



Short Tender Document for Selection of Social Media Agency

Offers are invited from reputed and experienced Agencies/Firms/Consortium for working with NeGD. The Short Tender Document may be downloaded from www.negp.gov.in Tender Section.

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Data Sheet

S. No.	Particular	Details
1.	Document Reference Number	NeGD/07-04/2014
2.	Date for Issue of Short Tender Document	17 th January 2015
3.	Pre-Bid Clarification received by email	19 th January, 2015 by 17:00 Hours
4.	Pre-Bid Clarification Response by email	20 th January, 2015 by 17:00 Hours
4.	Last Date & Time for Submission of Technical and Financial Proposals	22 nd January 2015, 17:00 Hours
5.	Date & Time for opening of Proposals: Technical Financial	23 th January 2015, 11:00 Hours 23 th January 2015, 16:00 Hours
6.	Declaration of Successful bidder	23 rd January 2015
7.	Award of Work Order	27 th January 2015
8.	Earnest Money Deposit	INR 1,00,000/ (Rupees One Lakh)
9.	Address for Bid Submission	Shri Sunil Sharma, Sr. General Manager, National e-Governance Division Department of Electronics and Information Technology (DeitY) Ministry of Communications & Information Technology (Government of India) Electronics Niketan, 6, CGO Complex, Lodhi Road, New Delhi- 110 003, India email - sunil.sharma78@gov.in Tel. - +91 11 30481624 Fax - +91 11 30481611
10.	Website	www.negp.gov.in

S. No.	Particular	Details
11.	Method of Selection	<p>Quality cum Cost Based Selection</p> <ul style="list-style-type: none"> • To qualify technically, a Proposal must secure minimum TS of 70. Only technically qualified Proposals shall be considered for Financial bid Opening. • The Technical and Financial Scores secured by each Bidder will be added using weightage of 70% and 30% respectively to compute a Composite Bid Score. • The Bidder securing the highest Composite Bid Score will be adjudicated as the most responsive Bidder for award of the Project. • In the event the Composite Bid Scores are tied, the Bidder securing the highest Technical Score will be adjudicated as the most responsive Bidder for award of the Project.

Section 1: Invitation for Proposal

1.1. Introduction

About NeGD:

National e-Governance Division: The Department of Electronics and Information Technology, Government of India has formed the National e-Governance Division (NeGD) as an autonomous business division within Media Lab Asia, under the Ministry of Communication and Information Technology, Government of India, for supporting and assisting Department of Electronics and Information Technology in the Programme Management of NeGP. The task of supporting coordination of Digital India is also being handled by NeGD.

NeGD supports Department of Electronics and Information Technology in the following tasks: Facilitating implementation of Mission Mode Projects by Line Ministries/State Governments; Providing technical assistance to Central Ministries/State Line Departments; Acting as Secretariat to Apex Committee; Undertaking technical appraisal of all NeGP projects to examine issues such as overall technology architecture, framework, standards, security policy, service delivery mechanism, sharing of common infrastructure; Human Resource Development, Training and Awareness Building, Framing core policies, technical assistance, R&D, awareness and assessment and creation of organization structure; Acting as a Central Agency for an effective implementation of Capacity Building Scheme inter-alia involving provisioning of manpower at various State e-Mission Teams (SeMTs) across States/Union Territories; Positioning of a Capacity Building Management Cell for effective management of manpower at SeMTs together with management of other scheme activities including training and setting up HR policies.

About NeGP:

The National e-Governance Plan (NeGP), takes a holistic view of e-Governance initiatives across the country, integrating them into a collective vision, a shared cause. Around this idea, a massive countrywide infrastructure reaching down to the remotest of villages is evolving, and large-scale digitization of records is taking place to enable easy, reliable access over the internet. The ultimate objective is to bring public services closer home to citizens, as articulated in the Vision Statement of NeGP.

The Government approved the National e-Governance Plan (NeGP), comprising of 31 Mission Mode Projects (MMPs) and 8 components, on May 18, 2006. The Government has accorded approval to the vision, approach, strategy, key components, implementation methodology, and management structure for NeGP. However, the approval of NeGP does not constitute financial approval(s) for all the Mission Mode Projects (MMPs) and components under it. The existing or ongoing projects in the MMP category, being implemented by various Central Ministries, States, and State Departments would be suitably augmented and enhanced to align with the objectives of NeGP.

About Digital India:

Digital India is a programme to transform India into a digitally empowered society and knowledge economy. The focus is on being **transformative to realize**

IT	+	IT	=	IT
Indian Talent		Information Technology		India Tomorrow

It is an **Umbrella Programme** that covers multiple Government Ministries and Departments. It weaves together a large number of ideas and thoughts into a **single, comprehensive vision** so that each of them is seen as part of a larger goal. Each individual element stands on its own, but is also part of **the larger picture**. Digital India is to be **coordinated by DeitY** and **implemented by the entire Government**.

The programme aims at pulling together many **existing schemes**. The schemes will be **restructured and re-focused** and will be **implemented in a synchronized manner**. Many elements are only **process improvements with minimal cost implications**. The **common branding** of programmes as **Digital India** highlights their transformative impact.

1.2. Goals and Objectives

- I. To raise awareness about e- Governance & Digital India programme and its benefits.
- II. Making people aware about various services and schemes that are to be offered under Digital India programme and NeGP.
- III. Widening NeGP's reach among different communities on social media and online platforms.
- IV. To create a simple and user-friendly system for exchanging ideas and feedback on services online.
- V. To inform people online regarding new policies and updates from DeitY on e-Governance and Digital India programme.
- VI. To disseminate information online about engagement opportunities at grassroots, workshops and conferences and in public consultation processes.
- VII. To disseminate information online about opportunities to participate in training programmes.

1.3. Invitation to Bidders / Consortium of Bidders

The invitation is for selection of a Firm / Agency / Consortium to carry out Social Media activities for NeGD/ NeGP/ Digital India programme.

- I. The Short Tender Document can be downloaded from www.negp.gov.in " Tender Section".
- II. NeGD may, at its own discretion, extend the date for submission of proposals. In such a case all rights and obligations of NeGD and Bidders / Consortium of Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.
- III. All Banker's Cheque / Demand Draft Should be in Indian Rupees and from any Nationalized / Scheduled Bank in favour of Media Lab Asia - NeGD (Payable at New Delhi).

Section 2: Instructions to Bidders / Consortium of Bidders (ITB)

2.1. Conflict of Interest

- I. The selected Firm / Agency / Consortium should provide professional, objective and impartial service and hold NeGD's interest paramount.
- II. The selected Firm / Agency / Consortium shall not deploy former employees who have served NeGD in last six months.
- III. The selected Firm / Agency / Consortium shall not downstream or outsource any part of the scope of work.
- IV. Non-disclosure of such an association will lead to termination of Agency.

2.2. Validity of Proposal

The following will be considered for the validity of the proposals deemed submitted:

- I. Proposals shall remain valid for a period of 120 days from the date of opening of Proposal.
- II. NeGD reserves the right to reject a proposal valid for a shorter period as non-responsive.
- III. In exceptional circumstances NeGD may solicit the Bidder's consent to an extension of the period of validity. The request and the response thereto shall be made in writing.

2.3. Right to Accept or Reject any Proposal

NeGD reserves the right to annul the Short Tender Document process, or to accept or reject any or all the proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Bidder(s) or any obligation to inform the affected Bidder(s) of the grounds for such decision.

2.4. Fraud & Corruption

It is required that the Bidders / Consortium of Bidders submitting Proposal and Agency selected through this Short Tender Document must observe the highest standards of ethics during the process of selection and during the performance and execution of the Work Order.

For this purpose, definitions of the terms are set forth as follows:

- I. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of NeGD or its personnel in Work Order executions.
- II. "Fraudulent practice" means a misrepresentation of facts, in order to influence a
- III. selection process or the execution of a Work Order, and includes collusive practice among Bidders / Consortium of Bidders (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or non-competitive levels and to deprive NeGD of the benefits of free and open competition.
- IV. "Unfair trade practice" means supply of services different from what is ordered on, or change in the Scope of Work.
- V. "Coercive practice" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the selection process or execution of the Work Order.

NeGD will reject a proposal for award, if it determines that the Bidder recommended for award, has been determined to having been engaged in corrupt, fraudulent or unfair trade practices.

NeGD will declare a Firm / Agency / Consortium ineligible, either indefinitely or for a stated period of time, for awarding the Work Order, if it at any time determines that Firm / Agency / Consortium has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing the Work Order.

2.5. Clarifications & Amendments of Short Tender Document

- VI. During the process of evaluation of Proposals, NeGD may, at its discretion, ask Bidders / Consortium of Bidders for clarifications on their proposal. The Bidders / Consortium of Bidders are required to respond within the prescribed time-frame.

- VII. NeGD may for any reason, modify the Short Tender Document from time to time. The amendment(s) to the Short Tender Document would be clearly spelt out and the Bidders / Consortium of Bidders may be asked to amend their proposal due to such amendments.

2.6. Earnest Money Deposit (EMD)

- I. The Bidder shall furnish an Earnest Money Deposit (EMD) amounting to Rupees 1,00,000 (Rupees One Lakh Only) along with the technical bid in **Envelop 1**.
- II. The EMD shall be in Indian Rupees and shall be in the form of Bankers Cheque or Demand Draft from any of the Nationalized / Scheduled Bank in favour of "Media Lab Asia - NeGD" payable at New Delhi.
- III. The earnest money of unsuccessful Bidders / Consortium of Bidders shall be refunded on request by the Bidder after final award of the Work Order.
- IV. EMD of the successful Bidder will be released after the Bidder signs the final agreement and furnishes the Performance Bank Guarantee (PBG). The PBG will be 10% of the amount stated in the Work Order.
- V. The PBG will be returned after the successful completion of the work.

2.7. Preparation of Proposal

The Bidder must comply with the following instructions during preparation of Proposals:

- I. The Bidder is expected to carefully examine all the instructions, guidelines, terms and condition and formats of the Short Tender Document. Failure to furnish all the necessary information as required by the Short Tender Document or submission of a proposal not substantially responsive to all the requirements of the Short Tender Document shall be at Bidder's own risk and may be liable for rejection.
- II. The Proposal and all associated correspondence shall be written in English and
- III. shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the Proposal.
- IV. The Proposal shall be in indelible ink and shall be signed by the Bidder or duly

- V. authorized person(s) to bind the Bidder to the Work Order. The letter of authorization shall be indicated by written power of attorney and shall accompany the Proposal.
- VI. In addition to the identification, the envelopes containing the Proposals shall mention
- VII. the name and address of the Bidder to enable the Proposal to be returned in case it is declared late pursuant, and for matching purposes.
- VIII. Proposals received by facsimile shall be treated as defective, invalid and rejected. Only
- IX. detailed proposals complete in all respect and in the forms indicated shall be treated as valid.
- X. No Bidder is allowed to modify, substitute, or withdraw the Proposal after its submission.

2.8. Pre-bid Clarification by email

A prospective Bidder, requiring a clarification on the Short Tender Document shall notify NeGD via email sunil.sharma78@gov.in at the address specified in the Data Sheet by 19th January 2015, 17:00 Hours. NeGD will respond to all such queries by 20th January 2015, 17:00 Hours.

2.9. Submission of Proposal

Bidders / Consortium of Bidders shall submit their Proposals at the office address on or before the last date and time for receipt of proposals mentioned in Data Sheet.

- Proposals shall be submitted in two parts. Each part should be separately bound with no loose sheets. Each page of all parts should be page numbered and in conformance to the eligibility qualifications should be clearly indicated using an index page. The proposals should not contain any irrelevant or superfluous documents.
- Bidder shall be required to submit 2 hard copies (1 Original + 1 Duplicate) of the Complete proposal.
- Every page of the documents submitted by the Bidder must be duly signed by the authorized signatory of the Firm / Company along with the Agency's seal.

The two parts of the Proposal should be as per following:

- 1. Technical Proposal (Envelope 1)**- The envelope containing Technical Proposal shall be sealed and superscripted "Technical Proposal - Selection of Agency for Social Media

Management”. Form-1T to Form-3T shall be submitted as part of the Technical Proposal along with the EMD.

2. **Financial Proposal (Envelope 2)**- The envelope containing Financial Proposal shall be sealed and superscripted “Commercial Proposal - Selection of Agency for Social Media Management”. Form-1C and Form-2C shall be submitted as part of the Commercial Proposal. Bidder must provide a single quotation for all-inclusive fee (including out of pocket expenses and taxes) to be charged for the assignment. No extra out of pocket expenses will be reimbursed.

Envelope 1 & 2 should be put together in a single envelope along with other relevant documents.

2.10. Evaluation of Proposals

The Bid will be opened as per the schedule mentioned in the Data Sheet. Authorized representatives of the Bidders / Consortium of Bidders may be present during the Bid Opening if desired. NeGD may constitute Evaluation Committee to evaluate the Proposals submitted by Bidders / Consortium of Bidders for a detailed scrutiny. Subject to terms mentioned in the Short Tender Document, a two stage process, as explained below, will be adopted for evaluation of Proposals submitted by the specified date and time.

2.11. Eligibility

Scrutiny of the Proposals for eligibility will be done to determine whether:

- The Bidders / Consortium of Bidders meet the eligibility criteria as defined under:

S. No.	Criteria	Documentary Evidence
1.	The Firm / Agency (All members / agencies in case of Consortium) should be a registered entity with minimum 3 years of existence on the day of the submission of bid. In case of consortium the lead agency / firm shall be the bidder.	<ul style="list-style-type: none"> • Certificate of Incorporation / Registration • PAN Card • Service Tax Registration Certificate

2.	The Firm / Agency (all members put together in the case of a Consortium) should have a minimum cumulative turnover of INR 2 Crores during the last three financial years.	Audited Balance Sheets and Profit & Loss Statements for the last three financial years countersigned by CA
3.	In last 3 years, Firm / Agency (Any member of the Consortium) must have completed / in progress minimum 3 projects of Social Media Management in Government or Private Sector.	Work Order / Client Completion Certificate
4.	The Firm / Agency (Any member of the Consortium) must have minimum 20 experienced professionals in the area of Social Media Management.	Self Certification
5.	The Firm / Agency (All member of the Consortium) should not have been black listed by Central or State Governments & PSUs.	Self Certification

- Relevant documents as specified above have been attached.
- EMD are as per requirement.
- The offer is for entire work and not for part of the work.
- The price quoted is all inclusive and not open ended.

NOTE: Proposals not conforming to the above requirements shall be rejected.

2.12. Evaluation of Technical Proposal

- The Technical Evaluation shall be based on the parameters and weightages as mentioned in the Table below.

NOTE: The Technical Proposal must not include any financial information failing which the Proposal will be rejected.

S. No.	Parameters	Maximum Score
1.	Relevant experience in online Social Media Management for Government / PSU (Last 3 years) (5 marks for each project)	30
2.	Relevant experience in online Social Media Management for Private Sector (Last 3 years) (5 marks for each project)	20
3.	Approach & Methodology including but not limited to the following: <ul style="list-style-type: none"> Proposed brand vision and digital marketing strategy presented for NeGD / NeGP / Digital India Proposed Strategy (Cost effective & Viable) Content Development Strategy Comments on the Scope of Work Innovative ideas and suggestions 	50

- Evaluation Committee may, at its discretion, call for additional information from the Bidder(s). Such information has to be supplied within the set out time-frame, otherwise the Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of the Bidders / Consortium of Bidders and the Proposal is liable to be rejected. Seeking clarifications cannot be treated as acceptance of the proposal.
- For verification of information submitted by the Bidders / Consortium of Bidders, the Committee may visit Bidder's offices at its own cost. The Bidders / Consortium of Bidders shall provide all the necessary documents, samples and reference information as desired by the Committee. The Bidders / Consortium of Bidders shall also assist the Committee in getting relevant information from the Bidders / Consortium of Bidders' references, if desired.
- For calculating the Technical Score (TS) the individual scores, as per respective weightages specified above, will be summed up. In order to qualify technically, a Proposal must secure minimum TS of **70**.
- Only technically qualified Proposals shall be considered for Financial bid Opening.

2.13. Evaluation of Financial Proposal

Financial proposals of only those firms who are technically qualified shall be opened publicly on the date & time specified the Data sheet, in the presence of the Firm's representatives who choose to attend. The name of the Firm, their technical score (if required) and their financial proposal shall be read out aloud.

NeGD will correct any computational errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount (Inclusive of taxes), or between word and figures, the former will prevail.

After opening of financial proposals, appropriate selection method shall be applied to determine the Firm who will be declared winner and be eligible for award of the work. The methods of selections are described in the Data Sheet. This selected consultant will then be invited for negotiations, if considered necessary.

2.13. Payment Terms

Advance payment will not be made in any case. Payment will be made as per the following scheduled mentioned below:

Payment in Percentage	Time
25% of the total work order	Completion of 1st Month
25% of the total work order	Completion of 2nd Month
50% of the total work order	After completion of the work

Section 3: Scope of Work & Deliverables

3.1. Social Media Management

The selected Agency shall begin Social Media Management for NeGD from the day of Work Order signing for a period of 3 months including, but not limited to the following activities:

- I. **Creation & Maintenance of Social Media Platforms for NeGD:** The Agency shall create and subsequently maintain the official Facebook Page, Twitter Profile and YouTube Channel, Google plus, LinkedIn and Instagram.
- II. **New Look:** Give the all Social Media Platforms a new look every week by putting up new creative features, theme lines, links etc.
- III. **Updates:** Daily informative and promotional updates in the form of relevant text, photos, audio, interactive content, interviews, news, quiz etc.
- IV. **Engage with users:** Regularly organize online surveys, quizzes, contests on the all platforms in consultation with NeGD.
- V. **Publicity:** Publicize all festivals and cultural events promoted by NeGD using the four platforms.
- VI. **Query Management:** All the queries received on the all platforms must be replied to and addressed within 24 hours.
- VII. **Gate Keeping:** Moderation of the all platforms with a frequency of 6 times a day in order to deal with spam, unauthorised advertisements, inappropriate content etc.
- VIII. **Media Tracking:** Use a good industry standard monitoring tool for analyzing comments / remarks about NeGD / DeitY / Digital India in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international.
- IX. **Tagging:** Create relevant tagging & linkages of content on the all platforms.
- X. **Photo Bank:** A still Photo Bank with cataloguing needs to be developed consisting of at least 100 high quality and high resolution aesthetic photographs (Corbis or Getty Images quality) of relevant activities and events.
- XI. **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored.
- XII. **Reporting:** The agency must submit weekly 'Effectiveness Analysis and MIS Reports' to NeGD on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of NeGD / DeitY / Digital India on the Social Media Platforms and the results achieved.

- XIII. **Team:** The agency must position three dedicated members mainly Project Manager, Content Developer and Designer at NeGD during the period of work.
- XIV. **Amplification:**
- I. Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Social Media Marketing activity across both Paid Media and Non-Paid Media avenues. Media planning & providing professional inputs and support in buying of media for Social Media Campaigns (Online and Mobile) for running banners, adverts etc. during the period of Work Order on themes / subjects to be decided in consultation with NeGD. This would entail assistance and supervision of buying of the media slots by NeGD to ensure best of rates and negotiations directly from the media owner.
 - II. Executing the digital campaigns basis the Social Media strategy and plan and undertaking activities like optimization of campaign, reporting etc.
 - III. For the above Social Media campaigns the creative units (banners etc.) will be provided by NeGD (and production/resizing/adaptation etc. will out of the scope of this Short Tender Document).
 - IV. Planning and Executing a “Key Influencer Program” on Social Media platforms.
 - v. The Influencer program will aim at engaging Top 100 influencers in the IT industry.
 - VI. The Influencer program will focus on blogs & forums and other social channels.
 - VII. The Influencer program will need to generate content for social channels and blogs, web listings, directory submissions etc and spread awareness about NeGD and the Social Media campaign.
 - VIII. Planning and Executing a “Social Media Monitoring Program” on Social Media platforms.
 - IX. The Social Media Monitoring Program will undertake monitoring across 150-200 keywords primarily in the markets of India, US & UK.
 - X. Social Media Monitoring Program will create and manage a Monitoring platform which will be both predictive and reactive in approach.
 - XI. The key Languages to be monitored will be Hindi and English.
 - XII. Other related and miscellaneous work include providing monthly strategic inputs for creative campaign of NeGD.
 - XIII. Providing feedback on best practices in marketing and promotion in countries across the world on Social Media.
 - XIV. Assistance to be provided by NeGD would be as under:

- XV. Provide the necessary information on events / festivals being conducted by NeGD from time to time.
- XVI. The NeGD Social Media Team will provide relevant (basic information/pictures/approvals) content as available from time to time.
- XVII. Provide all the necessary information such as logo of Department / event / press releases issued for traditional media and updates etc.
- XVIII. Assist in obtaining any other permissions / information as required.
- XIX. All Intellectual Property displayed on these platforms shall belong to NeGD exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with NeGD.
- XX. All photographs, videos, audio content or literary works etc. exhibited on the platform shall be provided by NeGD, unless uploaded by public users. If, in case, such content needs to be uploaded from outside the archive of NeGD, then, express permission of NeGD shall have to be sought.

NOTE:

- I. The selected Agency shall actively engage in Content Creation & Management for a period of 3 months and all such content created will be the property of NeGD.
- II. The Agency must also be advised that the operation of the Social Platforms shall fall under the purview of the Right to Information Act, 2005. Thus, it must understand the laws provided thereunder and must answer such queries only after consultation with NeGD.
- III. The Social Media Platforms Content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc., failure of any one of which shall be considered an incomplete execution of the Work Order.

3.2 Timelines

The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at time T(Issuance of Work Order).

Social Media Management

Sr. No	Deliverables	Timelines
1.	Inception Report	T+5 Days
2.	Preparation & Submission of detailed plan of action	T+10 Days
3.	Content Creation & Deployment	Continuous Work
4.	Updation, Maintenance, New Content Creation	Continuous Work

Weekly Progress Reports (WPRs) to be submitted every week indicating the activities remaining / completed as against the scheduled tasks / activities.

Section 4: General Terms & Conditions

NOTE: Bidders / Consortium of Bidders should read these conditions carefully and comply strictly while submitting the Proposals

- I. Rate shall be written both in words and figures. There should not be errors and /or over- writings and corrections, if any, should be made clearly and initialed with dates. The rates should mention elements of the service charges or any other charges separately.
- II. Agency shall not assign or sublet the Work Order or any substantial part thereof to any other agency, nor can the agency have arrangement with other company for bidding purpose.
- III. Rates quoted will be valid upto one 120 days from the issue of Work Order.
- IV. In the event of any loss / damage to NeGD, the Bidder shall be liable to make good such loss found. No extra cost on such shall be admissible.
- V. Direct or indirect canvassing on the part of the Bidder or his representative will lead to disqualification.
- VI. If a Bidder imposes conditions, which is in addition to or in conflict with the conditions mentioned herein, his Bid is liable to summary rejection. In any case none of such conditions will be deemed to have been accepted unless specifically mentioned in the letter of acceptance of Bid issued by the Sr. General Manager of NeGD.
- VII. NeGD reserves the right to accept or reject one or all bids without assigning any reasons and accept bid for all or anyone. NeGD also reserves the right to award the work to more than one company.
- VIII. The Agency shall not abuse the use of the Govt. Emblems and the NeGD logo in any way which may deceive the public to believe unsolicited, unauthorized or unverified content. The said logos and emblems shall be used only in such manner as to provide credibility to the authentic webpages / applications / platforms belonging to the NeGD.
- IX. The Agency shall also monitor the virtual space for any individual or organization which may be operating platforms / applications / webpages / websites and deceiving the public to believe that they are in anyway associated with the NeGD. Upon discovery of such entity, the Agency shall provide necessary information of such entity to the NeGD for immediate prosecution.

- X. The Agency must maintain uniformity while uploading of content on the platforms. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms instantly.
- XI. The Agency's Work Order shall be immediately terminated if NeGD finds it responsible for uploading any defamatory, seditious, gender prejudiced or obscene content. The Agency shall promptly remove any content of the aforementioned malicious nature uploaded by a member of the public, and inform NeGD of the same to provide NeGD with the opportunity to prosecute such an individual or group.
- XII. No interest shall be paid by NeGD on PBG.
- XIII. The PBG shall be refunded within two months after the satisfactory completion of the work.
- XIV. **Termination:** The Work Order can be terminated at any time by the Sr. General Manager of NeGD, if the services are not up to his satisfaction after giving an opportunity to the selected Agency of being heard and recording of the reasons for repudiation.
- XV. **Liquidated Damages:** In case of delay in supply of services to be provided within the prescribed period in the Work Order, liquidated damages will be charged, as per rules of General Financial and Accounts Rules (GF&AR).
- XVI. **Recoveries:** Recoveries of liquidated damages shall be from Vendor's PBG available with NeGD. In case recovery is not possible recourse will be taken under Delhi PDR Act or any other law in force.
- XVII. **Forfeiture of PBG:** PBG in full or part (0.5% per week of the Work Order upto 10 weeks and maximum 0.75% thereafter for another 10 weeks) may be forfeited in the following cases:
 - a) When any terms and conditions of the Work Order are breached.
 - b) When the Bidder fails to provide services desired satisfactorily.

- XVIII. If the Agency requires an extension of time in completion of the work order period on account of occurrence of any hindrance, he shall apply in writing to the authority, which has placed the supply order, for the same immediately on occurrence of the hindrance but not after the stipulated time. The case will be examined and permission in writing will be necessary for the Bidder.
- XIX. Service Delivery period may be extended with or without liquidated damages if the delay in the services is on account of hindrances beyond the control of the Bidder.
- XX. If any dispute arises out of the Work Order with regard to the interpretation, meaning and breach of the terms of the Work Order, the matter shall be referred to by the Parties and they will try to resolve the issue mutually.
- XXI. All legal proceedings, if necessity arises to institute, by any of the parties needs to be lodged in courts situated in Delhi.

Section 5: Opening of Proposal

- I. Technical Proposals shall be opened as per Data Sheet at NeGD's Office in the presence of Bidders / Consortium of Bidders or their authorized representatives who choose to attend the opening of Bids.
- II. The date of opening of Financial Bid will be intimated to the technically qualified Bidders / Consortium of Bidders in due course.
- III. The Evaluation Committee shall determine whether the Financial Bids are complete, unconditional and free from any computational error.
- IV. The cost indicated in the Financial Bid shall be treated as final and reflecting the total cost of services excluding service tax.

Section 6: Award of Work

- I. Work shall be awarded to the Bidder with the highest cumulative score calculated as per the method provided in Data Sheet in terms of the aforementioned terms and conditions and decision of NeGD shall be final & binding.
- II. NeGD reserves the right to accept or reject any or all the proposals assigning any reason.
- III. NeGD also reserves the right to call for additional information from the Bidders / Consortium of Bidders.

- IV. Notification on Award of Work for Bidder shall be made in writing to the successful Bidder.
- V. The period of Work Order shall be for 3 months.

Section 7: Proposal Formats

NeGD invites the Proposals from Firms / Agencies / Consortium for “Social Media Management”. Bidders / Consortium of Bidders are required to submit Proposals in the formats as given under:

S. No.	Form	Description
Forms		
1.	Form-1P	Covering Letter
2.	Form-2P	Bidder’s Organization Details
Technical Form		
1.	Form-1T	Technical Form
2.	Form-2T	Details of Similar Assignments
Financial Form		
1.	Form-1C	Covering Letter
2.	Form-2C	Financial Proposal Format
Power of Attorney for Lead Member of Consortium		

7.1. Form-1P: Covering Letter

[Bidders / Consortium of Bidders are required to submit the covering letter as given here on their letterhead]

To,

Shri Sunil Sharma,

Sr. General Manager,

National e-Governance Division

Department of Electronics and Information Technology (DeitY)

Ministry of Communications & Information Technology (Government of India)

Electronics Niketan, 6, CGO Complex,

Lodhi Road, New Delhi- 110 003

India

Sub: Proposal for Selection of Agency for Social Media Management

Dear Sir,

1. We, the undersigned, having carefully examined the referred Short Tender Document, offer to provide the required services, in full conformity with the said Short Tender Document.
2. We have read the all the provisions of Short Tender Document and confirm that these are acceptable to us.
3. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
4. We agree to abide by this Proposal, consisting of this letter, our Technical and Commercial Proposals, the duly notarized written power of attorney, and all attachments, for a period of 120 days from the date fixed for submission of Proposals as stipulated in the Short Tender Document and modifications resulting from Work Order negotiations, and it

shall remain binding upon us and may be accepted by you at any time before the expiration of that period.

5. Until the formal final Work Order is prepared and executed between us, this Proposal,

together with your written acceptance of the Proposal and your notification of award, shall constitute a binding Work Order between us.

6. We declare that we do not have any interest in downstream business, which may ensue from the Short Tender Document prepare through this assignment.

7. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation or misinterpretation contained in it may lead to our disqualification.

8. We understand you are not bound to accept any proposal you receive, not to give reason for rejection of any proposal and that you will not defray any expenses incurred by us in bidding.

9. Banker's Cheque / Demand Draft No. ----- dated ----- drawn on ----- for Rs. 1,00,000/- is enclosed towards EMD.

Yours faithfully,

Date

Signature

Designation

7.2. Form-2P: Bidder’s Organization / Consortium Details

Organization and Financial Information (on official letter head)

Details of the Organization	
Name	
Date of Incorporation / Establishment	
Date of Commencement of Business	
Address of the Headquarters	
Address of the Registered Office in India	
Area of expertise with respect to this project	
Contact Details (name, address, phone no. and email)	

Financial Information (All Figures in Lac)			
	FY 2013-14	FY 2012-13	FY 2011-10
Revenue in INR			
Any other information			

All Bidders shall provide the details in the format above.

In case of a Consortium:

Regarding role of each Member should be provided as per table below:

S. No.	Name of Bidder	Lead Member / Consortium Member	Roles & responsibilities

7.3. Form-1T: Technical Form

S. No.	Item	To be Labeled as :
1.	Relevant experience in online Social Media Management for Government / PSU (Last 3 years)	Label as 1T 'A'
2.	Relevant experience in online Social Media Management for Private Sector (Last 3 years)	Label as 1T 'B'
3.	<p>Approach & Methodology including but not limited to the following:</p> <ul style="list-style-type: none"> • Proposed brand vision and digital marketing strategy presented for NeGD / NeGP / Digital India • Proposed Business Model (Cost effective & Viable) • Content Development Strategy • Comments on the Scope of Work • Innovative ideas and suggestions 	Label as 1T 'C'
4.	<p>Team Composition: Details of the Team identified to Work with 'NeGD':</p> <p>(i) Name of Team Member</p> <p>(ii) Designation</p> <p>(iii) Work being handled</p> <p>(iv) Qualifications</p> <p>(v) Number of years of experience</p> <p>(a) Total experience</p> <p>(b) Experience in the Agency</p>	Label as 1T 'D'

7.4. Form 2T: Details of Similar Assignments

Assignment Name:	Country:	
Location within Country:	Professional Staff Provided by Company:	
Name of Client:	No. of Support Staff:	
Address & Contact Details of Client:	Duration of Assignment:	
Start Date:	Completion Date:	Approx. Value of Services (INR):
Name of Associated resources:	No. of Months of Professional Staff provided by Associated resources:	
Name of Senior Staff involved and functions performed:		
Narrative Description of Project w.r.t Scope of Work defined in this proposal:		

7.5. Form 1C: Covering letter

[Bidders / Consortium of Bidders are required to submit the covering letter as given here on their letterhead]

To,

Shri Sunil Sharma,

Sr. General Manager,

National e-Governance Division

Department of Electronics and Information Technology (DeitY)

Ministry of Communications & Information Technology (Government of India)

Electronics Niketan, 6, CGO Complex,

Lodhi Road, New Delhi- 110 003

India

Sub: Financial Proposal for Selection of Agency for Social Media Management

Dear Sir,

Enclosed herewith is our Financial Bid for Selection of our Agency for Social Media Management as per the Short Tender Document.

We agree to abide by the offer for 120 days from the date of opening of the Financial Proposal and after signing of Work Order our offer shall remain binding upon us till completion of the project.

We understand that NeGD is not bound to accept the lowest offer and it reserves the right to reject any or all offers without assigning any reason.

Yours faithfully,

Date

Signature

Designation

7.6. Form 2C: Financial Bid Format

Item	Cost	
	Amount in Words	Amount in Figures
Costs of Financial Proposal (including all other taxes)		
Service Tax		
Total cost of Financial Proposal (including service Tax)		

Service tax would be payable at the applicable rates as may be in force from time to time.

For Financial Evaluation, the total fee for the period will be considered. This Fixed Annual Fee will cover costs/expenses of the Social Media Agency for undertaking work as detailed in the Scope of Work.

Break-up of costs for each of the items of work listed in the Scope of Work are to be submitted on a separate sheet of paper. This break-up of individual costs will **not** be considered for financial evaluation.

While submitting the break-up of costs, separate costs may be indicated for the following activities/deliverables:

- (a) Amplification through paid social media campaigns
- (b) Amplification through non-paid social media campaign and activities
- (c) Other related and miscellaneous work.

7.7. Power of Attorney for Lead Member of Consortium

(On a Stamp Paper of relevant value) Power of Attorney

Whereas the National eGovernance Division (NeGD) (“the Authority”) has invited applications from interested parties for “ Social Media Management (the “Project”).

Whereas,and(collectively the “Consortium”) being Members of the Consortium are interested in applying for the Project in accordance with the terms and conditions of the Short Tender Document and other connected documents in respect of the Project, and Whereas, it is necessary for the Members of the Consortium to designate one of them as the Lead Member with all necessary power and authority to do for and on behalf of the Consortium, all acts, deeds and things as may be necessary in connection with the Consortium’s bid for the Project and its execution.

NOW THEREFORE KNOW ALL MEN BY THESE PRESENTS

We,having our registered office atM/s.having our registered office at M/s.having our registered office at andhaving our registered office at (hereinafter collectively referred to as the “Principals”) do hereby irrevocably designate, nominate, constitute, appoint and authorise M/S having its registered office at being one of the Members of the Consortium, as the Lead Member and true and lawful attorney of the Consortium (hereinafter referred to as the “Attorney”).

We hereby irrevocably authorise the Attorney (with power to sub-delegate) to conduct all business for and on behalf of the Consortium and any one of us during the bidding process and, in the event the Consortium is shortlisted for award or awarded the concession/Work Order, during the execution of the Project and in this regard, to do on our behalf and on behalf of the Consortium, all or any of such acts, deeds or things as are necessary or required or incidental to the prequalification of the Consortium and submission of its bid for the Project, including but not limited to signing and submission of all applications, bids and other documents and writings, participate in applicants and other conferences, respond to queries, submit information/ documents, sign and execute Work Orders and undertakings consequent to acceptance of the bid of the Consortium and generally to represent the Consortium in all its dealings with the Authority, and/ or any other Government Agency or any person, in all matters in connection with or relating to or arising out of the Consortium’s bid for the Project and/ or upon award thereof till the Concession Agreement is entered into with the Authority.

AND hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Project

Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us/ Consortium.

IN WITNESS WHEREOF WE THE PRINCIPALS ABOVE NAMED HAVE EXECUTED THIS POWER OF

ATTORNEY ON THIS DAY OF..... 2013

For
(Signature)

.....
(Name & Title)

For
(Signature)

.....
(Name & Title)

Witnesses:

1.

2.

.....
(Executants)
(To be executed by all the Members of the Consortium)

Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.

Also, wherever required, the Applicant should submit for verification the extract of the charter documents and documents such as a board or shareholders' resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.

For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued.