

KSINC/321/2022-C1

Dated: 14.03.2023

**Tender for digital marketing of KSINC'S Tourist Operations**

Kerala Shipping and Inland Navigation Corporation Limited invites tender under Two Bid system for the scope as detailed below from the Tenderers fulfilling the qualifying requirements as stated hereunder.

<b>Tender form cost</b>	<b>- Rs. 250/- +GST</b>
<b>EMD</b>	<b>- Rs. 25000/-</b>
<b>Last date of submission of bid</b>	<b>- 29.03.2023, 03.00 PM</b>
<b>Opening of bid (Technical)</b>	<b>- 30.03.2023, 03.30 PM</b>

**Quotation shall be submitted in a sealed cover to the following address.**

Managing Director  
**Kerala Shipping & Inland Navigation Corporation Ltd.,**  
**63/3466, Udaya Nagar Road, Gandhi agar**  
**Kochi – 682020, Kerala**

**1. Introduction**

Kerala Shipping Inland Navigation Corporation Limited (KSINC) is a Government of Kerala undertaking, operating several tourist vessels and is offering different type of packages to suit all kind of tourists. This tender is inviting offers to provide digital marketing support for the tourism operations of the company for a period of six months from the date of awarding the work.

List of vessels and brief Description of operations is detailed as below.

- 1. Nefertitti:** “Nefertiti” is a 200 pax cruise vessel registered under MS Class VI with world class facilities. It is designed ideal for conducting Corporate events, product launches, conferences, destination parties, celebrations, get together etc in the midst of Arabian Sea. Fully air conditioned Restaurant, Banquet hall / Auditorium, 3D theatre, Sun deck, Children's play area, Lounge Bar etc are the main highlights of Nefertiti. For further information, visit web site of the vessel, [www.nefertiticruise.com](http://www.nefertiticruise.com).

2. **Sagararani:** There are two vessels under the brand name ‘Sagararani’. These vessels are permitted to take tourist in to Sea which goes up to 10 KM from shore. Each vessel can carry up to 100 passengers. The Luxury cruise vessel Sagararani is apt for conducting events like conferences, meetings, product launch, board meetings, get-together, Birthday parties etc. They have an open air upper deck where all the entertainment happens. It has a good sound system and musical lights. The lower deck has a restaurant and Air conditioned conference hall.

Daily ticket based trips of two hours and exclusive trips according to the need of the tourists are available. For further information, visit [www.sagararanicruise.com](http://www.sagararanicruise.com).

3. **Backwater and sea cruise utilizing Cleopatra & Michelle:** This is first of its kind of a cruise that lasts nearly six hours, exploring the beautiful backwaters of Kochi and the sea. The journey begins at 1030 hours from KSINC jdtty in the Marine Drive and covers Bolgatty, Thanthony Thuruth, Mulavukad, Vaduthala, Chitoor, Moolapilly, Pizhala, Koothad, Kadamakudi and berths on a private island at Mulavukad at 1230 hours for recreational activities and meals. Guests will be welcomed with a welcome drink and served a delicious fish curry meal. Amusement activities will be available free of charge, as well as paid activities such as speed boat rides. After lunch, the boat leaves the island at 1430 hrs for Gundu Island, Vypin Island, Fort Cochin, and finally the sea. Tea and snacks are served in the evening. During the journey as well as on the island, entertainment activities are available. The boat return to the Marine Drive at 1600 hrs. The ticket rate is Rs. 799 per person. For further information, visit [www.michellecruise.com](http://www.michellecruise.com).
4. **Sooryamshu:** “Sooryamshu” is a 100 passenger capacity solar / electric powered boat, which is to commence its operation soon. This will be the first solar cruise vessel in the state with an upper deck. The vessel will be utilised either for sea cruise like Sagararani or for back water cruise as per demand.

## **2 - Detailed Scope of work**

### 1. **Minimum requirements**

- 14 (Posters / Motion graphics/Gifs)
- 04 Videos/reels

**Total Number of contents: 18 Per Month**

### 2 **Services to be offered**

- Dashboard to generate requests & manage efforts on the go.

- Creation of social media platforms, if required.
- Social media platforms – Audit & remedial action.
- Comprehensive Social media content calendar.
- Facebook page – Tabs integration.
- Unique content, specially created for business promotion of KSINC operated tourist packages.
- Custom designed creatives
- Scheduling & Publishing
- Enhanced social media visibility by use of relevant hashtags.
- Content seeding into relevant communities to increase visibility.
- Contents & promotion.
- Social customer care
- Performance report with analytics.

3 **Scopes undertaken by the social media Manager (9:30 am to 6:30 pm)**

- Digital Inbox Management
- Leads Generation
- For Digital Inquiry Response
- Timely content updation
- Monitoring the performance
- Competitor Analysis
- Digital Campaign analysis
- Search Campaign
- Remarketing campaign
- Retargeting types of customers
- Conversion tracking
- Location targeting

4 **Daily potential reach of 50K – 143K assured on social media platforms:**

The digital media marketing / publicity shall be targeted to audience in Kerala and nearby districts of the neighbouring states. If the bidder could provide marketing support in the Tamil and Kannada please state this in the offer. The marketing may be done through following platforms:

1. Facebook
2. Instagram
3. YouTube
4. Google

### **3. Terms and Conditions**

1. Bidder shall download the tender document from <https://ksinc.in/tenders>.
2. The bidder shall sign on all pages of the tender document including annexures, corrigendum if issued by the Company from time to time, in acceptance of the Conditions of tender.
3. The bid shall be submitted in all respects within the date and time to the address specified in the cover page. Applications received late will be summarily rejected.
4. Tender form cost of Rs. 250/- +GST and EMD of Rs. 25,000/- shall be submitted along with the bid, by way of DD drawn in favour of Kerala Shipping and Inland Navigation Corporation Ltd, payable at Ernakulam. EMD of the successful bidder will be converted as security deposit. The SD will be released on expiry of the contract period.
5. The company shall have minimum of 3 years' experience undertaking similar works. Proof of experience and statutory requirements shall be attached along with the bid.
6. Having a local office within Cochin will be an added advantage.
7. The rate quoted shall be inclusive of GST. Quotes otherwise will not be accepted.
8. Selection of the firm will be based after evaluating the capabilities, experience etc of the bidder along with the price quoted. KSINC reserves the right not to accept the lowest bid or any bid at all at its discretion. KSINC also reserves the right to reject any or all bids and also the right to cancel the tender at any time.
9. Apart from the agreed amount at which the work is awarded, KSINC will reimburse the cost incurred for boosting the activities through social media, at actual. For this the contractor shall submit proof of payment along with the monthly bills. The spending has to be pre-approved by KSINC in writing.
10. No additional payments / extra charges other than the contract rate and the agreed reimbursements if any, shall be entertained under any circumstance.
11. This work contract shall be valid for a period of 6 months from the date of issuing the work order. KSINC may at its discretion extend the work order for further periods on same rate, terms & conditions.
12. Work shall be commenced and undertaken to the utmost satisfaction of KSINC officials.
13. Payment will be settled on monthly basis on submission of GST invoice supported by monthly reports. No advance payment shall be provided.

14. Photography / videography/ video campaigns/content development shall be under the scope of the bidder. The successful bidder have to cover the photos and videos required for their work as and when required on their own.
15. Both the parties shall have the option to withdraw from the contract at any time during the period of contract by giving 15 days' notice period.
16. Termination of contract – If in the opinion of KSINC, the contractor is not fulfilling the scope of works mentioned above, KSINC reserves the right to terminate the work order and cancel the contract with immediate effect by giving an e-mail of contract cancellation. In such instance, contract shall be cancelled at the “risk & cost” of the contractor and the loss incurred to Company shall be made good by the contractor or shall be deducted from the pending bills / amounts with the Company.
17. Employees engaged by the contractor shall remain the employees of the contractor and all liabilities in respect of the employees including statutory liabilities shall be borne by the contractor. Under no circumstances, such employees will be treated as employees of KISNC and if by virtue of any direction form the statutory authorities or any court order, KSINC become liable to make any payments, the contractor shall within 7days reimburse the money to KSINC.
18. The Contractor shall abide by all the laws/Rules/Regulations/ Circular instructions authorities pertaining Labour, Income Tax, Goods and Service Tax or any other Acts, Rules and Regulations in force and applicable to the contract.
19. The jurisdiction for all disputes arising out of this work order or any other matter related thereto shall be courts in Ernakulam.

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**ANNEXURE I**

**Details of the Bidder**

***The Bidder has to complete the form and submit along with the RFQ.***

1	Name of the firm	
2	Registration of the firm	
3	GST Number	
4	Address for communication	
5	Name and mobile no of contact person	

**Experience**

	Name of client	Work details	Value of work
Major work experience			

**List of documents to be submitted along with the RFQ.**

S#	Particulars	Yes / No
1	RFQ documents duly signed and sealed	
2	Copies of firm Registration and GST certificate	
3	Proof of experience	
4	List of personnel planned to associate with this project with their experience.	
5	Brief description of method of undertaking marketing support in Tamil and Kannada.	
5	DD for Tender form cost and EMD.	

**Signature of the bidder**

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**ANNEXURE II- Price bid**

**(The rate quoted shall be inclusive of GST)**

Description	Amount
<b>Digital marketing of tourist operations of KSINC- Service charge per month.</b>	Rs.....  Rupees in words:

Place: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Address: