contract value up to maximum of 10% of the contract value from the Agency. The timeline/schedule of deliverables will be decided as and when the requirement/ tasks /activities arise.
- 11.4 KIAL will have the right to cancel the contract at any time by issuing one month notice without assigning any reason thereof. In case the cancellation or termination of contract occurs due to efflux of time or at the convenience of KIAL, the PBG shall be refunded without any interest after set off the amount if any on account of any other charges. In all other termination instances the PBG shall be forfeited.

12 PREPARATION OF BID

All the bidders are requested to follow the instructions given below while submitting the bids.

12.1 Technical and Financial Bids

a) The technical bid should have the following:-

- i. Forwarding letter as per Annexure I on the bidding organization's printed letterhead.
- ii. The bidder shall submit all documents as prescribed in Annexure II of the RFP document. All these documents should be properly referenced and numbered.
- iii. Demand Drafts of EMD and processing fee should also be submitted along with the bid.
- iv. Compliance and documentary proof of eligibility condition have to be provided as specified in the bid. Documentary proof sought in other clauses of this RFP Document should also be enclosed.
- v. A self-declaration for acceptance of terms and conditions of RFP document has to be submitted as per Annexure IV of RFP.
- vi. Undertaking (self-declaration on letter head) of total responsibility for the trouble-free operation has to be provided (as per Annexure V)
- vii. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of KIAL has to be provided. In case the information submitted by the agency is found to be false and / or incorrect in any manner, the agency can be suspended and / or debarred. (as per Annexure VI)
- viii. Affidavit stating that the Agency is not blacklisted by any of the government organisation.
- ix. All pages of the document submitted should be signed.

b) The Financial bid must contain the following:

- a) Financial Bid is to be submitted in prescribed format i.e. the format enclosed in the RFP.
- b) While submitting the Financial Proposal, the bidder shall ensure the following:
 - i. All the costs associated with the assignment shall be included in the Financial Proposal. These shall normally cover remuneration for all the Personnel, accommodation, travelling, printing of documents, taxes etc. The total amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumption, and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered nonresponsive and liable to be rejected.
 - ii. The Financial Proposal shall take into account all expenses barring GST. For the avoidance of doubt, it is clarified that GST shall be deemed to be excluded in the price shown under different items of the Financial Proposal. Further, all payments shall be subject to deduction of taxes at

source as per applicable laws. However, applicable GST shall be paid once GST is paid by the bidder and documents are produced.

13 SIGNING OF BID

The original and all documents of the bid shall be typed or written in legible hand and shall be signed by the Bidder or a person duly authorized to sign the Contract. The person or persons signing the bid shall initial all pages of the bid. The scanned copy of all such documents shall be uploaded with the proposal to be submitted online.

14 EVALUATION OF TECHNICAL BIDS

Bidder shall be evaluated as per eligibility criteria mentioned in 9. The bidders who fulfill all the eligibility criteria will qualify for further Technical Evaluation and will be called for technical presentations. Technical presentation will be evaluated focussing following aspects:

1. Company Profile and experience
2. Presentation of proposed website designs
3. Implementation Plan
4. Proposed Team with their domain experience
5. Demo of similar assignments already handling.

Bidders scoring 70 marks or above in technical evaluation will only be considered to be eligible for financial evaluation.

The Bid Evaluation Committee reserves the right to accept or reject any or all bids without giving any reasons thereof.

14.1 Technical Criteria

Each Proposal which meets the eligibility criteria shall be scrutinized further and evaluated accordingly to the following criteria and granted a score. If the score is 70 or above the bidder will qualify for further evaluation of Financial Bid. The bidder whose technical score is less than 70 shall be disqualified and Financial Bid of those disqualified bidder shall not be opened.

S. No.	Evaluation Criteria	Points
A.	Relevant Experience	15
1.	The Bidder should have developed and maintained minimum 3 (Three) Websites and 3 (Three) Mobile Apps in last 7 years	
	a. 5 or more projects each (5 websites +5 mobile App)	15
	b. 4 Projects each (4 websites +4 mobile App)	12
	c. 3 Projects each (3 websites +3 mobile App)	8
B.	Company Profile	15

	The Bidder should be registered under the Partnership Act or Companies Act, 1956, should have registered offices in India and should be in existence in India for at least the last 5 years as on date of submission of the bid.	
	a. More than 15 years	15
	b. 10 - 15 years	14
	c. 5 – 10 years	10
2.	The Bidder should have turn-over of minimum Rs.25 lakhs during the last three financial years.	
	a. More than 1 crore	15
	b. 75 lakhs – 1 crore	13
	c. 50 lakhs - 75 lakhs	12
	d. Rs 25 lakhs – 50 lakhs	10
3.	The bidder must have a minimum strength of 10 IT / software professionals / domain experts on their permanent rolls.	15
	a. More than 100	15
	b. 50 – 100	13
	c. 25 - 50	12
	d. 10 - 25	10
C.	Experience in Social Media Management	15
1.	Experience of handling minimum 3 social media management contracts (copy of work orders to be attached)	
	a. More than 5 Contracts	15
	b. 3-5 contracts	12
	c. 1-3 Projects	10
D.	Presence in Kannur, Kerala	10
1.	Agency has its functional office in Kerala	
	a. In Kannur District of Kerala	10
	b. In adjacent districts of Kannur District	7
D.	Technical Presentation (must score minimum 15 marks)	30
1.	Project Experience for the Previous Projects Done (project nature, clients' rating etc)	5
2.	Understanding of Scope of Work at KIAL	3
3.	Solution Deployment Architecture	2

4.	Approach, Methodology & Project Plan for KIAL	3
5.	Quality and Security Assurance Plan	3
6.	Innovation & New Ideas (done in previous projects)	6
7.	Domain knowledge and expertise of the implementation team & clarity in requirement during presentation	5
8.	Understanding of standard security norms followed in the industry and various security controls proposed	3
	Total	100

14.1 Prior to evaluation of Proposals, KIAL will determine whether each Proposal is responsive to the requirements of the RFP. A Proposal shall be considered responsive only if:

- it is received in the specified format;
- it is received by the due date including any extension thereof;
- it contains all the information (complete in all respects) as requested in the RFP;
- it does not contain any condition or qualification;
- it contains Demand Drafts of Rs.50,000/- (Rupees Fifty Thousand Only) as Earnest Money Deposit (EMD) and processing charges of Rs. 2,360/- (Rupees Two Thousand and three hundred sixty Only)

The KIAL reserves the right to reject any Proposal, which is non-responsive and no request for alteration, modification, substitution, or withdrawal shall be entertained by the KIAL in respect of such Proposals.

15.EVALUATION OF FINANCIAL/PRICE BID:

Financial bids of only those agencies who are technically qualified will be evaluated. Financial proposal with the lowest cost will be given a financial score of 100 and other proposals will be given financial scores that are inversely proportional to their prices.

16. . METHOD OF SELECTION

Quality and Cost Based Selection (QCBS) Method will be followed.

- Quality and Cost Based Selection (QCBS) wherein 70% weightage will be given to the Technical proposal and 30% to the financial proposal.
- QCBS - 70:30 (Quality (70%) cum Cost (30%) Based Selection)
- The price Proposal of only those bidders who qualify technically (Minimum Qualifying Marks: 70%) will be opened.

QCBS Evaluation:

The selection of agency will be evaluated as per the combined quality cum cost-based system:

- The Technical proposals will be allotted weightage of 70%, while the financial proposals will be allotted weightages of 30%.

- Financial proposal with the lowest cost will be given a financial score of 100 and other proposals will be given financial scores that are inversely proportional to their prices.
- The total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up.

i. On the basis of the combined weighted score for quality and costs, the agency shall be ranked in terms of the total score obtained. The proposal obtaining the highest total score in evaluation of quality and costs will be ranked as H-1 followed by the proposals securing lesser marks as H-2, H-3 etc. The proposal securing the highest combined marks and ranked H-1 would be recommended for award of the contract.

ii. An example to explain the evaluation methodology to be adopted is given below for the information of the agency:

a. Suppose 3 proposals are received from agency A, B & C respectively, they would first be given marks for evaluation of their technical proposal/presentation as per the criteria given above. Suppose the agency A, B and C are allotted 75, 80 and 90 marks respectively, they would all become eligible for opening of their financial proposal.

b. Suppose the committee examined the financial proposals and evaluated the quoted prices as under:

Proposal Evaluated cost: -

A	Rs. 120
B	Rs.100
C	Rs.110

iii. Using the Formula LEC/EC, where LEC stands for Lowest Evaluated Cost and EC stands for Evaluated Cost. The financial proposal will be given the following points for financial proposals:

A:	$(100/120) \times 100 = 83$ Points
B:	$(100/100) \times 100 = 100$ Points
C:	$(100/110) \times 100 = 91$ Points

iv. Thereafter, for the purpose of obtaining the combined score proposals will be evaluated by using the Formula as shown below: -

A.	Proposal A: $75 \times 0.70 + 83 \times 0.30 = 77.40$ Points
B.	Proposal B: $80 \times 0.70 + 100 \times 0.30 = 88.00$ Points
C.	Proposal C: $90 \times 0.70 + 91 \times 0.30 = 90.30$ Points

v. The 3 proposals in the combined technical and financial evaluation will, thus be ranked as under:-

A.	Proposal A: 77.40 Point: H3
B.	Proposal B: 88.00 Point: H2
C.	Proposal C: 90.30 Point: H1

vi. Proposal C, which has the highest combined score, with the bid cost of Rs.110 would, therefore, be declared as the winner and recommended for approval of the competent authority for award of work. vii. In the event the composite bid scores are 'tied', the Bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Project.

17. COMPETENT AUTHORITY'S RIGHT TO VARY ITEMS/ACTIVITIES AT THE TIME OF AWARD

The Competent Authority shall have the right to make any alterations, omissions, additions or subtractions in items/services at the time of award of contract. The Competent Authority will give such intimation to the successful Bidder, and additional cost/deduction in the Bid prices, based on the price schedule submitted by him, will be worked out with the Bidder. In case, the Bidder does not agree for such alterations, the Competent Authority will be free to award the contract to the next eligible Bidder.

18. LABOUR LAWS AND SAFETY MEASURES

- a. Agency shall comply with all the provisions of labour law related legislation/acts as enacted by Government from time to time and in case of any prosecution / penalty, agency shall be liable for the same.
- b. Agency shall be liable for payments of duties viz. P.F, E.S.I. etc. including any compensation payable under Workmen Compensation Act. KIAL shall have no responsibility, financial or other liabilities towards professionals employed by the Agency.
- c. Agency will take all safety measures / precautions during the work. For any accident due to negligence / any other reason during the period of contract period, it shall be sole responsibility of the agency and KIAL shall not be held responsible for the same.

19 APPLICABLE LAW AND JURISDICTION

This RFP, including all matters connected with this RFP, shall be governed by the Indian laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Delhi Court, if required.

20. INSURANCE AND MEDICAL

- a) It shall be the responsibility of the agency to insure their staff and equipment against any exigency that may occur at site. Agency will also take insurance cover for third party liability, which might occur due to damages caused to their manpower, equipment etc. KIAL shall not be responsible for any such damages.
- b) Medical facilities (as per law) for professional including insurance of the professional on site will be provided by the Agency.

21 INDEMNIFICATION

- 21.1 Agency shall at times indemnify and keep KIAL indemnified against all claims/ damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this contract.
- 21.2 Agency shall at all times indemnify and keep KIAL indemnified against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (Agency) employees or caused by any action, omission or operation conducted by or on behalf of Agencies.

21.3 Agency shall at all times indemnify and keep KIAL indemnified against any and all claims by employees, workman, suppliers, agent(s) employed engaged or otherwise working for Agency, in respect of their wages, salaries, remuneration, compensation or the hike.

21.4 All claims regarding indemnity shall survive the termination or expiry of the contract.

22 FORCE MAJEURE

- a) For the Purpose of this contract, “Force Majeure” means an event which is beyond the reasonable control of the party.
- b) The terms "Force Majeure" as implied here in shall mean an act of God, War, Civil riots, fire directly affecting the performance of the contract, floods, epidemic etc and Acts and Regulations of respective Government of the two parties, namely the Organization and the contractor. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy two hours of the alleged beginning and ending thereof intimate the other party giving full particulars and satisfactory evidence in support of its claim.
- c) If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organization shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part. Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

23 FAILURE & TERMINATION CLAUSE

Time and date of delivery and period of execution shall be essence of the contract. If the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract before the expiry of such periods, the KIAL may without prejudice to any other right or remedy available to the agency recover damages for breach of the contract as under:-

23.1 Recover from the Agency as liquidated damages which will be charged by way of penalty, as specified.

23.2 Cancel the contract or a portion thereof by serving prior notice of one month to the Agency.

23.3 The KIAL may take a decision to cancel the contract with immediate effect and / or debar / blacklist the bidder from bidding prospectively for a period of 3 years or as decided by the KIAL or take any other action as deemed necessary.

24 AGENCY CODE OF CONDUCT AND BUSINESS ETHICS

a. Bribery and corruption:

Agency are strictly prohibited from directly or indirectly (through intermediates or subcontractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

b. Integrity, indemnity & limitation:

Agency shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the KIAL. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suppression of material facts, such contract shall be voidable at the sole option of the competent authority of the KIAL. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and the KIAL or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the KIAL on account of such fraud, misrepresentation or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.

25 Disclaimer

KIAL shall not be responsible for any late receipt for any reason whatsoever.

26 General Instructions:

- a) Bids once submitted cannot be amended.
- b) Any Bid which does not quote for all items will be considered to be non-responsive and shall be rejected.
- c) The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency, without written consent of the KIAL.
- d) Technical bids and financial bids will be opened, in the presence of Bidders' representatives (One for each bidder), who wish to be present.

SECTION II

SCOPE OF WORK / DELIVERABLE

2.1 INTRODUCTION

The professional agency to be engaged for the work shall

1. Revamp the existing website and Mobile-App, host and maintain them for three years and
2. Manage the social media platform for dissemination of information and creating awareness about KIAL and the marketing of its services that are delivered digitally.

2.2 SCOPE OF WORK

2.2.1 Revamping/re-designing of existing website (www.kannurairport.aero) and Mobile Application.

The work would broadly include:

1. To revamp the existing website (www.kannurairport.aero) and mobile App with a fresh look and feel with new CMS (Content Management System) using the contents available in the current website and mobile app.
2. Agency should submit some sample designs for the website, with a home page and two inner pages. Out of these, final design for further development will be finalised on mutual discussions.
3. Website must comply with the latest web standards and it should follow responsive design for mobile and tablet and should be Android and iOS compatible.
4. The designed website will be compliant with latest version of WCAG (Web Content Accessibility Guidelines) and Open Web Application Security Project (OWASP) principles.
5. The scope of work includes:
 - a) Responsive high-level and low-level designs of theme/pages – the design will be standardized, clear, and consistent across pages.
 - b) The website will be supported completely by Internet Explorer 8.0 and later versions, Mozilla Firefox, Chrome, Safari, Opera, etc. Web pages must be consistent in look and feel, in all popular browsers.
 - c) Navigation menu to be made predictive and easy-to-use.
 - d) Quick Search option for customers
 - e) Quick-loading, low maintenance, secure site with standard user permissions and management capability.
 - f) Reduction in average page load time across the site, meeting industry standards and challenging environments.
 - g) The website will be integrated with Social Media Accounts.

- h) On Page and Off Page Search Engine Optimization of websites will be done to ensure high rank on web searches and all relevant techniques for SEO (Search Engine Optimization) will be adopted.
- i) Implementing new features as per Airport's requirements.
- j) Propose and implement plans/methods to use the website and mobile App as a revenue generation source, by displaying advertisements, promotions etc. The agency should design the website and mobile app in such a way that certain space can be used exclusively for advertisement/ promotions.
- k) Agency should submit the monthly performance report of website and mobile app giving the total hits, and performance of different sections. Agency should take necessary measures/steps to get more visitors/users to the website and mobile App.
- l) Carrying out security audit of the website and procurement of digital and other security certificates (eg. SSL, website quality certificate etc.) as and when required (every two years)
- m) Hosting will be done on a secured server located in India.
- n) A cyber audit including a VAPT as per OWASP Top 10 vulnerabilities must be carried out by a CERT-IN empanelled agency before making the site live
- o) Providing training to the users as and when required.
- p) Transfer of Source code and other credentials for the website.

Mobile App: The functionality of the Mobile App shall be exactly the same as that of the Website and it shall be developed in iOS & Android Platform.

B. CMS Maintenance:

- i. Maintenance and redevelopment of a customized Content Management System (CMS). CMS must be flexible and scalable to accommodate suggested changes/modifications including design and IA, as and when required during the contract period.
- ii. CMS must have simple workflow and publishing controls.
- iii. CMS should have simple and easy administration.
- iv. CMS must have Search Engine friendly attributes.
- v. CMS must have security features.
- vi. CMS must have robust content templates.
- vii. CMS must support detailed analytics for each section of the website.
- viii. Comprehensive SEARCH functionality on homepage as well as each section of the website. Auto archival mechanism to maintain the archived documents with proper classification and auto archival system.
- ix. Content optimization including images.
- x. Role/Level based access to users for content updates.
- xi. Audit trails of the documents hosted on the website should be maintained and should be accessible to the administrator as and when required.
- xii. Website should be well integrated with KIAL's social media handles and Content of each section should be sharable by the user on multiple platforms such as Facebook, Twitter, WhatsApp, Email, etc.

C. Website Maintenance: The maintenance support for contract period after the successful launching of the new revamped website and Mobile-App. It would include the following:

- i. Maintenance of CMS and technical modifications as and when required.
- ii. Creation of new web pages within existing site as and when required.
- iii. Website design changes as and when required.
- iv. Website technical functionality upgrade as and when required.
- v. Monitoring and maintaining website speed, sign up process, navigation links etc.
- vi. To design and upload banners, Query, graph artwork, info graphics and audio - video files etc. on the website.
- vii. Formatting and posting of content updates, images, videos etc. on regular basis. Conversion of documents to required format such as HTML/HTMLS.
- viii. Dedicated team to be deployed to coordinate with KIAL team. Bug fixing and keeping website (s) secured from all possible cyber-attacks and hackers at all time.
- ix. Content upload and website support on 24X7 basis.
- x. Keeping activity log for all web updates.

D. Website Hosting: Website will be hosted at Virtual Private Cloud (VPC) servers empanelled by Ministry of IT and Electronics, GOI. Agency will need to work closely with VPC service providers to deploy designed and developed website on their server/cloud.

2.2.2 Social Media related activities

(i) Creation and Maintenance of KIAL's Accounts/Handles/Channels on Twitter, Facebook, YouTube, Instagram LinkedIn and Google Plus etc and at most 3 social media platforms which may emerge within the contract period. To create and post minimum 40 Social Media Posts per Month.

(ii) Creation of relevant blog spot and forums wherein the participation of targeted audience can be invoked.

(iii) New Look, Updates and Engage with users

- Give all KIAL's Social Media Platforms a new look every week by putting up new creatives in line with overall theme/strategy approved by KIAL.
- Uploading creative on daily basis in form of infographics, images, gifs, text over videos, promos of events and programs etc on various social media platforms creation of interactive content like surveys, quizzes, contests etc in consultation with KIAL.
- Regular informative and promotional updates (at least three updates in a week on Facebook, and Twitter, one on other platforms) in the form of relevant text, photos, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with KIAL.
- Publicize all main events/mile-stones at Kannur Airport on all the social media platforms.
- Create relevant tagging & linkages of content on the all platforms.
- Manage live events through Facebook live & Periscope on Twitter.

(iv) Query Management, Media Tracking and Reporting

- All the queries received on the all platforms must be replied to and addressed within 24 working hours in consultation with KIAL.
- Moderation of the all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- Use a good industry standard monitoring tool (like Hootsuite, Buffer, Local Response, Brandwatch, 33Across or similar monitoring tool) for analyzing comments / remarks about KIAL in various online media like e-newspapers, e-magazines, blogs, social media platforms at national & international level.
- The agency must submit monthly “Effectiveness Analysis Report” to KIAL on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of KIAL on the Social Media Platforms and the results achieved.
- The components of the report would include:
 1. Social presence analysis
 - Social channel analysis (only KIAL’s)
 - Social Traffic analysis
 - Fan / follower growth
 - Comparative FB/Twitter Engagement Analysis
 - Content Analysis of the most engaging type of post which led to success on brand page
 - Engaging Post
 - Social Page Analysis
 2. Buzz Report
 - Share of voice
 - Source Analysis
 - Trend analysis
 - Topic analysis
 - Sentiment & Perception analysis
 3. Influencer Report
 - Influencers Identified
 - Influencers Score
 - Influencers Reached
 - Amplification y Influencers
 4. Providing feedback on best practices in marketing and promotion in countries across the world on Social Media as and when required by the KIAL.
- (v) Online Amplification and Social Media Campaigns
 - Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Digital Marketing activity across both Paid Media and Non-Paid media avenues on Digital and Mobile campaign.
 - Conceptualize, design and execute at least two digital campaigns and three innovative strategies on the basis of overall KIAL’s social media plan.
- (vi) Key Influencer Program

Conceptualizing, planning and executing a “Key Influencer Program” on all KIAL’s Social Media platforms. The Influencer program will aim at engaging top 100 influencers in the Aviation industry and will also focus on blogs & forums and other social channels. The program will need to generate content for social channels and blogs, web listings, directory submissions etc and spread awareness about KIAL’s Social Media campaigns.

(vii) Social Media Monitoring Program

- Planning and executing a “Social Media Monitoring Program” on all KIAL’s Social Media platforms. The program will undertake monitoring across 150-200 keywords and will also manage a Monitoring platform which will be both predictive and reactive in approach. The key Languages to be monitored will be English and Malayalam.

(viii) Miscellaneous work

- Other related and miscellaneous work includes providing monthly strategic inputs for creative campaign.
- Creating and running digital marketing program as per the inputs provided by KIAL
- Ensure that the viewership over social media site of the KIAL increases substantially and increase its reach within a period of 12 months from the date of start of operation.
- To provide training, skill up-gradation and capacity building of the officers of KIAL to handle social media sites through lecture, seminar, workshop, class room and online teaching etc.
- Any other works entrusted by KIAL for sensitizing the people through social media Platform.
- During the contract period of three years the agency should make sure that Kannur International Airport’s social media accounts are visited/seen by at least 1 million people.
- To ensure that viewing and uploading on the managed Social Media sites (i.e. Twitter, Facebook etc.) is smooth and uninterrupted.

1.2.4 Creative designing and repackaging:

- a. Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of KIAL’s programs and policies etc.
- b. Repackaging of the content (videos and photographs) into suitable formats (video packages and others). **On average repackaged videos of 30-40 seconds are expected as deliverables.**
- c. Uploading of repackaged and creative content on various social media platforms such as Twitter, Facebook, Instagram, and YouTube etc.
- d. Above is to be done without any infringement of Intellectual Property Rights (IPR).

1.2.5 Making the uploaded content viral / virility of content

- a. Agency would be responsible to make the content viral on the internet and other social media sites. This will make the information/services/achievements of Kannur Airport to reach on various social media platforms to the last mile on internet domain in real time basis.

- b. The agency should have capability to multiply the reach of content and promote content and make it viral to the most.

1.2.6 Storage of Content:

- a. Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archive in digital formats.
- b. Availability of archive content should be for at least 180 days.
- c. The Agency will submit the archived content to KIAL within specified time in five copies of Compact Disc.
- d. Creatives/Photos Bank- Creatives/Photos with cataloguing needs to be developed consisting of at least 100+ Creatives/Photos of high quality and high-resolution aesthetic work of relevant activities and events.

1.2.7 Pre and Post establishment support

- a. The agency should provide technical support 24 x 7 for maintenance of KIALs various Social Media Platforms through in-house staff.

1.2.8 Manpower Requirement

Agency must have a team of professionals to handle this project from their office. The team should be able to meet the service requirements as per the SLA defined.

However, in case of any requirement agency needs to deploy a website/mobile App expert on call basis. Also, in case of any event/function being held at KIAL and needs to be covered for Social Media campaign, agency must deploy their SME resources at KIAL on short notice.

Charges towards providing a person on call basis, will be mentioned separately in the Financial Bid.

1.2.9 Performance Review

The agency will submit a process of Performance Review on periodic basis which will be appropriated and suitably amended (if required) and implemented. In case of person being absent or on leave, agency should deploy another person with the same calibre of the other person.

1.2.10 Reporting

The agency should suggest the number of reports eliciting periodicity, format and content of such report which should help the management of KIAL to know the exact position of the efforts undertaken.

1.2.11 Data Security and Prevention of Fraud

The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

Covering Letter for Submission of Bid

To
Managing Director,
Kannur International Airport
Kannur International Airport PO
Mattannur, Kannur (Dt)
Kerala 670708

Sub: Request for Proposal (RFP) for Revamping and Maintaining Website & Mobile App and Managing Social Media Accounts for Kannur International Airport for a Period of 3 Years

Sir,

We are hereby submitting our bid, which includes Technical bid and Financial bid. We hereby declare that all the information and statements made in this bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our bid is accepted, to start the services with immediate effect or as stipulated in the work order. We understand you are not bound to accept any bid you receive.

Yours sincerely,
Authorized Signatory [In full and attach authorization to represent the company]

Date:

(Seal)
Name and Title of Signatory Name of Firm Address

TECHNICAL BID FORMAT

S. No.	Particulars	Document form	Page No. (in bid submitted)
1	Name of the Bidder (Agency)		
2	Whether brief profile of the agency is enclosed (Max 2-3 pages)		
3	Address of the Bidder (Agency)		
4	Year of establishment		
5	Type of Company (Partnership/Public Sector Unit/ Private Limited / Public Limited)		
6	Name, Designation and address of the officer to whom all references shall be made regarding this RFP.		
7	Bidder should be registered in India	Documentary proof	
8	Should have a local office in Kannur/Kerala	-Do-	
9	Bidders should not have been blacklisted by any of the State or Central Government organization.	Signed Affidavit duly signed by Notary	
10	Should not have been found guilty of any criminal offence by any Court of law.	Signed Affidavit duly signed by Notary	
11	Bidder should not have a conflict of interest in the assignment as specified in the bidding document.	Undertaking on letter head	
12	Compliance with the code of integrity as specified in the bidding document	Undertaking on letter head	
13	The turnover of the agency for each financial year 2018 -19, 2019-20 and 2020-21 should be at least Rs. 25 lakhs per annum.	Balance Sheets & documents certified by CA	
14	GST Registration Certificate	Copy	
15	PAN Registration	Copy	

16	The bidder must have completed 3 projects of websites / portals /application development and maintenance with a value of minimum Rs. 10 Lakhs each, and development of minimum 3 mobile Apps with a value of minimum Rs. 5 Lakhs each, in previous 5 (Five) years. Bidder must also have completed minimum one project of managing social media accounts with a value of minimum Rs 3 lakhs/year.	Copies of experience certificates issued by clients	
17	The agency must have an in-house production facility for production and editing of contents in all forms.	Undertaking on letter head	
18	The agency must have an in-house tools/applications/Software Development & management Team which has developed website, Mobile App, Social media tool and apps that runs on PCs and mobile devices.	Undertaking of in-house technical capability on letter head	
19	Agency supporting/ promoting any of the following content either in digital/physical format will be treated negative for business. Hence undertaking is required stating not involved/ involve in the following:	Undertaking on letter head	
	a) Anti-National Content		
	b) Pornographic & Trafficking Content		
	c) Political Association		
	d) Malicious Content		
	e) Content Hurting Religious Sentiments		
f) Promoting Piracy in any form			
20	The agency must have expertise of running social media campaigns on Twitter, Facebook, Instagram and YouTube etc.	Self-certified copy of Images having run Social media campaigns	
21	At least 10 Team members who are permanent employees of the agency, having been on the payroll for a minimum of 2 years.	Undertaking	
22	The software/tools etc. used by the Agency should be original and not pirated.	Undertaking	
22	Undertaking (self-declaration on letter head) of total responsibility for the trouble-free operation has to be provided.	Undertaking	
23	Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of KIAL has to be provided. In case the information submitted by the agency is found to be false and / or incorrect in any manner, the agency can be suspended and / or debarred	Undertaking	

Apart from above all requisite papers mentioned in the RFP document are also enclosed.

Authorized Signature (in full and in initials)
Name and Address and Title of the Signatory

Date

Financial Bid

To,
Managing Director,
Kannur International Airport Limited
Kannur International Airport PO
Mattannur, Kannur (Dt)
Kerala 670708

Sub: Request for Proposal (RFP) for Revamping and Maintaining Website & Mobile App and Managing Social Media Accounts for Kannur International Airport for a Period of 3 Years

Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with your RFP document dated (insert Date). Our **Financial Bid** against the **Scope for work in Section – II as well as details defined in the RFP document** is as mentioned below (Below-given rates shall be applicable for the full contract period):-

S,No	Description of Service	Payment terms	Amount (in Rs)
1,	Revamping of Website & Mobile Application as per the scope given in Section II	One Time Charges	
2.	Maintaining of Website & Mobile Application including Content Management	Yearly	
3.	Hosting of Website and Mobile App	Yearly	
4.	Management of Social Media accounts as per the scope given under Section II	Yearly	
		Total	

Total Quoted Amount (in words):

Optional: (following items will not be considered for evaluation and deciding L1 bidder)

1.	Deploying a person to support website maintenance and social media management at Airport on call basis.	Per Day (eight hours)	
2.	Deploying one photographer/videographer for covering events at Airport	Per hour	

Our bid shall be binding upon us up to period of validity as indicated in the RFP document.

Yours sincerely,
Authorized Signatory [In full and initials]
Name and Title of Signatory
Name and address of the firm

Date :

ACCEPTANCE LETTER
(To be given on Company Letter Head)

Date: __/__/____

To

Sub: Acceptance of Terms & Conditions of RFP.

RFP Reference No: KIAL/IT/RFP/2022-09/01

Name of work: ***Request for Proposal (RFP) for Revamping and Maintaining Website & Mobile App and Managing Social Media Accounts for Kannur International Airport for a Period of 3 Years***

Dear Sir,

1. I/ We have downloaded the RFP document(s) for the above-mentioned work from the web site(s) namely www.kannurairport.aero as per your notice, given in the website.
2. I / We hereby certify that I / we have read the entire terms and conditions of the RFP documents from Page No. _____ to _____ (including all documents like annexure(s), schedule(s), etc.), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.
3. The corrigendum(s) issued from time to time by your department/ organisation too has also been taken into consideration, while submitting this acceptance letter.
4. I / We hereby unconditionally accept the RFP conditions of above-mentioned RFP document(s) / corrigendum(s) in its totality / entirety.
5. In case any provisions of this RFP are found violated, then your department/ organisation shall without prejudice to any other right or remedy be at liberty to reject this bid/RFP including the forfeiture of the full earnest money deposit.

Yours faithfully,

(Signature of the Bidder, with Official Seal)

Undertaking / Self Declaration of Total Responsibility of trouble-free operations

Date: __/__/____

To

Sub: Undertaking.
RFP Reference No: KIAL/IT/RFP/2022-09/01

Name of work: ***Request for Proposal (RFP) for Revamping and Maintaining Website & Mobile App and Managing Social Media Accounts for Kannur International Airport for a Period of 3 Years***

Dear Sir,

In response to your captioned RFP dated, we hereby certify having fulfilled all the eligibility criteria stipulated in it and

1. We warrant that the maintenance of the company website (www.kannurairport.aero), mobile App, and handling of social media accounts do not violate or infringe upon any patent, copyright, trade secret or other property right of any other person or other entity.
2. We shall make sure of a trouble-free operation of the said website, mobile and social media accounts, and the total responsibility of running these applications/accounts during the contract period lies with us.

Yours faithfully,

(Signature of the Bidder, with Official Seal)

UNDERTAKING
(To be given on Company Letter Head)

Date: __/__/____

To

Sub: Undertaking on the information submitted is correct.
RFP Reference No: KIAL/IT/RFP/2022-09/01

Name of work: ***Request for Proposal (RFP) for Revamping and Maintaining Website & Mobile App and Managing Social Media Accounts for Kannur International Airport for a Period of 3 Years***

Sir,

1. I/We undertake that all information furnished by our Firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then your department/organization shall without giving any notice or reason therefore or summarily reject the bid or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full earnest money deposit absolutely. The agency can also be suspended and / or debarred

Yours Faithfully,
Authorized Signatory
(Signature of the Bidder, with Official Seal)