

F.NO: 13-1/2020-Media Cell  
Government of India  
Ministry of Education  
Department of Higher Education  
(Media Cell)


Subject: Inviting tenders from BOC (erstwhile DAVP) empanelled Category 'A' multimedia agencies for selection of an Agency for Social Media management and analysis (for services related to operation and maintenance of Social Media) for Ministry of Education, Government of India –regarding.

Pre Bid meeting	9 April 2021 at 12.00 Noon
Date of release of Tender Document	9 April 2021 at 6.00 PM
Last Date and time for submission of Tenders	5 May 2021 at 06.00 PM
Date & Time for opening of Tenders	6 May 2021 at 11.00 AM
Technical Bids	Same day on opening tenders
Financial Bids of eligible Tenders	Would be informed

Contents of Tender Document

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The bid shall be submitted online at GeM portal website: <http://gem.gov.in>.  
Manual bids will not be accepted.

  
(Mahesh Kumar Meena)  
Deputy Secretary to the Govt. of India  
Ministry of Education  
Ph: 23385365  
Email: [mediacell.edu@nic.in](mailto:mediacell.edu@nic.in)

F.NO: 13-1/2020-Media Cell  
Government of India  
Ministry of Education  
Department of Higher Education  
(Media Cell)

Shastri Bhawan, New Delhi  
Dated: 9<sup>th</sup> April 2021

**E-Tender Notice**

Subject: Inviting tenders from BOC (erstwhile DAVP) empanelled category 'A' multimedia agencies for selection of an Agency for Social Media management and analysis (for services related to operation and maintenance of Social Media) for Ministry of Education, Government of India—regarding.

Ministry of Education invites e-tenders on GeM portal in two bid system (Part-I Technical Bid and Part II: Financial Bid) from reputed firms/Agencies which are empanelled with BOC (erstwhile DAVP) Category 'A' multimedia agency and engaged in the work of Social Media management and analysis. Consequent upon discussions in pre-bid meeting held today revised tender notice is attached herewith.

2. The last date of receipts of bids is 5 May at 6.00pm. The Technical and Financial bids, in prescribed format and other required document as per tender notice should be submitted on GeM portal. Bidders are requested to furnish/upload scanned copies of all documents in pdf format wherever required.
3. The Financial Bids are to be uploaded only in the prescribed format and bid of any firm which discloses any pricing information in technical bid stage will be summarily rejected.
4. Interested Bidders can download the tender document free of cost from websites [www.education.gov.in](http://www.education.gov.in) or [www.gem.gov.in](http://www.gem.gov.in). Bid Document shall be an integral part of the contract.

(Mahesh Kumar Meena)

Deputy Secretary to the Govt. of India

Ph.: 23385365

Email.: [mediacell.edu@nic.in](mailto:mediacell.edu@nic.in)

**Subject: Selection of an Agency for Social Media Management (for services related to operation and maintenance of social media) for Ministry of Education, Government of India.**

**(A) Scope of work:**

- I. The intent of the RFP is to provide services of operation and maintenance of Social Media Communication for Ministry of Education. The services on the existing setup should start from the day succeeding the date of issuing work order. The selected agency (hereafter referred to as the "Agency") must have all the facilities and solution in-house so that the services are operational within the stipulated time frame and kept functional on 24 x 7 basis.
- II. To develop a strategy to enhance Ministry's presence on Social Media (MoE's Social Media handles on facebook, Twitter, youtube, etc) and to engage a wider audience. Regularly create and post original blogs/articles/post related to Ministry of Education initiatives, milestones and achievements. Create (#) Hashtags on various topics relating to the Ministry of Education for various digital platforms. While creating content, platform limitation should be given due care (e.g. 280 character limitation on Twitter, image guidelines of Facebook/Instagram etc.)
- III. All other requirements such as essential equipment/ hardware, software, networking including bandwidth etc. will have to be maintained by the selected agency. Designing material for exhibitions/conferences/seminars/workshops etc both visual and text based on themes, which may include backdrop design, hoarding/banner/standees, stationery customization etc.
- IV. The creative content includes (but is not limited to) creation of banners, videos including short 10-20 seconds video clips, infographics, animations, mnemonic, creation of GIF etc. especially for the web and social media platforms), advertising, branding, mobile application (as per requirement), PowerPoint presentation and other required services etc. will have to be provided by the selected agency on demand. Ability to convert all kinds of content (video/audio/files) from one format to another for given assignments as and when required by the Ministry. The Agency must have expertise in these works.
- V. The content will be initially drafted in two languages (English and Hindi) and extended to other officially recognized major India languages as per requirement of the Ministry of Education. No separate payment will be made for translation.
- VI. 24X7 Social Media management and analysis with on-site support. A minimum of 6 people are required to be deployed on-site. These 6 (Six) persons will also need back office support.
- VII. Coverage of events (both in and out of NCR) as and when required by the Ministry. Shooting of short videos with cast & crew.
- VIII. The content created has to be edited/uploaded on Ministry's Social Media handles as per Ministry's requirement on immediate basis.
- IX. The entire data generated during the award period will also be stored/ archived/backup by the Agency. The Agency will be responsible in case of any damage/loss of any data. During the year, the Agency will provide any data stored/archived along with software, for the use of this Ministry of Education for any purpose. After the completion of the service/term period, the agency will provide all the data along with the software to this Ministry of Education.

The Agency will also ensure the seamless transfer and handing over of the services, operations and archived data to the successive Agency which is given this work.

- X. The agency must take prompt steps with Social Media Service Providers such as Facebook etc to close down any non-official Social Media portals which use the Name of Ministry of Education, Government of India or any other variation thereof, and/or the official logo of the Ministry of Education, Government of India or any other ruse which infringes on the official brand/intellectual property of the Ministry of Education.
- XI. All activities listed under this sub-section are continuous activities and will be published on social media channels only after prior approval of the Ministry of Education from time to time.
- XII. Implementation of any new Social media initiatives/modules etc as and when required by the Ministry.

**(B) Validity and Extension of contract:**

The term/ duration of work order shall be initially for a period of one (1) year at a time, extendable by a maximum of one (1) more years (one year at a time) depending on the performance of the Agency and approval of the Ministry of Education (in case of renewal, it will be at the same terms and conditions of the original work order). The decision of the Ministry of Education in this regard, shall be final and binding on the Agency.

**(C) Eligibility Criteria and Terms & Conditions:** A two bid system (technical and financial bid) will be followed. The technical bids shall be opened on 1<sup>st</sup> May 2021 at 11.00 AM at Room No 106-D, Ministry of Education, Shastri Bhawan, New Delhi in the presence of those renderers who may desire to be present at that time. The Technical Bid/presentation will be evaluated by Tender Evaluation Committee.

**(D) Eligibility Criteria:**

- The agency should be BOC (erstwhile DAVP) empanelled category 'A' agency.
- The Agency must have in-house Tools/Applications for social media listening and analytics.
- The agency should have a full fledged office Delhi/NCR.
- The Agency should be registered with the Registrar of Companies and should hold valid PAN, GST registrations.
- The agency should have a minimum experience of five years in the field of Social Media management, analysis, working in conjunction with Central Ministries/Departments/private organisations of repute.
- The annual turnover of the agency should be at least 1 (one) Cr during each of the last three years.
- The agency should neither be blacklisted by any Govt. Department nor should any Criminal Case be registered against the firm or its owner or partners anywhere in India.

- I. **Pre-Bid Meeting:** A prospective bidder, requiring a clarification on the Tender document shall write to Ministry of Education via email to [mediacell.edu@nic.in](mailto:mediacell.edu@nic.in) within the time frame as indicated in the data sheet.

Ministry of Education will conduct the pre-bid Meeting on 9<sup>th</sup> April 2021 at 12.00 Noon to address the submitted queries, if any. Responses to the queries will be notified on Ministry of Education website: [www.education.gov.in](http://www.education.gov.in). Any resulting amendments shall be intimated to the applicants via publishing corrigendum on Ministry's website or [www.gem.gov.in](http://www.gem.gov.in) as the case may be.

- II. **Submission of bids:** The bidders should upload bids on [www.gem.gov.in](http://www.gem.gov.in).

a) **Technical Bid:** The bidding agencies are required to submit documents as detailed in **Annexure I**. Only the bids complying with the Minimum Eligibility Criteria shall be evaluated technically.

b) **Financial Bid:** To be submitted in the format as given in **Annexure II**.

**III. Technical evaluation:**

a) Only the agencies that fulfil the Minimum Eligibility Criteria and have uploaded the documents as mentioned in Annexure I shall be eligible for technical evaluation. Such agencies shall be required to present a Technical Presentation showcasing their skills and details as laid down below:

b) The technical evaluation of the bidders shall be made on following points (see details in Annexure I for scoring methodology).

Sr. No.	Evaluation Criterion	Maximum marks
1	<b>Credentials (Total 20 marks)</b>	
	a) Ability to use Social Media listening tool	5
	b) Security related experience (Disaster management response management) & Data security. Safety mechanism to prevent unauthorised access to Social Media platforms.	3
	c) Software licences (ownership of third party software/Licenses held for home-grown softwares; knowledge of their usage; (e.g. Coral draw, Photoshop, video/audio editing etc.)	3
	d) Copies of satisfactory Performance Certificate of having completed contracts of minimum one crore similar to the subject matter of this Tender during the period of last 5years (i.e. FY 2016-17 onwards till FY 2020-21) in Govt. Departments/ autonomous organizations/ PSUs/Pvt organizations.	5
	e) Turn over over and above 1 cr during each of the last three financial years (2018-19, 2019-20, 2020-21)	4
2	<b>Experience (Total 20 marks)</b>	
	(a) Social Media management experience with Govt. /PSUs/Private Sectors in number of years.	1 mark each for one client with a upper cap of 6 marks
	(b) Number of Govt./PSU clients	1 mark each for one

		client with a upper cap of 6 marks
	(c) Number of clients other than Govt./PSUs	1 mark each for one client with a upper cap of 5 marks
	(d) Report/feedback tools (creation of analytical reports & summarizing of the social media development of the day. Agency should submit format of report along with presentation as well as parameters to be incorporated.	3
3	<b><u>Qualification of Team (Total 20 marks)</u></b> a) Team of Six (as per Annexure III) b) Educational qualification of and publications, articles by back office, support staff, including creative content team.	20
4	<b><u>Social Media Strategy plan for MoE (Total 40 marks)</u></b> Proposed Creative Communication and Social media strategy plan for Ministry of Education to be submitted and presented before the committee	40
	<b>Total Score</b>	100*

\*For credentials and experience criteria, the maximum marks are 20 each. In case, a bidder scores more than 20, then the maximum score will be equated to 20 (for that criteria) and other scores will be scaled accordingly.

#### IV. Financial Bid:

- Only the agencies, who qualify the Technical evaluation round, will be eligible to participate in the financial bidding round. The date and time for opening of the Financial Bid will be intimated on a later date.
- The financial bid must be submitted as per the format given at **(Annexure II)**.
- The rates quoted should be inclusive of GST.
- Rate should be quoted on comprehensive basis for carrying out all works as mentioned in the tender document.
- QCBS- Quality and Cost Based Selection method will be used for selection of bidder out of the technically qualified bidders.
- After evaluation of financial bids, the L1 (Lowest bid as evaluated as per para V of page 7 bidder will be awarded the contract.
- Financial Bid Evaluation:** Proposal with the lowest cost (L1 bidder) will be given a financial score of 100 and other proposal given financial scores that are inversely proportional to their prices. Example:

<u>Bidder Name</u>	<u>Total amount quoted (Rs.) of</u>	<u>Financial Score</u>
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	<b>Financial Bid</b>	
(1)	(2)	(3)
A	80	80/80X100=100.00
B	100	80/100X100=80.00
C	150	80/150X100=53.33

**Note: (a)** The total value of bid will be decided based on format given in Annexure II. However, the actual volume of work may vary from the volume specified above for evaluation. The payment will be based on actual volume of work.

**(b)** Wherever BOC has indicated a price for P<sub>1</sub> to P<sub>7</sub>, the quoted price cannot exceed the BOC price. If the quoted price is more than that indicated by BOC, such offers will be summarily rejected.

**v. Overall Evaluation – Identification of Successful bidder:**

- a) The Total/Final Score as per criteria Technical/Quality Score X Technical Weightage in % i.e. 70% + Financial Score X Financial Weightage i.e. 30%.
- b) The Bidder who obtains maximum Total/Final Score will be declared as successful bidder. Example:

Bidder Name	Technical /Quality Score obtained	Financial Score obtained	Calculation	Final Score	Rank of the Bidder
1	2	3	4	5	6
A	85	100	(85*70%) + (100*30%)	59.50+30.0= 89.50	L2
B	97	80	(97*70%) + (80*30%)	67.39+24.0= 91.39	L1
C	90	53.33	(90*70%) + (53.33*30%)	63.0+15.99= 78.99	L3

Here Bidder “B” will be declared as successful bidder.

- c) In case two firms offer the same lowest net bundled prices, then only the past experience for similar kind of work by the firms shall be considered for evaluation purpose. The decision of the Department shall be final and binding.

**VI. Private organisation wherever mentioned will have a minimum annual turnover of Rs 1000 cr, then only the experience of a bidder in that private organisation will be counted.**

## VII. Key Deliverables

### a) Print Media:

- Design of flyers/posters/brochures/Pamphlets etc -20 per year
- Design of Booklet on Annual Achievement – 2 Per year

### b) Audio/Video:

- 1-2 minute audio/video bites – 10 per week
- Scripts/creative for 1-3 min short films – 2 per month
- 5-10 minute documentary- 4 per year

### c) Digital Media:

- Posts on Ministry of Education activities on portal of MoE/Facebook/Twitter/Youtube/Instagram and other Social Media platforms of MoE ( by creation of info graphics); 25+ 25 per week
- Publicize all the national and international events, seminars and workshops including Education day, Schemes of Ministry of Education, workshops etc as suggested by concerned authority from time to time through Social Media platforms of Ministry of Education.
- Writing Blogs on Schemes/programmes/seminars/functions/workshops of Ministry of Education as and when required.
- Bulk WhatsApp messages – as and when required.
- Round the clock moderation of all Social Media platforms to address spam, unauthorized and inappropriate content etc.
- Enhance the audience engagement on all Social Media channels through designing and implementing contests, campaigns, promotions etc for generating awareness on Ministry of Education activities.
- Shall submit fortnightly, "Effectiveness Analysis and MIS reports" to Ministry of Education on the effectiveness of the Social Media strategy and the results achieved.

## E. Other Terms & Conditions:

1. Tender received after closing date and time will not be entertained.
2. Ministry reserves the right to extend the last date and time for submission of the bids as its own discretion.
3. The Clause of "Code of Integrity" as provided under Rule 175 of GFR-2017 shall be bound on each party.
4. The advertisement through all other media vehicles other than social media platforms viz. outdoor publicity, Print media, Radio, Television, printed publicity etc if assigned any will continue to be done exclusively through BOC as per the extant Government of India advertising policy and related instructions issued by Ministry of I&B and BOC from time to time.
5. The bidder/agency shall bear all costs associated with the preparation and submission of its bids and the Ministry of Education will in no way be held responsible or liable for these costs, regardless of the conduct or outcome of the bidding process. It is also clarified that no binding relationship will exist between any of the respondents and the Ministry until execution of a contractual agreement.
6. The bids shall remain valid for a period of 120(One hundred & twenty) days. In exceptional circumstances, the consent of the bidder may be requested in writing for an extension to the period of bid validity. Such requests should preferably be made much before the expiry of the bid validity. The bid security provided shall also



be suitably extended.

7. Failure to furnish all the required information may result in rejection of the bid.
8. Agencies applying for the tender will submit a certificate that the information submitted by them is correct and they will abide by the decision of the Ministry. In case the information submitted by the firm is found to be false and/or incorrect in any manner, the agencies can be suspended and/or debarred.
9. Any notice by one party to the other pursuant to the Contract shall be sent by fax/e-mail/letter and confirmed in writing to the address specified for that purpose in the Contract.
10. To assist in Technical evaluation, Ministry reserves the right to call for any clarification from any/all bidder/agency during the evaluation of the bids. Such clarification should be submitted only in writing. However, no other correspondence on bids will be entertained.
11. Participation in this bid will imply that the bidder has accepted all the terms and conditions and subsequent modifications, if any, of this bid document.
12. The Ministry shall have the sole proprietary rights over the content created/edited/provided by the agency who has been awarded the contract through this tender.
13. In all matters related to dispute relating to this tender, the decision of this Ministry will be final and binding upon the firm/agency.
14. The Ministry reserves the right to accept or reject any or all proposals without assigning any reasons. No tenders shall have any cause or claim against the Ministry for rejection of his proposal.
15. Payment terms:
  - The price quoted shall remain fixed even in case of extension of contract..
  - The agency who has been awarded the contract shall submit the bills with in a week of the subsequent month after the expiry of a quarter indicating full description.
  - In case it is required to cover events in any place outside NCR area, the agency shall only be reimbursed for bills related to travel (to & fro from Delhi to place of coverage) and accommodation (hotel) in respect of the media team sent by Ministry of Education. The agency shall have to produce receipts for the expenditures made in order to compensate for them. The type and class of accommodations and travel arrangements shall be decided by Ministry of Education and prior approval sought.
  - Travell/accommodation/food for the PR Agency representative or any other expenses incurred in the arrangement of events will be as per government rules as applicable for level of government employees who entitled for travel by 2AC and will be based on approval of competent Authority in Ministry of Education. The reimbursements of such bills shall be made by the Department concerned in the Ministry of Education. However, the price quoted by the bidder will deem to include travel outside Delhi upto 200 kilometres and no reimbursement will be made forthat. **Reimbursement of Actuals for journey beyond 200 kms:** Journey could be undertaken by rail (First Class/AC-2) or by road upto 800 kms, and by air (economy class) beyond 800 kms. The agency, may, however, obtain permission of MoE for undertaking such journey and should submit supporting documents for reimbursement. Further, for undertaking plane journey for distance less than 800 km, *prior* approval of MoE will be specifically required.
  - Agencies, which submit the bid, are advised to ensure that the

prices/rates quoted are inclusive of the manpower support required for the execution and continuous monitoring of the project during the Contract period. No deviation in any of the conditions is allowed during the project period. No increase in prices would be allowed during the contract period. Only applicable taxes shall be applied in addition to quoted rates.

16. Agency must procure and provide all the hardware required to its project team to enable them to meet the target assignment.
17. The Ministry requires that the company engages professionals in the field of journalism, graphic designing, video-audio editing, social media analysis to undertake the project and reserves the right to call for the resumes, documents relating to their professional background, expertise and their achievements as per **Annexure III**.
18. **No Subcontracting**: The bidder/agency so selected should have the capability to perform the entire scope of the work without outsourcing the same to any third party in any manner.
19. Quality of creatives and timely uploading them on the social media handles of the Ministry within the time schedule are of paramount importance and any lapse may lead to cancellation of the contract with the agency without any further notice.
20. The agency selected through this tender must provide the Ministry access to all the source code & material/data utilized for the scope of this tender.
21. Notwithstanding any of the provisions mentioned above, for rates and other terms and conditions, in case of any disagreement etc. decision of the Ministry will be final and binding on all bidders participating in this bid.

**F. Performance Guarantee**: The successful bidder shall provide a Performance Guarantee for the due and faithful performance of contract for a sum of **5%** of the total contract price before the signing of Agreement. The Performance Guarantee should remain valid for a period of 60 days beyond the date of completion of contractual obligations.

Refusal or inability or delay by successful bidder to supply all deliverables as per scope of work at the contracted rate may result in termination of the contract and forfeiture of Performance Guarantee (PG) as well as disqualification of the bidder from participating in future tenders.

**G. Agreement deed**: The successful bidder shall execute an agreement for the fulfilment of the contract on ₹100/- non-judicial stamp paper within 15 days from the date of award of the contract. The incidental expenses of execution of agreement/Contract shall be borne by the successful bidder. Agreement/ contract will be signed after the submission of the Performance Guarantee (PG).

**H. PENALTY CLAUSE**:

1. If the bidder withdraws or alter its bid before the bid validity period, Ministry may take the decision to forfeit the EMD and debar it from participating in future tenders.



2. If at any future point of time it is found that the bidder has submitted information which is factually incorrect or if the bidder does not fulfil any of the contractual obligations, Ministry may take a decision to cancel the contract with the immediate effect, and / or debar the bidder from bidding prospectively in this and all other tender procedures for a period to be decided by the Ministry and take and other action as deemed necessary. The penalty with respect to its time period shall be quantified by the Ministry at its own discretion / satisfaction.

**I. Governing Laws and Jurisdiction:**

This shall be construed and governed by the laws of India, and parties hereby submit to exclusive jurisdiction of the Delhi court of law.

**J. Settlement of Disputes and Arbitration:**

All disputes, differences and questions arising out of or in any way touching or concerning the agreement or subject matter thereof or the representative's rights, duties or liability of the parties shall be referred to the sole arbitration under the Arbitration and Conciliation Act 1996 as amended up to date. The arbitrator shall be entitled to extend the time of arbitration proceedings with the consent of the parties.

**K. FORCE MAJEURE:**

1. Ministry may consider relaxing the penalty and delivery requirements, as specified in tender document, if and to the extent the delay in performance or failure to perform its obligations under the contract are the result of Force Majeure.

2. Force majeure as used herein means any unforeseeable and irresistible act of nature, any act of war (whether declared or not), invasion, revolution, insurrection, terrorism, or any other acts of a similar nature or force, provided that such acts arise from causes beyond the control and without the fault or negligence of the Contractor.

3. In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the affected Party shall give notice and full particulars in writing to the other Party, of such occurrence or cause if the affected Party is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under the Contract.

4. The affected party shall also notify the other party of any other changes in condition or the occurrence of any event which interferes or threatens to interfere with its performance of the Contract. On receipt of the notice or notices required here under, the Party not affected by the occurrence of a cause constituting force majeure shall take such action as it reasonably considers being appropriate or necessary in the circumstances, including granting the affected Party of a reasonable extension of time in which to perform any obligations under the Contract.

5. If the contractor is rendered unable, wholly or in part, by reason of force majeure to perform its obligations and meet its responsibilities under the Contract, the Ministry of Education shall have the right to suspend or terminate the Contract on the same terms and conditions with immediate effect. In any case, the Ministry of Education shall be entitled to consider the Contractor permanently unable to perform its obligations under the Contract in case the Contractor is unable to perform its obligations, wholly or in part, by reason of force majeure.



**L. Termination:**

- i. In case of quality of service provided by the contractor found wanting / inadequate, the competent authority may terminate the contract agreement after giving 15 days' notice. In that case the competent authority may forfeit the Performance Guarantee deposit.
- ii. In case of material breach of any of terms and conditions mentioned in the tender document, the competent authority will have the right to terminate the contract, cancel the work order without assigning any reason and nothing will be payable by this Ministry in that event and the Performance security deposit may also be forfeited.

**M. Closure of Contract-**While making the final payment to the contractor and before releasing the PBG, a "no claim certificate" may be taken from the contractor as per the format given in the Annexure 21 of Manual for Procurement of Goods, 2017.



(Mahesh Kumar Meena)

Deputy Secretary to the Govt. of India

Ministry of Education

Ph: 23385365

Email: [mediacell.edu@nic.in](mailto:mediacell.edu@nic.in)



Assessment of fulfillment of eligibility criteria

Sr no	Criteria	Page number in the bid document
1	Proof of having office in Delhi-NCR. Address, email and Telephone number of the office and details of infrastructure/server available may be indicated.	
2	Name, Designation and contact details Mobile/ telephone number and email of the authorized contact person in connection with this Tender Notice.	
3	The agency should have a minimum experience of five years in the field of Social Media management, analysis, working with Central Ministries/autonomous bodies/PSUs/private organizations of repute. Photocopy of documents be attached	
4	The annual turnover of the agency should be at least 1 (one) Crore during each of the last three years. Certification of chartered account or annual balance sheet should be attached as proof of the turnover	
5	Copy of GST registration	
6	Copy of PAN	
7	Copy to this Notice Inviting Tender and Tender Document duly signed and stamped.	
8	Proof of agency having in-house Tools/Applications for social media listening and analytics.	
9	Confirm that the bidder should neither be blacklisted by any Govt. Department nor should any Criminal Case be registered against the firm or its owner or partners anywhere in India.	
10	Attach proof of BOC category A empanelled agency	

Such bidders who fulfill the eligibility criteria will be evaluated technically as indicated below:



**Technical evaluation**

- a) Only the agencies that fulfil the Minimum Eligibility Criteria and have uploaded the documents as mentioned here in Annexure I shall be eligible for technical evaluation. Such agencies shall be required to present a Technical Presentation showcasing their skills and details as laid down below:
- b) The technical evaluation of the bidders shall be made on following points (see details in Annexure I for scoring methodology).

<b>Sr. No.</b>	<b>Evaluation Criterion</b>	<b>Maximum marks</b>
<b>1</b>	<b>Credentials (Total 20 marks)</b>	
	a) Level of in-house social media listening tool (higher level will fetch higher marks)	<b>5</b>
	b) Security related experience (Disaster management response management) & Data security. Safety mechanism to prevent unauthorised access to Social Media platforms.	<b>3</b>
	c) Software licences (ownership of third party software/Licenses held for home-grown softwares; knowledge of their usage; (e.g. Coral draw, Photoshop, video/audio editing etc.)	<b>3</b>
	d) Copies of satisfactory Performance Certificate of having completed contracts of minimum one crore similar to the subject matter of this Tender during the period of last 5years (i.e. FY 2016-17 onwards till FY 2020-21) in Govt. Departments/ autonomous organizations/ PSUs/Pvt organizations.	<b>5</b>
	e) Turn over over and above 1 cr during each of the last three financial years (2018-19, 2019-20, 2020-21)	<b>4</b>
<b>2</b>	<b>Experience (Total 20 marks)</b>	
	(a) Social Media management experience with Govt. /PSUs/Private Sectors in number of years.	1 mark each for one client with a upper cap of 6 marks

	(b) Number of Govt./PSU clients	1 mark each for one client with a upper cap of 6 marks
	(c) Number of clients other than Govt./PSUs	1 mark each for one client with a upper cap of 5 marks
	(d) Report/feedback tools (creation of analytical reports & summarizing of the social media development of the day. Agency should submit format of report along with presentation as well as parameters to be incorporated.	3
3	<b><u>Qualification of Team (Total 20 marks)</u></b> a) Team of Six (as per Annexure III) b) Educational qualification of and publications, articles by back office, support staff, including creative content team.	20
4	<b><u>Social Media Strategy plan for MoE (Total 40 marks)</u></b> Proposed Creative Communication and Social media strategy plan for Ministry of Education to be submitted and presented before the committee	40
	<b>Total Score</b>	100*

\*For credentials and experience criteria, the maximum marks are 20 each. In case, a bidder scores more than 20, then the maximum score will be equated to 20 (for that criteria) and other scores will be scaled accordingly.

**Declaration:**

This is to certify that I/We before signing this Technical Bid Document have read and fully understood all the terms and conditions contained in the Tender Document and undertake myself /ourselves to strictly abide by them.

**Signature of the Authorised signatory**

**with name, designation, seal and date**



## Annexure II

### **Format for financial Bid for Social Media Management and Services Agency for Ministry of Education (MoE), New Delhi**

(To be submitted separately)

Please provide detail financial implication to the organization with break up. All prices will be inclusive of GST as prevalent on the date of tender opening. In case of variation in GST during currency of contract, the bidder will have to submit the proof of variation in GST so as to claim the differential implication of variation in GST.

<b>Sr. No</b>	<b>Items of work</b>	<b>Price per item of work</b>	<b>Sub total price for the year</b>
1	Design of flyers/posters/brochures/Pamphlets etc -20 per year	P <sub>1</sub>	20P <sub>1</sub>
2	Design of Booklet on Annual Achievement – 2 Per year	P <sub>2</sub>	2P <sub>2</sub>
3	1-2 minute audio/video bites – 10 per week i.e.520 per yr	P <sub>3</sub>	520P <sub>3</sub>
4	Scripts/creative for 1-3 min short films – 2 per month i.e. 24 per year	P <sub>4</sub>	24P <sub>4</sub>
5	5-10 minute documentary- 4 per year	P <sub>5</sub>	4P <sub>5</sub>
6	Posts on Ministry of Education activities on portal of MoE/Facebook/Twitter/Youtube/Instagram and other Social Media platforms of MoE ( by creation of info graphics); 25+ 25 per week i.e. 52x50 = 2600 per year	P <sub>6</sub>	2600P <sub>6</sub>



7	<p>(i)Publicize all the national and international events, seminars and workshops including Education day, Schemes of Ministry of Education, workshops etc as suggested by concerned authority from time to time through Social Media platforms of Ministry of Education.</p> <p>(ii)Writing Blogs on Schemes/ programmes/ seminars/ functions / workshops of Ministry of Education as and when required.</p> <p>(iii)Bulk WhatsApp messages – as and when required.</p> <p>(iv)Round the clock moderation of all Social Media platforms to address spam, unauthorized and inappropriate content etc.</p> <p>(v) Enhance the audience engagement on all Social Media channels through designing and implementing contests, campaigns, promotions etc for generating awareness on Ministry of Education activities.</p> <p>(vi)Submission of fortnightly, “Effectiveness Analysis and MIS reports” to Ministry of Education on the effectiveness of the Social Media strategy and the results achieved.</p>	<b>P<sub>7</sub>per month</b>	<b>12P<sub>7</sub></b>
<b>Total Bid Amount P=</b>		<b>20P<sub>1</sub>+2P<sub>2</sub>+520P<sub>3</sub>+24P<sub>4</sub>+ 4P<sub>5</sub> +2600P<sub>6</sub>+ 12P<sub>7</sub></b>	

**Note: (i)** The total value of bid i.e. “P” will be decided based on above. However, the actual volume of work may vary from the volume specified above for evaluation. The payment will be based on actual volume of work.

(ii) Wherever BOC has indicated a price for P<sub>1</sub> to P<sub>7</sub>, the quoted price cannot exceed the BOC price. If the quoted price is more than that indicated by BOC, such offers will be summarily rejected.

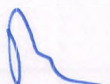
(iii) The price P<sub>7</sub> will deem to be comprising of the components 7(i) to 7(vi) and the price of engagement of 6 personnel as per details in annexure III for the scope of work in para A of the bid document.

**Declaration:**

This is to certify that I/We before signing this Financial Bid have read and fully understood all the terms and conditions contained in the document and undertake myself/ourselves to strictly abide by them.

Signature of the firm with name, designation, seal and date

**Authorized Signatory**



**Annexure III**

The qualification/experience required for the key Personnel is as follows:

Key personnel	Educational Qualification	Expected length of Professional Experience (in the field of IT/Social Media)	Experience
2 (persons) Social Media Content Manager/Social Media expert [will be in charge of news, dissemination of all kinds of coordination and online grievance handling so as to enhance PR and visibility amidst the relevant stakeholders.] (name 1: ) (name2: )	Graduate	5 years (one marks for one yr exp per person) with atleast 3 years in Social Media.	<ul style="list-style-type: none"> <li>• Expert knowledge of social media channels, including facebook, Twitter, Google+ YouTube &amp; Instagram, Wikipedia etc.</li> <li>• Experience of writing, editing crafting and optimizing content specific to Social media channels</li> </ul>
1 (One) Hindi content writer(name:___)	Graduate	5 years (one marks for one yr exp)	Professionally qualified in mass communication
1 (One) English content writer(name:___)	Graduate	5 years(one marks for one yr exp)	Professionally qualified in mass communication
1 (one) Social Media Designer/ Graphic Designer (name:_____)	Graduate with Diploma in web design	5 years(one marks for one yr exp) with atleast 3 years in web design/Social Media	Certificate course on Graphics and web design  Designing prototype for Print and Websites  Writing cross-borwser compliant HTML, CSS & JavaScript

				<p>Knowledge of HTML, CSS, JavaScript/JQuery and PHP</p> <p>Good understanding of print and web development issues.</p>
1 (One)	Social Media Data Analyst (name: )	Graduate	4 years (one mark for one yr exp)	Experience managing social media analytics, posses' superior analytical ability.

Note: (i) The total marks secured will be added. The maximum marks in this category will be 20. Thus If bidder(s) secure more than 20 marks, then the bidder with the highest mark will be equated to 20 and other bidders score will be recalibrated accordingly.

(ii) The names indicated here are the ones who will be deployed in the Ministry of Education. In the event of a substitute deployment, the substitute must have same or higher experience than the persons mentioned herein.



**Form1: Bid Proposal and general information form**

Date:

Tender No.:

To

Sir/Madam

Having, examined the bidding documents, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide services for handling the Social Media and other related activities of the Ministry of Education (MoE), in conformity with the said bidding documents for the same as per the technical and financial bid.

If our bid is accepted, we undertake, to render the services in accordance with the clauses and conditions which are specified in the contract document that we will sign. If our bid is accepted, we will obtain the guarantee of a bank for a sum equal to the value of security deposit for the due performance of the contract, in the form prescribed by the Ministry of Education.

We agree to keep the bid valid for a period of 120 days after the date fixed for bid opening as mentioned under the instruction to Bidders and it shall remain binding upon us and may be accepted by Ministry of Education at any time before the expiration of that period. This bid, together with your written acceptance thereof and your notification of award shall constitute a binding Contract between us.

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

We understand that you are not bound to accept the lowest or any bid you may receive.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_\_

Signature  
(In the capacity of)

Duly authorized to sign Bid for and on behalf of

