



Tripura Tourism Development Corporation Ltd.

(A Government of Tripura undertaking)

Head Office: - Swetmahal, Palace Compound, Agartala-799001, Tripura (W)

Contact - (0381) 231-7878 / 232-5930

Website: - www.tripuratourism.gov.in **Email:** - tripuratourism09@rediffmail.com



For newspaper publication only

File No. LooseF.6(28)-TT/IT/2020

Dated. 30.10.2025

Tripura Tourism Development Corporation (TTDCL), Swetmahal, Agartala, Tripura invites Expression of Interest (EoI) through sealed for empanelment of Social Media Influencers for digital promotion of Tripura Tourism through different platform of Social Media. The last date of EoI will be received on 5th November, 2025 at 5:00 PM.

For more details kindly visit: www.tripuratourism.gov.in.

Sd/-
(Prashant Badal Negi, IAS)
Managing Director, TTDCL
Agartala, Tripura

Signature of Applicant

MD, TTDCL



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REQUEST FOR PROPOSALS (RFP)

For Empanelment of Social Media Influencers

Issued by: Tripura Tourism Development Corporation Ltd. (TTDCL)

Department of Tourism, Government of Tripura

Ref. No.: LooseF.6(28)-TT/IT/2020

Date: [30.10.2025]

BACKGROUND AND INTRODUCTION

Tripura Tourism Development Corporation Ltd. (TTDCL), a Government of Tripura undertaking, aims to promote and develop the State's tourism potential by showcasing its unique culture, traditions, natural beauty, eco-tourism prospects, and heritage destinations. The Authority seeks to leverage the power of digital platforms to enhance Tripura's visibility and engagement across India and globally with the support of Social Media Influencers.

To achieve this, TTDCL (hereinafter referred to as "the Authority") invites proposals from eligible Social Media Influencers (SMIs) for empanelment to promote Tripura Tourism across social media platforms such as Instagram, Facebook, YouTube, and X (Twitter). Selected influencers will collaborate with TTDCL to amplify government initiatives, campaigns, and tourism-related content.

GENERAL INSTRUCTIONS

1. Applicants shall submit their proposals online through the designated portal by 5:00 PM on or before the date mentioned in the advertisement. Late submissions will not be accepted.
2. Applicants must have public social media accounts; private or restricted profiles will be ineligible.
3. Only one proposal per Applicant will be accepted.
4. Applicants found posting offensive, discriminatory, or inappropriate content shall be disqualified.
5. The Authority reserves the right to accept, reject, or cancel any or all proposals without assigning reasons.

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6. Selected influencers shall act in accordance with the terms and policies of the respective social media platforms.

DURATION OF ASSIGNMENT

The empanelment shall be valid for one (1) year from the date of signing, extendable up to two (2) additional years based on satisfactory performance, at the sole discretion of TTDCL.

ELIGIBILITY CRITERIA

Applicants must meet the following minimum eligibility requirements:

- Active presence on at least one major social media platform (Facebook, Instagram, YouTube, or X) for a minimum of one year.
- Domicile of Tripura (valid proof to be submitted).
- Minimum age of 18 years.
- Minimum 60 posts within the last six months.
- Categories of influencers shall be as follows:

Category A – 2,00,000 and above followers/subscribers

Category B – 1,00,000 to 1,99,999 followers/subscribers

Category C – 50,000 to 99,999 followers/subscribers

Category D – 25,000 to 49,999 followers/subscribers

APPLICATION AND SELECTION PROCESS

1. Applications shall be submitted to the TTDCL office with sealed envelope.
2. Applicants must provide details of their social media handles, number of followers/subscribers, and proof of Tripura domicile.
3. The Evaluation Committee constituted by TTDCL will scrutinize all applications based on engagement metrics, content quality, and authenticity.
4. Selected influencers will be issued a formal Letter of Empanelment.

SCOPE OF WORK

1. Influencers will collaborate with TTDCL in promoting Tripura's tourist attractions, events, and government initiatives.

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2. The Authority will provide approved creative content (graphics, videos, captions) for dissemination within specific timelines.
3. Influencers may create original content with prior approval from TTDCL.
4. All posts must remain visible for the duration of the contract unless instructed otherwise by the Authority.
5. Ownership of all promotional content shall vest with TTDCL.

PAYMENT / REMUNERATION

Remuneration will be based on influencer category and content type, as detailed below:

Posting of Graphics provided by TTDCL:

Category A – ₹2,000 per post

Category B – ₹1,500 per post

Category C – ₹1,000 per post

Category D – ₹500 per post

Posting of Audio-Visual content provided by TTDCL:

Category A – ₹2,500 per post

Category B – ₹2,000 per post

Category C – ₹1,500 per post

Category D – ₹1,000 per post

Posting of Audio-Visual content created by Influencer (approved by TTDCL):

Category A – ₹6,500 per post

Category B – ₹5,000 per post

Category C – ₹4,000 per post

Category D – ₹3,000 per post

TERMINATION AND CONFIDENTIALITY

1. The Authority may terminate the empanelment for non-performance or breach of terms.
2. All data, creative materials, and communication shared by TTDCL must remain confidential.
3. Influencers must not share or modify TTDCL's approved content without written consent.

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DISPUTE RESOLUTION

Any dispute arising out of or in connection with this empanelment shall be referred to the Managing Director, TTDCL, whose decision shall be final and binding. Jurisdiction shall lie with the courts of Agartala, Tripura.

Issued by: Tripura Tourism Development Corporation Ltd. (TTDCL)
Agartala, Tripura

Website: <https://tripuratourism.gov.in>

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Declaration by Applicant

To,
The Managing Director
Tripura Tourism Development Corporation Ltd. (TTDCL)
Swetmahal, Palace Compound, Agartala-799001, Tripura (W)

Subject: Declaration for participation in the Expression of Interest (EoI) for empanelment of Social Media Influencers (Ref. No. LooseF.6(28)-TT/IT/2020).

I, (Applicant's Full Name) _____,
Son/Daughter of _____, residing at

_____, solemnly declare and confirm the following in my application for empanelment as a Social Media Influencer for Tripura Tourism:

1. I am competent to submit this proposal and have carefully read and understood all the terms, conditions, and instructions of the RFP document issued by the Tripura Tourism Development Corporation Ltd. (TTDCL) dated 30.10.2025.
2. I hereby confirm that I meet all the minimum eligibility criteria as specified in the RFP document, including:
 - I have an active presence on at least one major social media platform (Facebook, Instagram, YouTube, or X) for a minimum of one year.
 - I am domicile of Tripura and will submit valid proof.
 - I am minimum of 18 years of age.
 - I have minimum of 60 posts within the last six months.
3. I declare that the information and documents furnished along with this application are true, correct, and authentic to the best of my knowledge and belief.
4. I am well aware that furnishing any false information or fabricated documents would lead to the rejection of my application at any stage, in addition to liabilities towards prosecution under appropriate law.
5. I accept that my application will be scrutinized by the Evaluation Committee of TTDCL based on engagement metrics, content quality, and authenticity.
6. I agree to abide by the decision of TTDCL in the selection process, which will be final and binding.

Yours faithfully,

Signature of Applicant

Name: _____

Place: _____

Date: _____

Signature of Applicant

MD, TTDCL