

**Government of Rajasthan**  
**Department of Tourism, Jaipur**

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**Notice Inviting Proposals for Development of Augmented and Virtual Reality Products for Rajasthan Tourism**

Department of Tourism, Government for Rajasthan seeks proposals from interested agencies/Individuals intending to develop, operate and maintain Augmented and Reality Products for Rajasthan Tourism. Desirous Firms / Individuals willing to work as per guidelines issued by department in this regard may submit their detailed proposals up to 1PM on 30<sup>th</sup> August 2016, in the prescribed form to Director, Department of Tourism, Paryatan Bhawan, Hotel Khasa Kothi Campus, M.I. Road, Jaipur 302001.

Detailed guidelines along with application form are available on the Departmental Website [www.tourism.rajasthan.gov.in](http://www.tourism.rajasthan.gov.in) under Circulars & Policies tab and then in title Tenders, Notices and Circulars.

The undersigned reserves the right to accept or reject any proposal without assigning any reasons whatsoever.

  
(Ashutosh A.T. Pednekar)  
Director, Tourism

**Guidelines for Development, Operation and Maintenance of the Virtual /  
Augmented Reality Products for Rajasthan Tourism**

**Virtual Reality:** Virtual reality or virtual realities (VR), also known as immersive multimedia or computer-simulated reality, is a computer technology that replicates an environment, real or imagined, and simulates a user's physical presence and environment to allow for user interaction. Virtual realities artificially create sensory experience, which can include sight, touch, hearing, and smell.

**Augmented Reality:** Augmented reality (AR) is a live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data. It is related to a more general concept called mediated reality, in which a view of reality is modified by a computer.

Department of Tourism, Government of Rajasthan receiving proposals from the various agencies / individuals willing to develop a Virtual Reality and Augmented Reality thematic products for Rajasthan Tourism based on well / lesser known tourist destinations of Rajasthan state. These products shall be developed to facilitate domestic and foreign tourists of Rajasthan and product themes may be World Heritage Sites, Forts & Palaces, Monuments/Museums, Wildlife Sanctuaries, Lakes & Parks, Religious Places (Temple/ Mosque/ Church etc.), Royal Trains (PoW/RRoW), Fairs & Festivals etc.

In this regard, Department is of the view, any firm/individual desiring to develop the Virtual / Augmented Reality products for Rajasthan Tourism, can do the same subject to fulfilling the guidelines as given follows :

1. Interested agencies/individuals will submit a Detailed Project Report (DPR) to Director, Department of Tourism for the Virtual/Augmented Reality products to be developed having scope of work/information, proposed themes/tourist destinations, features, special effects, facilities etc. and agencies/individuals may be asked for a detailed presentation for the same. On the basis of DPR and presentation, Department may direct agencies/individuals to explore/develop their ideas to get final approval to make it "Go Live". The products shall be developed as far as possible for all kind of devices i.e. mobile, tablets, laptops, desktops etc.

2. Department of Tourism shall approve the products for an initial period of three years, but during this period, the agency shall be responsible/bound to maintain and update the products on a regular interval by changing its look & feel, experience, special effects etc.
3. After satisfactory completion of the initial period of three years, it may be extended for next two more years on the same terms & conditions.
4. The concerned agency/individual shall bear all financial, administrative, technical and operational costs for the development, operation, maintenance and updation of all Virtual/Augmented Reality products. Department of Tourism, Government of Rajasthan shall not be responsible to make/provide any payment/financial assistance to the agency/ individual for the aforesaid works.
5. The agencies/individuals willing to develop Virtual/Augmented Reality products for the tourist places (Forts, Palaces, Museums, Wildlife Sanctuaries etc.) under the possession/ownership of Ministry of Tourism, Art & Culture, Government of Rajasthan, concerned Department shall allowed absolutely free of cost to conduct photo / video shoot for the said purpose. Similarly, tourist places having possession / ownership with private or other entity, on behalf of agency/individual Department may request to concerned entity to allow the agency/individual for conducting photo/video shoot free of cost or at discounted rate, if possible.
6. The Virtual/Augmented Reality product of the agency/individual approved to make it "Go-Live" shall be allowed to use the official "LOGO" of the Rajasthan Tourism.
7. After departmental approval, the agency/individual shall be allowed to sell the approved products without any change/alteration to any other Government/Private agency (Hoteliers, Tour Operators and Tourism Events Organizers etc.) to recover the cost and profit.
8. The agency/individual can release/incorporate advertisement/promotions in the product, but the Rules and Regulation for the Advertisement to be published in the system will be according to ASCI (Advertising Standards Council of India).
9. It will be ensured by the agency/individual that no obscene or prejudicial promotions are made on product. Similarly no anti Government programme / comments / contents / criticism should be published on the product. In case Department gives directions for removing any advertisement / content from the product, the agency shall comply with it immediately.

10. The Virtual/ Augmented Reality products developed by the agency/individual for Rajasthan Tourism shall be promoted by Ministry of Tourism, Art & Culture, Government of Rajasthan on the followings :
  - (a) Web portal and Social Media Platforms i.e. Facebook, Twitter, Instagram, You Tube etc. of all the Departments under Ministry of Tourism, Art & Culture
  - (b) Mega & minor events, fairs & festivals, seminars etc organized by the Ministry of Tourism, Art & Culture, Government of Rajasthan
  - (c) National/International Tourism/Travel Marts, Seminars etc where ever Ministry of Tourism, Art & Culture, Government of Rajasthan participates
  - (d) Tourist Reception Centre & Tourist Information Bureau of the Department situated at Airports, Railway Stations, Bus Stands or Tourist Places
  - (e) Material printed to distribute for publicity of the Rajasthan Tourism
11. Apart from above, branding & promotion of the Virtual/Augmented Reality products on all other Print/Telecom Media (Television, Newspapers etc.) will be responsibility of Agency/Individual at its own cost.
12. The agency/individual shall execute an agreement with the department to comply guidelines and terms and conditions issued and to provide all Virtual/Augmented Reality products developed and maintenance/updation services to the Department for its uses absolutely free of cost and for promotional activities of Rajasthan Tourism as mentioned above.
13. The agency/individual shall submit an annual report to the Department with respect to compliance of the guidelines and terms & conditions.
14. The agency/individual shall be solely responsible for Virtual/Augmented Reality products development, operation & maintenance, updation and its all kind of contents in the form of text, picture/photos, video, audio etc. In case, any information is found to be factually incorrect or violative to any copyright, responsibility and damages, if any, shall be entirely of the owner of the products.
15. The agency/individual shall engage a content developer/writer under intimation to Department of Tourism for contents development, writing, updation, verification and authentication related to Rajasthan Tourism for the Virtual/Augmented Reality products. The agency/individual shall alone be responsible, in case, any dispute arises regarding text contents, photographs, video, audio etc. published in the products.

16. The information / contents available with the Department of Tourism may be used by the concerned agency/individual.
17. The agency/individual shall be bound to promote activities / events of Rajasthan Tourism on approved products absolutely free of cost as per directions of the Department.
18. If any commercial transactions for value added services/e-commerce are done through the product then department will not be responsible for any default and disclaimer in this regard will be got accepted by the consumer before receiving any payment or confirming any transaction.
19. The Virtual/Augmented Reality products owner agency/individual shall be bound to display the following:  
"Disclaimer : Department of Tourism, Government of Rajasthan shall not be held responsible regarding quality and authenticity of contents, service quality, price or anything directly or indirectly related to the commercial transaction / activity executed for the Virtual/Augmented Reality products. The Virtual/Augmented Reality product owner agency/individual shall be solely responsible for the all kind of contents developed, services provided and any dispute arises or any criminal and civil liability regarding said products".
20. Department of Tourism can withdraw the approval and terminate the contract / agreement at any time without assigning any reasons whatsoever.

**Application for Submission of Proposal for Development, Operations and Maintenance of Augmented / Virtual Reality Products under the Guidelines issued by Department of Tourism, Government of Rajasthan**

Director,  
Department of Tourism,  
"Paryatan Bhawan", Hotel Khasa Kothi Campus,  
M. I. Road, Jaipur – 302 001

**Subject :** Proposal for Augmented / Virtual Reality Products for Rajasthan Tourism as per Department's Guidelines

Sir,

I (Name of the firm/individual) is interested to Develop, Operate and Maintain the Augmented / Virtual Reality Products under the Guidelines issued by Department of Tourism, Government of Rajasthan. The details of information required and submitted with respect to proposal are as under :

<b>Srl</b>	<b>Information required</b>	<b>Information Submitted</b>
1	Name of the firm / individual	
2	Correspondence Address	
3	Name, Designation and Contact details of the person to whom all references shall be made	Name : Designation : Mobile No. : E-Mail Id : Phone & Fax No. :
4	Firm Registration Details	
5	Firm Service Tax Registration No.	
6	Firm Sales Tax Registration No.	
7	IT Permanent Account No. (PAN)	
8	Financial Capability	Turnover :
9	Technical in-house Manpower Details	Designation : Qualification : Experience :
10	Previous Experience Details, if any	Client Name : Scope of Work for the Project Executed :
11	Details of the Proposal for the Augmented / Virtual Reality Products to be Developed	Submit DPR
12	Details of the proposed Content Developers for Content Developing, Updation and Verification / Authentication	Submit Names, Addresses, Contact details (Mobile No. & E-Mail Id), Work Experience details of the proposed Content Writers
13	Any other information which you may like to provide	Submit required details

Undersigned is also agreed to comply all the term and conditions and scope of work as mentioned in the guidelines and time to time instructions issued by the Department of Tourism and will sign a separate agreement with the department, if assigned this work.

(Seal and Signature of the Authority)

Name :

Designation :