



National Institute of Electronics and Information Technology (NIELIT)

**Request for Proposal
for
Selection of Social Media Agency**

Offers are invited from reputed and experienced Agencies/
Firms for working with NIELIT

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Data Sheet

S. No	Particular	Details
1.	Document Reference Number	60(1)2016-NIELIT-HQ
2.	Approximate Cost of Work	Rs. 50,00,000/- (Rupees Fifty Lakhs Only)
3.	Cost of RFP Document (Non Refundable)	Rs. 1,000/- (Rupees One Thousand Only)
4.	Earnest Money Deposit	Rs. 2,50,000/- (Rupees Two Lakhs Fifty Thousand Only)
5.	Publishing Date of RFP – Document Download Start Date/ Time from Website	May 16, 2016 (Monday) -1500 Hrs
6.	Pre-Bid queries received by e-mail (in prescribed format)	Pre-Bid queries in the prescribed format [Form 5-P] may be sent through e-mail at basab@nielit.gov.in by May 20, 2016 (Friday) – 1700 Hrs with the subject titled 'Pre-Bid Query for RFP of selection of Social Media Agency'
7.	Pre-Bid Conference	May 24, 2016 (1500 Hrs to 1700 Hrs)
8.	Publishing of Public Corrigendum on NIELIT Website w.r.t Pre-Bid Conference, if any	May 26, 2016
9.	Last Date & Time for Submission of Bid Document	June 6, 2016 (Monday) – 1500 Hrs <i>NOTE: Any Bid received by NIELIT after the deadline for submission of Bids prescribed in this document, will be summarily rejected and returned unopened to the Bidder. NIELIT shall not be responsible for any postal delay or non-receipt / non-delivery of the documents. No further correspondence on this subject will be entertained.</i>
10.	Date & Time for opening of Technical Proposals	June 6, 2016 (Monday) – 1530 Hrs
11.	Date and Time of Technical Presentations	Will be intimated later to shortlisted bidders
12.	Date & Time for opening of Financial Proposals	Will be intimated later to technically qualified bidders
13.	Address for Bid Submission	The Director General, National Institute of Electronics and Information Technology (NIELIT), Electronics Niketan Building, 6, CGO Complex, Lodhi Road, New Delhi - 110 003, India
14.	Website	http://www.nielit.gov.in , http://eprocure.gov.in/epublish/app http://deity.gov.in
15.	Method of Selection	<ul style="list-style-type: none"> To qualify technically, a Proposal must secure minimum cumulative Technical Score of 70. Only technically qualified proposals shall be considered for Financial Bid Opening. The Bidder who has quoted the lowest rate, amongst all technically qualified bidders will be adjudicated as the most responsive Bidder for award of the Project.

Disclaimer: This RFP is not an offer by NIELIT, but an invitation to receive offer from eligible bidders. No contractual obligation, whatsoever, shall arise from the bidding process unless and until a formal contract is signed by duly authorized officials of NIELIT with the selected agency/firm.

(Director General, NIELIT)

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Section 1: Invitation for Proposal

1.1. Introduction

Genesis of NIELIT

The National Institute of Electronics and Information Technology (NIELIT), is a body under the administrative control of the Department of Electronics and Information Technology (DeitY), Ministry of Communications and Information Technology, Government of India. NIELIT came into existence in the year 1995 as erstwhile DOEACC Society. In December 2002, RCC, Chandigarh; RCC, Kolkata; and CEDTIs located at Aurangabad, Gorakhpur, Calicut, Imphal, Aizwal, Tezpur/Guwahati and Srinagar/Jammu were merged with the DOEACC Society. After the merger, the mandate of the Society was to carry out HR development and related activities in the area of Information, Electronics and Communication Technology (IECT), as the HRD arm of DeitY. The DOEACC Society was renamed as NIELIT in October 2011.

Overview of Activities

NIELIT is actively engaged in the development of qualified human resources in the areas of IT; Electronics; Communication Technologies; Hardware; Cyber Law; Cyber Security; IPR; GIS; Cloud Computing; ESDM; e-Governance and related verticals. NIELIT offers courses both in the Formal as well as the Non Formal sector of education and is also one of the National Examination bodies which accredit institutes / organizations for the conduct of courses in the Non Formal sector.

NIELIT has been mandated to undertake various projects under Capacity Building in ICT with the objective of creating human resources at various levels including development of employment and self-employment linked quality and cost effective training programmes, besides conducting IT Literacy programmes for the masses, especially targeted towards the rural/ underdeveloped areas in the country. NIELIT is also the preferred agency for many State Governments for rolling out IT Literacy programmes for its employees and the masses.

The wide repertoire of NIELIT Courses includes: (a) Courses in the **Formal Sector**, being offered by the NIELIT Centres, in association with State Universities/Technical Boards, such as *M.Tech, B.Tech, MCA, BCA, Diploma etc.*; (b) Courses in the **Non-Formal Sector** viz; 'O' Level (equivalent to foundation level), 'A' Level (equivalent to Advance Diploma), 'B' Level (equivalent to MCA Level), 'C' Level, being offered by NIELIT Centres and other training institutions that have been granted accreditation for the purpose; (c) **Short Terms Skill Oriented Courses** by the NIELIT Centres in IT and Electronics depending on demographic demands; (d) **Digital Literacy Courses**, such as CCC (Course on Computer Concepts), BCC (Basic Computer Courses), CCC+ etc.; and (e) Training Programs or Corporate Training programs, which are tailor made programs, based on specific requirements.

NIELIT – Training Partners all over India

S.No	Description	Number of Training Units
1.	NIELIT Centres at Ajmer (Kekri), Agartala, Aizwal, Aurangabad, Calicut, Chandigarh, Chennai, Delhi, Daman, Gangtok, Gorakhpur, Guwahati, Tezpur, Imphal, Itanagar, Kolkata, Kohima, Patna, Ranchi, Srinagar and Jammu,.	21*
2.	NIELIT Extension Centres at Shimla, Lucknow, Chuchuyimlang, Guwahati, Shillong, Jorhat, Silchar, Senapati, Lunglei, Leh and Churhandpur, Tura (<i>Computer Saksharta Kendra at Alawalpur</i>)	12* + 1
3.	Accredited Institutes – Private Computer Training Institute accredited by NIELIT based on well defined norms and criteria for the conduct of courses in the Non Formal Sector (O/A/B/C Levels)	900 +
4.	Facilitation Centres – Private Computer Training Units engaged in the delivery and proliferation of IT Literacy in the country through NIELIT's CCC/ BCC courses.	8300 +

* The network of NIELIT Centres is likely to further increase on PAN India basis.

1.2. Goals and Objectives

- i. To raise awareness about NIELIT, its courses and skill development/ capacity building initiatives.
- ii. Highlight the role of NIELIT under 'Skill India', 'Make-In-India' and 'Digital India' programmes of the Government of India.
- iii. Make people aware about various courses, services and schemes offered by NIELIT.
- iv. Widening NIELIT's reach among different communities on social media and online platforms.
- v. To create a simple and user-friendly system for exchanging ideas and feedback on services online.
- vi. To allay the apprehensions, misconception if any, prevailing amongst people and portray NIELIT activities in proper perspective.
- vii. To inform people online about new policies, initiatives and opportunities for the people through the wide repertoire of NIELIT's courses and the capacity building initiatives undertaken by the NIELIT in the recent past.

1.3. Invitation to Bidders

The invitation is for selection of a Firm/ Agency to carry out Social Media activities for NIELIT.

- I. The Request for Proposal can be downloaded from <http://www.nielit.gov.in/tender>
- II. NIELIT may, at its own discretion, extend the date for submission of proposals. In such a case, all rights and obligations of NIELIT and Bidders previously subject to the will thereafter be subject to the as extended.
- III. All Banker's Cheque/ Demand Draft should be in Indian Rupees and from any Nationalised/ Scheduled Bank in favour of NIELIT (Payable at New Delhi).

Section 2: Instruction to Bidders

2.1. Conflict of Interest

- i. The selected Firm/ Agency should provide professional, objective and impartial service and hold NIELIT's interest paramount.
- ii. The selected Firm/ Agency shall not deploy former employees who have served NIELIT in last six months.
- iii. The selected Firm/ Agency 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's contract.

2.2. Validity of Proposal

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

- I. Proposal shall remain valid for acceptance by NIELIT for a period of 120 days from the date of opening of Technical Bid.
- II. NIELIT reserves the right to reject a proposal valid for a shorter period as non – responsive.
- III. In exceptional circumstances NIELIT 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

NIELIT reserves the right to annul the Request for Proposal 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 ground of such decision.

2.4. Fraud & Corruption

It is required that the Bidders submitting Proposal and Agency selected through this Request for Proposal 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 NIELIT or its personnel in Work Order executions.
- II. **“Fraudulent practice”** means a misrepresentation of facts, in order to influence selection process or the execution of the Work Order, and includes collusive practice among Bidders (prior to or after Proposal submission)
- III. **“Unfair trade practice”** means supply of devices different from what is ordered on, or change in the scope of work.
- IV. **“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. NIELIT will **reject** a proposal for award, if it determines that the Bidder recommended for the award, has been determined to have been engaged in corrupt, fraudulent or unfair trade practices. NIELIT will declare a Firm/ Agency ineligible, either indefinitely or for a stated period of time, for awarding the Work Order, if it any time determines that the Firm/ Agency has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing the Work Order.

2.5 Clarifications & Amendment to Request for Proposal

- I. During the process of evaluation of Proposals, NIELIT may, in its discretion, ask Bidders for clarification on their proposal. The Bidders are required to respond within the prescribed time frame.
- II. NIELIT may for any reason, modify the Request for Proposal from time to time. The amendment(s) to the Request for Proposal would be clearly spelt out and the 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 Two Lakhs Fifty Thousand Only (Rs. 2,50,000/-) along with Technical Bid in **Envelope 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 Nationalised/ Scheduled Bank in favour of "NIELIT" payable at New Delhi.
- III. The earnest money (interest free) of the unsuccessful Bidders shall be refunded on request by the Bidder after final award of the work order to the selected Bidder.
- IV. EMD of the successful Bidder will be released after the Bidder signs the final agreement and furnishes the Performance Bank Guarantee (PBG).
- V. The EMD will be forfeited:
 - If the bidder withdraws the bid after quoting and submission / acceptance;
 - If the bidder withdraws the bid, or unilaterally amends, impairs or rescinds the offer before the expiry of the validity period the bid or within the time frame of extension given by NIELIT in special case communicated before the expiry for the bid;
 - If the bidder fails to comply with any of the provisions of the terms and conditions of the bid specification;
 - If the selected bidder fails to execute agreement in prescribed format and furnish the Performance Bank Guarantee (PBG) within the prescribed time.

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 Request for Proposal. Failure to furnish all the necessary information as required by the Request for Proposal or submission of a proposal not substantially responsive to all the requirements of the Request for Proposal shall be at Bidder's own risk and will be liable for rejection.
- II. The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or overwriting shall be valid only if they are signed by the authorized person signing the Proposal.
- III. The proposal shall be in indelible ink and shall be signed by the Bidder or duly authorized person(s). The letter of authorization shall be indicated by written power of attorney (Form 4-P) and shall accompany the proposal.
- IV. In addition to the identification, the envelopes containing the Proposals shall mention the name and address of the Bidder to enable the proposal to be returned in case it is declared late pursuant and for mailing purposes.
- V. Proposals received by facsimile shall be treated as defective, invalid and rejected.
- VI. Only detailed proposals complete in all respect and in the forms indicated shall be treated as valid.
- VII. No Bidder is allowed to modify, substitute, or withdraw the Proposal after its submission.

2.8. Pre-Bid Conference

A prospective Bidder, requiring a clarification on the Request for Proposal shall notify NIELIT via email by the prescribed date and to the e-mail address specified in the Data Sheet. NIELIT will host a Pre-Bid Conference of prospective bidders as per the schedule provided in the Data Sheet. The representatives of the interested organizations may attend the pre-bid conference at their own cost. The purpose of the conference is to provide bidders with information regarding the bid document and the proposed requirements. It will also provide each bidder with an opportunity to seek clarifications regarding any aspect of the bid document. A maximum of two representatives of each Bidder shall be allowed to participate in the conference. The venue for the Pre-Bid conference is the address provided below:

**Electronics Niketan Building,
6, CGO Complex,
Lodhi Road,
New Delhi - 110 003**

Any change in Venue and/or Time for Pre-Bid Conference will be displayed on NIELIT website <http://www.nielit.gov.in> a day before the schedule of Pre-Bid Conference. In respect of suggestions / alterations proposed by prospective Bidders, NIELIT may/may not consider them and the decision of NIELIT in this regard shall be final and binding. The response to the clarifications will be issued at NIELIT Website as a corrigendum to the original bid document.

2.9. Submission of Proposal

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

- Bids 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 (in conformance to the eligibility qualifications) and 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. The detailed presentation of 3 case studies as mentioned in Serial No 3 of table at Sec 2.12(I) must be submitted in soft copy as well.
- Every page of the documents submitted by the Bidder must be duly signed by the authorized signatory of the Firm/ Agency along with the Agency's seal.

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

1. **Technical Proposal (Envelope-1)** – The envelope containing Technical Proposal (along with EMD, Cost of RFP document & relevant annexure) comprising of *Form 1-P (Covering Letter)*, *Form 2-P (Bidder's Organisation Details)*, *Form 3-P (Self Declaration – Non Blacklisting)*, *Form 4-P (Power of Attorney)*, *Form 1-T (Technical Form)*, *Form 2-T (Format for Submission of Details of Similar Assignments)*, *Form 3-T (Format for Submission of CVs of Team Members)* shall be sealed and superscripted **“Technical Proposal-Selection of Social Media Agency”**.
2. **Financial Proposal (Envelope-2)** – The envelope would have **Form F-B (Financial Bid Format)** only and shall be sealed and superscripted **“Financial Bid –Selection of Social Media Agency”**.

NOTE: 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. Authorised representatives of the Bidders may be present during the Bid Opening, if desired. NIELIT may constitute Bid Evaluation Committee to evaluate the Bids submitted by Bidders for a detailed scrutiny. Subject to the terms mentioned in the Request for Proposal, a two stage process as explained below will be adopted for evaluation of Bids submitted by the specified date and time.

2.11. Eligibility

Scrutiny of the Bids for eligibility will be done to determine whether the Bidders meet the eligibility criteria defined as under:

S. No.	Criteria	Documentary Evidence
1.	The Firm/ Agency should be an Indian registered entity with minimum 3 years of existence in similar activities on the day of submission of bid. <i>(Bidding through consortium is not allowed.)</i>	<ul style="list-style-type: none">• Certificate of Incorporation/ Registration• PAN Card• Service Tax Registration Certificate
2.	The Firm/ Agency should be a profitable organization, having an average turnover of INR 5 Crore in the last three financial years.	<ul style="list-style-type: none">• Certified copies of financial statements duly audited by statutory auditors for last 3 financial years, i.e. 2014-15 & 2013-14, 2012-13.• Certificate from Chartered Accountant (CA) certifying the profitability and average annual turnover in the last three financial years.
3.	In last three years, Firm/ Agency must have completed/ in progress minimum 3 separate projects for different clients on Social Media Monitoring and Management, out of which at least 2 projects should be from Government organization/ PSU/ Autonomous bodies, in India. Each of these projects should have a Fee Value of Rs. 25 lakh or more.	Work Order/ Client Completion Certificate from the respective clients.
4.	The Firm/ Agency must have minimum 15 experienced professionals on its payroll as permanent employees in the area of Social Media Monitoring and Management, such as design and creative, contents, social media and preparation of films/ audio-visuals, etc.	Self-certified tabular list of all such professionals along with name, designation, date of birth, date of joining, total experience (in years) and area of expertise.
5.	The Firm/ Agency should not have been blacklisted by the Central/ State Governments & PSUs	Refer Form 3-P

- **Please check that relevant documents as specified have been attached.**
- **EMD is as per requirement.**
- **The offer is for the entire work as defined under scope of work.**

NOTE: Proposals not conforming to the above requirements shall be rejected. Only those Bids which fully conform with the Eligibility Criteria (as per 2.11) shall be subjected to further scrutiny and technical evaluation as per 2.12. In this regard, the decision of the Bid Evaluation Committee constituted by NIELIT shall be final and binding.

2.12. Evaluation of Technical Proposal

I. **Criteria for Award of Marks:** The Technical Evaluation shall be based on the parameters and weightage as mentioned in the Table below, and subject to the clauses thereafter:

S. No	Parameters	Minimum Score	Maximum Score
1	Relevant experience in online Social Media Monitoring and Management for Government/ PSU/ Private Sector (At least 3 projects of different clients, in the last 3 years) (4 marks for each project of the value of INR 25 lakh or above)	12	24
2	Team members who are permanent employees of the agency, having been on the payroll for a minimum of 1 year before the date of bid submission, and who are to be deployed at NIELIT: <ul style="list-style-type: none"> Project Manager – BE/B.Tech/MBA – Total Experience of at least 10 years of which at least 4 years should be in Social Media (8 marks) Community Manager – Any Graduate – Total Experience of 5 years of which at least 2 years should be in Social Media (4 marks) Graphic Designer – Graduate with Diploma in Web Designing - Total Experience 5 years of which at least 2 years should be in Social Media (4 marks) <i>[CV of personnel should be submitted as per Form 3-T]</i>	16	16
3.	A detailed presentation on the work done for the 3 separate clients, with project value of Rs. 25 Lakhs or more, out of which at least 2 projects should be from Government: <ul style="list-style-type: none"> Each client's per day social media interaction volumes Response matrix followed and turnaround-time for the three clients Engagements Levels of Content (monthly average) – Computed as %age of (Total No. of Engaged Fans/Followers) vis-a-vis (Total No. of Fans/Followers) - <i>Relevant supporting screen shots to be submitted as proof.</i> Most successful campaign carried out for each of the three clients – case studies <i>[Also refer to Format for Client Case Study Evaluation at 2.12(II)]</i>	24	36
4.	Presentation on Strategy, Strength, Approach & Methodology etc. including but not limited to the following: <ul style="list-style-type: none"> Brand Vision and Digital Marketing Strategy. Content Development Strategy Usage of Social Media Monitoring and Management tools, applications and mobile devices Experience of handling grievance redressal system through social media for national level companies/ corporate. In-house capabilities of producing creative contents in multiple languages, besides Hindi and English. Innovative ideas and suggestions. 	18	24

II. **Format for Client Case Study Evaluation** (Please refer to S. No 3 of table at 2.12 (I))

Criteria (to be submitted for each of the 3 client)	Minimum Score	Maximum Score
Client's per day social media interaction volumes	6	9
Response Matrix followed + Turnaround Time	6	9
Engagement Level of Content – determined on monthly average for 1 quarter. [Monthly Engagement to be computed as the % age of (Total no. of engaged Fans/ Followers) vis-à-vis (Total no. of Fans/ Followers)]	6	9
<i>Note: Supporting Screenshots to be submitted as proof</i>		
Case study on the most successful campaign (with screenshots and volumes achieved)	6	9

III. **Other clauses related to technical evaluation:**

- The Technical Proposal must not include any financial information failing which the Proposal will be rejected.
- Bid Evaluation Committee may, at its discretion, call for additional information from the Bidder(s). Such information has to be supplied within the given time frame, otherwise the Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of Bidders and the proposal is likely to be rejected. Seeking clarifications cannot be treated as acceptance of the Proposal.
- If considered necessary, the Bid Evaluation Committee may also invite short-listed agencies for making a presentation on their Strategy, Strength, Approach & Methodology for executing NIELIT's social media activities.
- The Bid Evaluation Committee may also undertake an On-site visit to the Client/Agency's premise for live demonstration of the day-to-day social media operations.
- For verification of the information submitted by the Bidder, the Committee may visit Bidder's office at its own cost. The Bidders shall provide all the necessary documents, samples and reference information as desired by the Committee. The Bidders shall also assist the Committee in getting relevant information from the Bidders references, if desired.
- ***For calculating the Technical Score (TS), the individual scores, as per respective weightages specified at table at section 2.12 (I) will be summed up. In order to qualify technically, a Proposal must secure minimum cumulative TS of 70, subject to the condition that the minimum score, as specified for each category is also achieved.***
- The decision / award of scores by the Bid Evaluation Committee shall be final and binding and no further communication shall be entertained in this regard. Only Technically qualified bids 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 publically as per Data Sheet, in the presence of Firm's representatives who choose to attend. The name of the Firm and their financial proposal shall be read out aloud. NIELIT will correct any computational errors, if any. While correcting computational errors, in case of discrepancy between a partial amount and the total amount (inclusive of taxes) or between words and figures, the former will prevail. The decision of the Bid Evaluation Committee shall be final and binding.

After opening of financial proposals, appropriate selection method shall be applied to determine the Agency/ Firm who will be declared winner and be eligible for award of the work, i.e., the Bidder who has quoted the lowest rate, amongst all technically qualified bidders will be adjudicated as the most responsive Bidder for award of the Project.

2.14. Payment Terms

- I. No advance payment would be admissible.
- II. The annual contract value will be paid in 4 equal quarterly installments, at the end of each quarter, against agency's pre-receipted bill in triplicate being submitted along with such supporting documents as may be prescribed.
- III. Payment shall be released based on satisfactory performance report, as certified by NIELIT.
- IV. All payments to the Bidder shall be made through RTGS only for which they are required to submit the following information:
 - Bank Account Number
 - IFSC Code.
 - Bank Details.
- V. Tax Deduction at Source (TDS): All Central/State Govt. /Local Body Levies as applicable from time to time shall be deducted at source from the payment to the Supplier/ Bidder as per the respective law in force at the time of execution of contract. NIELIT shall deduct at source taxes/duties under any other law/statute as may be applicable at the time of making payments.
- VI. For all services supplied, the Bidder shall be entirely responsible for all taxes, stamp duties, license fees, and other such levies imposed/incurred until delivery of the contracted products or services.
- VII. If any rates of Tax are increased or decreased, a new Tax is introduced, an existing Tax is abolished, or any change in interpretation or application of any Tax occurs in the course of the performance of Contract, which was or will be assessed on the Bidder or its employees in connection with performance of the Contract, an adjustment as per the terms of this RFP shall be applicable and Contract Price shall be made to take into account any such change in such manner as prescribed herein the RFP.

Section 3: Scope of Work & Deliverables

A. Scope of Work

The scope of work for the Agency would comprise Social Media Management for NIELIT on turnkey basis including, but not limited to the following activities:

1. **Strategy Formulation:**
The Agency to formulate a result oriented comprehensive social media promotion strategy for NIELIT.
2. **Creation and maintenance of Social Media Platforms for NIELIT:**
 - i. The Agency shall create and subsequently maintain the popular Official Social Media Platforms, such as Facebook Page, Twitter Profile, You Tube Channel, Google plus, etc., including any other social media platform during the course of contract and hence set up a complete social media networking management system for NIELIT and manage the same by deploying requisite number of persons with requisite qualifications and skill sets. The Agency shall ensure that personnel deployed in NIELIT bear impeccable integrity and character and comply with the work ethos of NIELIT.
 - ii. The Agency would develop and upload on various social media platforms, creative content or adapt the already available creatives. The contents include, but are not limited to banners, videos, infographics, graphics, cartoons, animation etc.
 - iii. The activities listed under this sub-section will have to be executed at periodic intervals, the frequency of which will be decided by NIELIT.
3. **Dissemination of message through Social Media outlets of NIELIT:-**
 - i. The Agency would be responsible for enhancing reach of messages and other Schemes of NIELIT on various social media platforms through innovative/interactive media so that the content would reach to the last mile on internet domain in real time basis.
 - ii. The content will be initially drafted in two languages (English & Hindi) and extended to other Indian languages as per need.
 - iii. Regularly upload posts on chosen social media platforms.
 - iv. Regularly post original blog/ articles related to NIELIT and its usage.
 - v. While creating content, platform limitations should be given due care (e.g. -140 character limitation on Twitter).
 - vi. Compilation and coordination of NIELIT news, events and community involvement postings within social media.
 - vii. Select and upload images that increase curiosity amongst people.
 - viii. Design creative piece in accordance with campaigns and adapt them to platforms.
 - ix. Curate topics on relevant Hash(#) tags on digital platform
 - x. All activities listed under this sub-section are continuous activities and will be executed at the intimation of NIELIT from time-to-time.
4. **Conversation Management:**
 - i. Set up monitoring services based on pre defined goals.
 - ii. Monitoring to be done using proper tracking mechanism to track conversations relating to NIELIT.
 - iii. To tap existing or initiate newer conversations on regular basis.
 - iv. Run Hash(#) tag based discussions with Twitter/Facebook users, frequently

5. **Influencer Marketing:**

- i. Use influencers from society/ social media and invite them to be endorsers.
- ii. Maintain a rapport with digitally influential people having a large follower base.
- iii. Target influencers for building up a positive mindset amongst policy/ decision makers.

6. **Viral Promotion on Internet:**

The agency must formulate and operationalise viral projects for NIELIT that will provide maximum brand impact in minimal time. For this purpose, the agency must create effective viral messages, designs/ creative for social media sites, internet/ you tube.

7. **Response Management:**

- i. The agency shall provide accurate, complete, polite and prompt feedback mechanism to user via social media platforms. The agency shall gather inputs from users and respond back to his service request. User interaction would initially be done in Hindi and English only to be extended to other languages subsequently on need based basis.
- ii. The agency would also moderate the sites to avoid spam, advertisements and inappropriate content.
- iii. The agency is also expected to track on social media networks for key words related to business in particular, and respond to them in a big way to initiate positive conversations on social media sites.

8. **Monitoring and Reporting:**

- i. Tracking conversations, links and blogs about NIELIT and issues / topics relating thereto.
- ii. Tracking sentiments-Positive, Neutral or Negative.
- iii. Use effective third party tracking tools to track the progress of each network.
- iv. Reporting any discrepancy in sentiments
- v. Channelizing and drafting a plan to work out and neutralise negative sentiments
- vi. Submit effectiveness analysis reports to NIELIT on a weekly and/or monthly basis, as required.
- vii. The agency would employ requisite analytical and software tools.

9. The agency must integrate social media with the official portal (web based) and vice versa

10. The agency shall ensure that the content and activities on social media platforms do not restrict accessibility of the platform on various mobile devices and different browsers.

11. The agency must mark all electronic content (text, photo, video or otherwise) as copyright of NIELIT, wherever applicable; and monitor and report unauthorised use. This responsibility includes but is not limited to the following activities:

- i. Content sanitization, formatting and uploading
- ii. Use of SEO (Search Engine Optimization) friendly clean permalink structure
- iii. Tagging and categorisation of posts and articles
- iv. Feedback mechanism to accept and display hierarchical user comments
- v. Develop and update the Frequently Asked Questions (FAQ) bank based on user feedback

12. **Customer Relationship Management software:**

The agency would be responsible for customisation of CRM software tool available in the market to meet the social media monitoring and management for NIELIT. Broadly the software tool would include the following:

- i. Customisation of dashboard through creating Graphical user interface (GUI) which will enable a comprehensive and user friendly interaction on various Social Media platforms through a single interface.
- ii. This software tool would facilitate various online events management including but not limited to Twitter Conference, Online contests, polls, competitions, Google+ hangouts.
- iii. This software tool would be able to publish the content on various social media platforms and social media users/accounts.
- iv. The software tool would be able to monitor individual social media user/account, monitor social media sentiments, monitor and track overall trends on various social media platforms and generate reports in various formats like graphs, charts etc.
- v. This software tool would be able to perform like search engine, which will work as web crawler and social media crawler both and would be able to search various hash – tags, keywords across the social media platforms.
- vi. This software tool would be able to generate activities, based on various trends, analytics, keyword etc.
- vii. This software tool would be able to segregate responses of various social media platforms and manage to reply to those accordingly.

13. **Archival Set Up:**

Agency would be responsible for storage of content and data by means of online/offline archival support. The archived content should be available for at least 180 days to be made available to NIELIT at short notice.

14. **Other anticipated activities but not limited to:-**

- i. Manage and act on all related opportunities.
- ii. Distributing press releases, media announcements to online media
- iii. Conducting personal follow up on outreach via e mail
- iv. Utilising social media tools to support day to day image building efforts
- v. Mean and methods of Social Media Audit

15. **Additionally the Bidder needs to provide for the following:**

- i. The bidder should position at least three dedicated members as mentioned in Serial Number 2 of table at Section 2.12 (I) at the NIELIT HQ, New Delhi for the duration of the contract.
- ii. The bidders should arrange their own laptops/Computers/ internet, software etc. NIELIT shall provide only space, furniture & electricity for operations.

NOTE:

- i. The selected Agency shall be actively involved in Content Creation & Management for a period of 1 year or such extended period thereafter and all such content created will be the property of NIELIT.
- ii. The Agency must also understand that the operation of Social Media Platforms fall under the purview of Right to Information Act, 2005 and therefore, must answer any queries only after consultation with NIELIT.

- iii. The Agency would be responsible to ensure compliance with IT Act and IT Amendment Act of 2008 and rules framed there under particularly Information Technology (reasonable security practices and procedures & sensitive personal data or information) Rules 2011, Information Technology (Intermediary guidelines) Rules, 2011.
- iv. NIELIT is ISO 9001:2008 certified organisation and Agency need to adhere to reasonable security practices and procedures as per ISO 9001:2008, including Govt. of India guidelines as applicable from time to time.
- v. 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 may be considered an incomplete execution of work order.
- vi. All Intellectual Property displayed on the social media platforms shall belong to NIELIT and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with NIELIT. The agency will be required to sign a Non-Disclosure Agreement at the start of the contract and will also be responsible for Complete Knowledge Transfer (including Documentation, creative content, etc.) at the end of the contract period.
- vii. Efforts shall be made by NIELIT to make available relevant (basic information/ pictures/ approvals) content to the Agency, as available, from time to time.

B. Timelines & Deliverables:

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)

S. No.	Deliverable	Timelines / Turnaround time
1.	Preparation & Submission of Detailed Plan of Action	T + 7 days – To be revised on monthly basis and should be submitted by the 7 th of subsequent months.
2.	Content Creation and Dissemination	A minimum of 1 post per day for each platform (or as required by NIELIT)
3.	Campaign Management	At least one campaign per month across platforms for user engagement.
4.	Regular Monitoring and User Response Management	To be done on day-to-day basis. Turnaround time should ideally be of about 2-4 hours for standard queries (those for which a common standardized reply is applicable) and 24 hours for special case queries
5.	MIS Reports on monthly basis	To be submitted by third day of every month or as and when desired by NIELIT, indicating the activities remaining/ completed and progress of scheduled tasks/ activities.
6.	Other content/ creative requests	Within 24 hours (One Day)
7.	Request by NIELIT for Specific Reports	Within 24 hours (One Day)

** Formats for delivering reports are subject to modification by NIELIT from time to time.*

C. Milestones:

The selected Agency/Firm shall make efforts to ensure that the follower base on all Social Media platforms increases exponentially. Consistency in reach of the messages should be maintained. The suggested growth in follower base on two key platforms is as under. More platforms will be added to this matrix as NIELIT's Social Media engagement grows:

Quarter	1 st	2 nd	3 rd	4 th
Facebook: Fan Base	5,000	15,000	30,000	1,00,000
Twitter: Follower base	1,000	2,500	5,000	10,000

D. Penalty / Liquidated Damages:

Deductions on account of penalty/ liquidated damages shall be based on the followings:

- i. If any stage as specified under Section – 3 (B) 'Timelines & Deliverables, is either not completed or not completed satisfactorily, due to reasons solely and entirely attributable to the selected Agency/ Firm, an aggregated penalty @ 0.25% per day of delay (for individual activity) may be imposed from the quarterly invoice value.
- ii. Unauthorized absence of any personnel deputed by the Agency/Firm shall also be considered for penalty @ 0.25% per day of unauthorized absence.
- iii. Total penalty in a quarter would be subject to a maximum of 10%.
- iv. If in a quarter, the delay exceeds the penalty of more than 10%, then the contract is liable to be terminated with immediate effect and no clarification/ justification shall be entertained by NIELIT.
- v. On pre-mature termination of contract on account of delay, the PBG (Performance Bank Guarantee) shall be forfeited and other actions as deemed appropriate, which includes blacklisting/ legal proceeding may also be initiated. In such a case, NIELIT shall be free to get the work done from any other Agency at the risk and cost of the Agency, whose contract has been terminated.
- vi. For calculation of penalty amounts based on delay/shortcomings on the part of the Agency and which is not attributable to the delay on the part of NIELIT, the decision of Director General, NIELIT will be final and binding.

Section 4: General Terms & Conditions

NOTE: 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 overwritings and corrections in the financial bid.
- 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 120 days from the date of opening of Technical Bid.
- iv. In the event of any loss /damage to NIELIT arising out of the work order/ contract, the Bidder shall be liable to make good such loss. No extra cost on such loss shall be admissible.
- v. Direct or indirect canvassing on the part of the Bidder or his representative will lead to disqualification.
- vi. Conditional bids by Bidders are liable to summarily rejected.
- vii. NIELIT reserves the right to accept or reject one or all bids without assigning any reasons and accept bid for all or anyone. NIELIT also reserves the right to award the work to more than one company.
- viii. The Agency shall not use any Govt. Emblems and/or NIELIT logo in any unauthorized, illegal or inappropriate way which may deceive the public to believe unsolicited, unauthorized content. The said logos/ emblems shall be used only in such manner as to provide credibility to the authentic web pages/applications/ platforms belonging to NIELIT.
- ix. The Agency shall also monitor the virtual space for any individual or organization which may be operating platforms/applications/web pages/websites and deceiving the public to believe that they are in anyway associated with the NIELIT. Upon discovery of such entity, the Agency shall provide necessary information of such entity to the NIELIT for immediate prosecution.
- x. The Agency must maintain uniformity while uploading of content on the platform. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platform instantly.
- xi. The Agency's contract is liable to be immediately terminated if it is found 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 NIELIT of the same, to provide NIELIT with the opportunity to prosecute such an individual or group.
- xii. No interest shall be paid by NIELIT on PBG/EMD.
- xiii. NIELIT reserves the right to undertake a mid-term review of the progress of the work done and take necessary action, in line with GFR Rule 171
- xiv. Termination: The Work Order can be terminated at any time by NIELIT, if the services are not up to satisfaction, after giving an opportunity to the selected Agency of being heard and recording of the reasons for repudiation.
- xv. Recoveries: Recoveries of penalty/liquidated damages shall be from quarterly invoice(s) and/or PBG available with NIELIT. In case recovery is not possible, recourse will be taken as per law in force.
- xvi. NIELIT may enforce forfeiture of PBG (in full or part) in the following cases:
 - a. Failure of agency to perform satisfactorily despite repeated warnings and consistent failure to improve services.

- b. Breach of contract terms and conditions.
- c. Any other circumstance at the sole discretion of NIELIT.
- xvii. 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.
- xviii. 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.
- xix. 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 Arbitration by a sole Arbitrator to be appointed by DG, NIELIT.
- xx. All legal proceedings, if necessity arises, by any of the parties needs to be lodged in courts situated in Delhi.
- xxi. Bidders are neither allowed to join hands to participate in the bidding process nor are allowed to submit multiple bids. In case of detection of such, their bid(s) is/are liable to be rejected. **Bidding through consortium is not allowed.** Any consortium formed by the bidder at his end which was formed either to gain entry into the agreement with NIELIT or during the project for the execution of the agreement will be at the sole risk and responsibility of the bidder and would lead to rejection of bid or termination of contract with penalty.
- xxii. The Bidder shall bear all costs associated with the preparation and submission of its bid and NIELIT will, in no case, be responsible or liable for those costs, regardless of the conduct or outcome of the bid process.
- xxiii. NIELIT reserves the right to accept any bid under this bidding process in full or in part, or to reject any bid or all bids without assigning any reason. All responses including financial and technical proposals would be deemed to be irrevocable offers / proposals from the Bidders and if accepted by NIELIT, may form part of the final contract between NIELIT and Bidder
- xxiv. The Bidder at no point of time can excuse themselves from any claims by NIELIT whatsoever for their deviations in conforming to the terms and conditions, payment schedules, timelines and deliverables etc. as mentioned in RFP document.
- xxv. NIELIT reserves the right to extend the date/time for submission of the bids without assigning any reason by notifying in its website.
- xxvi. No physical sale of RFP document will be done and there is no exemption from payment of RFP document fees and Bids without requisite fees shall not be accepted.
- xxvii. Bidders are advised to exercise greatest care in entering the pricing figures. No requests regarding correction of mistakes in the financial bids will be entertained after the bids are opened.
- xxviii. The Bidder shall not subcontract the awarded contract or part thereof.
- xxix. Subsequent to pre-bid, the decision of Bid Evaluation Committee shall be final and binding in respect of all interpretation / explanations, related to bidding process, which may so arise.
- xxx. The details of designated contact person are as under:
Sh. Basab Dasgupta, Joint Director (Systems)
National Institute of Electronics and Information Technology,
Electronics Niketan, 6, CGO Complex, New Delhi – 110 003, India
Ph No: +91 11 24363257
Email: basab@nielit.gov.in

Section 5: Opening of Proposal

- i. Technical Proposals shall be opened as per Data Sheet at NIELIT Office in the presence 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 in due course. Such communications may also be sent through e-mail / sms.
- 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.

Section 6: Award of Work

- i. Work shall be awarded to the Bidder as per the method provided in Data Sheet in terms of the aforementioned terms and conditions and the decision of NIELIT shall be final & binding.
- ii. NIELIT reserves the right to accept or reject any or all the proposals assigning any reason.
- iii. NIELIT also reserves the right to call for additional information from the Bidders.
- iv. Notification on Award of Work for Bidder shall be made in writing to the successful Bidder. The successful bidder will sign a contract with NIELIT for a period of one year after submitting a Performance Bank Guarantee (PBG), issued by any Nationalised/ Scheduled Bank, within 15 days from the notification of the contract. The PBG will be 10% of the amount stated in the Work Order and should remain valid for a period of 2 months beyond the date of completion of all contractual obligations of the agency/firm.
- v. After the expiry of the initial one year, the work order/contract may be extended for a further period of one year (subject to a maximum of 2 such extensions) at NIELIT's sole discretion depending upon agency's satisfactory performance, at the same terms and conditions.

Section 7: Proposal Formats

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

S. No.	Form	Description
1.	Form 1-P	Covering Letter for submission of the proposal along with EMD
2.	Form 2-P	Bidder’s Organization Details
3.	Form 3-P	Self Declaration – Non Blacklisting
4.	Form 4-P	Power of Attorney
5.	Form 5-P	Pre-Bid Queries Format
6.	Form 1-T	Technical Form
7.	Form 2-T	Details of Similar Assignments
8.	Form 3-T	Format for submission of CVs of Team members
9.	Form F-B	Financial Bid Format

7.1 Form 1-P: Covering Letter [Bidders are required to submit the covering letter as given here on their letterhead]

To,

**Director General,
National Institute of Electronics and Information Technology (NIELIT),
Department of Electronics and Information Technology (DeitY),
Ministry of Communications & Information Technology,
Government of India,
6 CGO Complex, Lodhi Road,
New Delhi-110003**

Subject: Proposal for Selection of Agency for Social Media Management

Sir,

This bears reference to NIELIT RFP No. _____ for selection of agency for social media management. We having carefully examined the referred Request for Proposal and we offer to provide the required services, in full conformity with the said Request for Proposal.

2. We hereby certify that no terms and conditions have been stipulated by us in the Financial Bid and we further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
3. 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 Request for Proposal 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.
4. We warrant that the service do not violate or infringe upon any patent, copyright, trade secret or other property right of any other person or other entity. We agree that we shall **indemnify/protect** NIELIT from any claim or demand, action or proceeding, directly or indirectly resulting from or arising out of any breach or alleged breach of any of the terms & conditions of bid document and contract.
5. We declare that we do not have any interest in downstream business, which may ensue from the Request for Proposal, prepare through this assignment.
6. Until the formal final contract 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. We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India.
7. We hereby declare that all the information and statements made in this bid document are true and accept that any misrepresentation or misinterpretation contained in it may lead to our disqualification. The above document is executed on ___/___/2016 at (place) _____ and we accept that if anything out of the information provided by us is found wrong our bid/work order shall be liable for rejection.
8. Banker's Cheque/ Demand Draft No. dateddrawn on for Rs. 2,50,000/- (Rupees Two Lakhs Fifty Thousand Only) is enclosed towards EMD.
9. Banker's Cheque/Demand Draft No. dateddrawn on for Rs. 1000/- (Rupees One Thousand Only) is enclosed towards cost of RFP Document (non refundable).

Yours sincerely,

Name of the Bidder: -
Authorized Signatory: -
Seal of the Organization: -

7.2. Form 2-P: Bidder's Organization Details [Bidders are required to submit supporting documents as evidence, wherever applicable]

Name of Bidder						
Name & Designation of Authorized Signatory						
Registered Head Office Address						
Details of Incorporation of the Company. Certificate to be submitted in Technical bid	Date:					
	Ref #					
Details of Commencement of Business	Date:					
	Ref#					
Service Tax Registration No.						
Permanent Account Number (PAN)						
Address of the Firm						
Type of Firm	Public Limited	Private Limited	Partnership	Proprietary	Society	Others (Please Specify)
Put Tick(√) mark						
Telephone/Mobile Number(s) of Contact Person						
Email Address / Web Site	Email:			Web-Site:		
Fax No.						
Certification/Accreditation/Affiliation, if any (attach proof)						
Clientele details along with contact numbers from Govt/ PSU / Corporate Clients from whom certificates of satisfactory report can be produced. NIELIT may also independently seek information regarding the performance from such clients.						
Please give escalation matrix for problem resolution. The matrix should include a senior officer in the Head Office of the company. Designation, phone no., fax no. and e-mail address of the officials mentioned in the escalation matrix						

As per Audited Balance Sheets (in Lakhs)			
Year	2012-13	2013-14	2014-15
Turnover			

Name of the Bidder: -
Authorized Signatory: -
Seal of the Organization: -



7.3. Form 3-P: Self Declaration – Non Blacklisting [On Non-Judicial Stamp Paper of ₹100/- duly attested by the Notary Public]

To,

**The Director General
National Institute of Electronics and Information Technology (NIELIT),
Electronics Niketan, 6, CGO Complex, Lodhi Road,
New Delhi - 110 003, India**

Sir,

In response to the RFP No. _____ for “**Selection of Agency for Social Media Management**”, I/ We hereby declare that presently our Company/ firm _____ is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any State/ Central Government/ PSU/Autonomous Body.

We further declare that presently our Company/ firm _____ is not blacklisted and not declared ineligible for reasons other than corrupt & fraudulent practices by any State/ Central Government/ PSU/ Autonomous Body as on the date of bid submission.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the bid if any to the extent accepted may be cancelled.

Thanking you,

Yours sincerely,

Name of the Bidder: -

Authorized Signatory: -

Seal of the Organization: -

Date:

Place:

7.4 Form 4-P: Power of Attorney [On Stamp paper of relevant value]

Know all men by the present, we _____ (name of the company and address of the registered office) do hereby appoint and authorize Mr _____ (full name and residential address) who is presently employed with us holding the position of _____ as our attorney, to do in our name and on our behalf, deed and things necessary in connection with or incidental to our proposal in response to the bid document by NIELIT, including signing and submission of all the documents and providing information/responses to NIELIT in all the matter in connection with our bid.

We hereby agree to ratify all deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all deeds and things done by our aforesaid attorney shall always be deemed to have been done by us.

Dated this ____ day of ____ 2016.

For _____.

(Signature)

(Name, Designation and Address)

Accepted

(Signature)

(Name, Designation and Address)

Date:

Business Address:

7.5 Form 5-P: Format for Pre-Bid Queries

Name of the Company/Firm:

Name of Person(s) Representing the Company/ Firm:

Name of Person	Designation	Email-ID(s)	Tel. Nos. & Fax Nos.

Company/Firm Contacts Details:

Contact Person(s)	Address for Correspondence	Email-ID(s) Tel. Nos. & Fax Nos.

Query / Clarification Sought:

S. No.	RFP Page No.	RFP Clause No.	Clause Details	Query/ Suggestion/Clarification

NOTE: Queries must be submitted by the target date as mentioned in the Data Sheet only through e-mail. Queries not submitted in the prescribed format may not be considered/ responded by NIELIT.

7.6. Form 1-T: Technical Form

S. No.	Item	To be labeled as
1.	<ul style="list-style-type: none"> • Copy of Certificate of Incorporation/ Registration • Copy of PAN Card • Copy of Service Tax Registration Certificate • Copies of work orders / completion certificate regarding relevant experience in online Social Media Management for Government /PSU / Autonomous bodies etc. (Last 3 Years) • Certified copies of financial statements duly audited by statutory auditors for last 3 financial years, i.e. 2014-15 & 2013-14, 2012-13. • Certificate from Chartered Accountant (CA) certifying the profitability and average annual turnover in the last three financial years. 	Label as 1-T 'A'
2.	Relevant experience in online Social Media Management (Last 3 Years) – As per Form 2-T	Label as 1-T 'B'
3.	<p>Strategy, Strength, Approach & Methodology etc. including but not limited to the following:</p> <ul style="list-style-type: none"> • Brand Vision and Digital Marketing Strategy. • Content Development Strategy • Usage of Social Media Monitoring and Management tools, applications and mobile devices • Experience of handling grievance redressal system through social media for national level companies/ corporate. • In-house capabilities of producing creative contents in multiple languages, besides Hindi and English. • Innovative ideas and suggestions. 	Label as 1-T 'C'

7.7. Form 2-T: Format for Submission of Details of Similar Assignments

S. No	Name of Work/ Project & Location	Owner of sponsoring organization	Cost of Work (in Rs. Lakhs)	Date of commencement as per contract	Stipulated date of completion	Actual date of completion	Details of Litigation/ Arbitration pending or in progress, if any	Name, Designation, Address, Tel. No of Officer to whom reference may be made	Remarks, If any
1	2	3	4	5	6	7	8	9	10

Yours sincerely,

Name of the Bidder: -

Authorized Signatory: -

Seal of the Organization: -

Date:

Place:

7.8. Form 3-T: Format for submission of CVs of Team members [Permanent employees of the agency, having been on the payroll of the Agency for a minimum of 1 year before the date of bid]

1. **Proposed Position:**

2. **Name of Firm:**

3. **Name of Staff:**

4. **Date of Birth:**

5. **Nationality:**

6. **Education** [Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained]:

Degree	University/ Institution	Year in which obtained

7. **Membership of Professional Associations:**

8. **Other Training:**

9. **Countries of Work Experience:** List countries where staff has worked in the last ten years

10. **Languages:** For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing

Language	Speaking	Reading	Writing

11. **Employment Record:** Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held

From:	To:
Employer	

12. **Detailed Tasks Assigned:** List all tasks to be performed under this Assignment/job

13. **Work Undertaken that best illustrates the experience as required for the Role**

Among the Assignment/jobs in which the staffs has been involved, indicate the following information for those Assignment/ jobs that best illustrate staff capability to handle the tasks listed under point 12.

Name of assignment/job or project	
Name of the client	
Year	
Location	
Main Project Features	
Position Held	
Activities performed	

14. I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Date:

Place:

[Signature of staff member or authorized representative of the staff]

Full name of authorized representative:

7.9. Form F-B: Financial Bid Format [Bidders are required to submit the Financial Bid as given here on their letterhead]

I/we hereby submit the consolidated financial proposal against the RFP for “**Selection of Agency for Social Media Management**” as per the scope of work given in this RFP document within the time specified and in accordance with the terms and conditions.

Item	Annual Fees	
	Amount in words	Amount in Figures (INR)
Costs of Financial Proposal (including all other taxes, levies, etc., except Service Tax)-[‘A’]		
Service Tax - [‘B’]		
Total cost of Financial Proposal (including Service Tax) - [‘C’ = ‘A’ + ‘B’]		

Note:

- 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 all costs/expenses of the Social Media Agency for undertaking work as detailed in the Scope of Work.
- The rate should not be provided as a percentage figure.
- The Bidder is advised to quote rate in absolute Indian Rupees(INR).
- The rate quoted will be valid for the period of contract from the date of opening of financial bid. The period can be extended with mutual agreement.
- No condition will be entertained and conditional bid will be liable to be rejected.
- L1 will be identified on the basis of Total Amount (Row ‘C’) specified by the technically qualified bidders in their Financial Bid.
- The rates should be at par with the prevailing market rates and the tendered rates should not be more than the price usually charged for activities of same nature/class or description from any Private or Government Purchaser.

Yours sincerely,

Name of the Bidder: -

Authorized Signatory: -

Seal of the Organization: -

Date:

Place: