



**Basic Details**

<b>Organisation Chain</b>	National Handicapped Finance and Development Corpn		
<b>Tender Reference Number</b>	NHF/2/1/AR/2004		
<b>Tender ID</b>	2024_NHFDC_756605_1		
<b>Tender Type</b>	Open Tender	<b>Form of contract</b>	Empanelment
<b>Tender Category</b>	Services	<b>No. of Covers</b>	2
<b>Payment Mode</b>	Offline	<b>Is Multi Currency Allowed For BOQ</b>	No
<b>Is Multi Currency Allowed For Fee</b>	No		

**Payment Instruments**

Offline	S.No	Instrument Type
	1	RTGS / ECS / NEFT
	2	As Per Tender Document

**Cover Details, No. Of Covers - 2**

Cover No	Cover	Document Type	Description
1	Fee/PreQual/Technical	.pdf	As per tender document
2	Finance	.pdf	As per tender document

**Tender Fee Details, [Total Fee in ₹ \* - 0.00]**

<b>Tender Fee in ₹</b>	0.00		
<b>Fee Payable To</b>	NA	<b>Fee Payable At</b>	NA
<b>Tender Fee Exemption Allowed</b>	NA		

**EMD Fee Details**

<b>EMD Amount in ₹</b>	18,000	<b>EMD Exemption Allowed</b>	Yes
<b>EMD Fee Type</b>	fixed	<b>EMD Percentage</b>	NA
<b>EMD Payable To</b>	NDFDC	<b>EMD Payable At</b>	New Delhi

**Work /Item(s)**

<b>Title</b>	Social Media Service				
<b>Work Description</b>	As per Tender Document				
<b>Pre Qualification Details</b>	As per Tender Document				
<b>Tender Value in ₹</b>		<b>Product Category</b>	Advertisement Services	<b>Sub category</b>	Media
<b>Contract Type</b>	Tender	<b>Bid Validity(Days)</b>	180	<b>Period Of Work(Days)</b>	365
<b>Location</b>	New Delhi	<b>Pincode</b>	110020	<b>Pre Bid Meeting Place</b>	New Delhi
<b>Pre Bid Meeting Address</b>	NDFDC Unit No 11 12, DLF Prime Tower, Okhla Phase 1 New Delhi	<b>Pre Bid Meeting Date</b>	20-May-2024 12:30 PM	<b>Bid Opening Place</b>	As per document

**Critical Dates**

<b>Publish Date</b>	16-May-2024 02:00 PM	<b>Bid Opening Date</b>	29-May-2024 11:00 AM
<b>Document Download / Sale Start Date</b>	16-May-2024 02:00 PM	<b>Document Download / Sale End Date</b>	28-May-2024 05:00 PM
<b>Clarification Start Date</b>	16-May-2024 02:00 PM	<b>Clarification End Date</b>	28-May-2024 05:00 PM
<b>Bid Submission Start Date</b>	16-May-2024 02:00 PM	<b>Bid Submission End Date</b>	28-May-2024 05:00 PM

**Tender Documents**

NIT Document	S.No	Document Name	Description	Document Size (in KB)	
	1	Tendernotice_1.pdf	Social Media Service	820.59	
<b>Work Item Documents</b>	S.No	Document Type	Document Name	Description	Document Size (in KB)
	1	Tender Documents	Social Media Service.pdf	As per Tender Document	820.59

**Tender Inviting Authority**

<b>Name</b>	Assistant General Manager Administration
<b>Address</b>	NDFDC Unit No 11 12, DLF Prime Tower, Okhla Phase 1 New Delhi

**Tender Creator Details**

<b>Created By</b>	MANOJ SAHOO
<b>Designation</b>	Assistant Manager SYSTEM AND PROJECT
<b>Created Date</b>	16-May-2024 01:29 PM

**NATIONAL DIVYANGJAN FINANCE AND DEVELOPMENT CORPORATION**  
(DEPwD, Ministry of Social Justice and Empowerment, Government of India)  
Unit No. 11& 12, Ground Floor, DLF Prime Tower, Okhla Phase-I, New Delhi-110020

**NOTICE INVITING TENDER**

National Divyangjan Finance and Development Corporation (NDFDC) is a CPSE under Administrative control of Dept. of Empowerment of Persons with Disabilities (DEPwD), Ministry of Social Justice & Empowerment, GoI invites tender for Engagement of **Social Media Agency** from reputed and experienced Agencies/Firms.

The Tender document and details of the tender are available on <https://eprocure.gov.in/> and NDFDC website at <http://nhfdc.nic.in>. Interested Bidders need to apply physically by submitting their tender applications to the following address:

Assistant General Manager (Administration)  
National Divyangjan Finance and Development Corporation (NDFDC)  
Office Unit No. 11& 12, Ground Floor, DLF Prime Tower,  
Okhla Phase-I, New Delhi-110020

The last date of submission of physical tender application is 28<sup>th</sup> May, 2024, 17:00Hrs.

General Manager (Administration)

## DISCLAIMER

The information contained in this Request for Proposal document (the "RFP") or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of the **NATIONAL DIVYANGJAN FINANCE AND DEVELOPMENT CORPORATION (NDFDC)** (DEPwD, Ministry of Social Justice and Empowerment, Government of India) or any of its employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer nor invitation by the **NATIONAL DIVYANGJAN FINANCE AND DEVELOPMENT CORPORATION (NDFDC)** (DEPwD, Ministry of Social Justice and Empowerment, Government of India) to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in making their offers (Bids) pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by NDFDC in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for NDFDC, its employees or advisors to consider the objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in the Bidding Documents may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Bidder(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. NDFDC accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

NDFDC, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Applicant or Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way for participation in this Bid Stage.

NDFDC also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP.

NDFDC may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.

The issue of this RFP does not imply that NDFDC is bound to select a Bidder or to appoint the Selected Bidder or Consultant, as the case may be, for the Project and NDFDC reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.

### Time Schedule

S.No.	Particular	Details
1.	Date of Issue of Request for Proposal	15.05.2024
2.	Pre- Bid Conference	20.05.24 (12.30 PM)
3.	Bid due date	28.05.2024 (17:00 HRS)
4.	Opening of Technical Bids	29.05.2024 (11:00 HRS)
5.	Opening of Financial Bid	31.05.2024 (17:HRS)
6.	EMD Deposit	Rs. 18,000/-
7.	Address for Bid Submission	(NDFDC) Office Unit No. 11& 12, Ground Floor, DLF Prime Tower, Okhla Phase-I, New Delhi-110020
8.	Website	<a href="http://www.nhfdc.nic.in">www.nhfdc.nic.in</a>
9.	Method of Selection	<p style="text-align: center;">Quality cum Cost Based Selection</p> <ul style="list-style-type: none"> <li>• To qualify technically, a Proposal must secure minimum Technical Score of 70. Only technically qualified proposals shall be considered for Financial Bid Opening.</li> <li>• The Technical and Financial Scores secured by each Bidder will be added using weightage of <b>70% and 30%</b> respectively to compute a Composite Bid Score.</li> <li>• The Bidder securing the highest Composite Bid Score will be adjudicated as the most responsive Bidder for award of the Project.</li> <li>• In the event the Composite Bid Scores are tied, the Bidder securing the highest Technical Score will be adjudicated as the most responsive Bidder forward of the Project.</li> </ul>

## **Section 1: Invitation for Proposal**

### **INTRODUCTION**

(NDFDC)

### **VISION**

#### **Introduction:**

National Divyangjan Finance and Development Corporation (NDFDC) is a CPSE under Administrative control of Dept. of Empowerment of Persons with Disabilities (DEPwD), Ministry of Social Justice & Empowerment, GoI incorporated u/s 25 of Companies Act, 1956 (now section 8 under Companies Act, 2013). It provides concessional loans to persons with disabilities for setting up/augmenting the self-employment ventures and for higher studies. In addition, Corporation provides skill training to PwDs under SIPDA scheme of DEPwD. Also, The Corporation facilitates participation of PwDs/beneficiaries in various exhibitions for showcasing the products of PwDs and marketing.

## **INVITATION TO BIDDERS**

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

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

### **Section 2: Instruction to Bidders/Consortium of Bidders (ITB)**

#### **Conflict of Interest**

- i. The selected Firm/Agency should provide professional, objective and impartial service and hold NDFDC interest paramount.
- ii. The selected Firm/Agency shall not downstream or outsource any part of the scope of work.
- iii. Non-disclosure of such an association will lead to termination of the contract.

#### **Validity of Proposal**

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

- i. Proposal shall remain valid for a period of 180 days from the date of opening of Proposal .
- ii. NDFDC reserves the right to reject a proposal valid for a shorter period as non — responsive.
- iii. In exceptional circumstances, NDFDC 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.

#### **Right to Accept or Reject any Proposal**

NDFDC 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.

#### **Fraud & Corruption**

It is required that the Bidders/Consortium of 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 NDFDC 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/Consortium of 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.
- v. "Conflict of interest": participation by a bidding firm or any of its affiliates that are either involved in the consultancy contract to which this procurement is linked; or if they are part of more than one bid in the procurement; or if the bidding firm or their personnel have relationships or financial or business transactions with any official of NDFDC who are directly or indirectly related to tender or execution process of contract; or improper use of information obtained by the (prospective) bidder from the NDFDC with an intent to gain unfair advantage in the procurement process or for personal gain; and
- vi. "Obstructive practice": materially impede the NDFDC investigation into allegations of one or more of the above mentioned prohibited practices either by deliberately destroying, falsifying, altering; or by concealing of evidence material to the investigation; or by making false statements to investigators and/or by threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation; or by impeding the NDFDC rights of audit or access to information;
- vii. NDFDC 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.
- viii. NDFDC may terminate the contract if it determines at any time that representatives of the bidder were engaged in corrupt, fraudulent, collusive or coercive practices during the selection process or the execution of the work order, without the bidder having taken timely as well as appropriate action to the satisfaction of NDFDC to remedy the situation.
- ix. NDFDC may also 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/ Consortium has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing the Work Order.

#### **Clarifications & Amendment to Request for Proposal**

- i During the process of evaluation of Proposals, NDFDC may, in its discretion, ask Bidders/Consortium of Bidders for clarification on their proposal. The Bidders/Consortium of Bidders are required to respond within the prescribed timeframe.



- ii. NDFDC 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/Consortium of Bidders may be asked to amend their proposal due to such amendments.
- iii. NDFDC has all the rights to approve/disapprove any claim or not to consider any claim.

#### **Earnest Money Deposit (EMD)**

- i. The vendors will have to submit an interest free, refundable earnest money deposit (E.M.D) of Rs. 18,000 (Rupees Eighteen thousand only) in favour of “National Divyangjan Finance and Development Corporation” through NEFT/RTGS in following account:

National Divyangjan Finance and Development Corporation  
**SB A/c No- 51840100015085**  
**IFSC Code- BARBOOKHDEL**  
**Bank of Baroda, Okhla Phase-II Branch**  
**New Delhi-110020**

The copy of details of payment along with UTR no. should be kept along with Technical bid and to be submitted to AGM (Administration), **NATIONAL DIVYANGJAN FINANCE AND DEVELOPMENT CORPORATION**, Unit No. 11& 12, Ground Floor, DLF Prime Tower, Okhla Phase-I, New Delhi-110020.

- ii) The work order will be issued to the successful bidder and successful bidder shall submit a copy of the work order duly signed as the acceptance of work order.
- iii) The successful bidder shall submit a performance security deposit equivalent to 10% of the quoted value along with the acceptance of work order.
- iv) The earnest money of the unsuccessful Bidders shall be refunded on request by the Bidder after final award of the Work Order.
- v) EMD of the successful Bidder will be released after the Bidder signs the final agreement (or accepts the agreement/contract and furnishes Performance Bank Guarantee (PBG). PBG will be 10% of the amount stated in the work order.
- vi) EMD exemptions will be available as per Government of India instructions issued from time to time.

#### **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 over writing shall be valid only if they are initialed 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 and shall accompany the proposal.
- iv. Only detailed proposals complete in all respect and in the forms indicated shall be treated as valid.
- v. All the pages of the bids shall be duly signed by the authorized representative of the bidding agency/firm/Consortium.
- vi. No Bidder is allowed to modify, substitute or withdraw the Proposal after its submission.

### **Pre-bid Clarification**

Any clarification regarding bid will be done through pre-bid conference in NDFDC Corporate office, Unit No. 11& 12, Ground Floor, DLF Prime Tower, Okhla Phase-I, New Delhi-110020. The data, time and for the same will be as per the time schedule as mentioned above.

### **Submission of Proposal**

Bidders/Consortium of Bidders shall submit the Hard copies of their Proposals (NDFDC) Office Unit No. 11& 12, Ground Floor, DLF Prime Tower, Okhla Phase-I, New Delhi-110020.

- Each page of all parts should be page numbered and the eligibility qualifications should be clearly indicated using an index page. The proposals should not contain any irrelevant or superfluous documents.
- The detailed presentation of 3 case studies, as mentioned in Sec 2.12 (Table SI. No.3), must also be submitted in (NDFDC) Office Unit No. 11& 12, Ground Floor, DLF Prime Tower, Okhla Phase-I, New Delhi-110020.
- Each page of the document, being submitted by the Bidder, must be duly signed by the authorized signatory of the Firm/Agency.

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

#### **1) Technical Proposal —**

The Technical Proposal comprising Form I P (Covering Letter), Form 2P (Bidder Organization Details), Form I T (Technical Form), Form 2T (Details of Similar Assignments), Form 2TA (Client Case Study Evaluation) and Power of Attorney for Lead Member of Consortium) *to be submitted at* (NDFDC) Office Unit No. 11& 12, Ground Floor, DLF Prime Tower, Okhla Phase-I, New Delhi-110020.

The documents are to be submitted for ensuring meeting the eligibility criteria as well as for technical evaluation as per the QCBS factor. Merely meeting the eligibility criteria shall not mean that the bidder is technically qualified.

- 2) **Financial Proposal —To be submitted at (NDFDC) Office Unit No. 11& 12, Ground Floor, DLF Prime Tower, Okhla Phase-I, New Delhi-110020.**

**Evaluation of Proposal**

- 3) The bid will be opened as per the schedule mentioned in the Data Sheet/ <https://eprocure.gov.in/>. Authorized representatives of the Bidders/ may be present during the Bid Opening, if desired. NDFDC may constitute Bid Evaluation Committee to evaluate the Proposals 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 Proposal submitted by the specified date and time.

**Eligibility**

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

The Bidders/Consortium of Bidders meet the eligibility criteria defined asunder:

<b>Sl. No.</b>	<b>Criteria</b>	<b>Documentary Evidence</b>
1.	The Firm/Agency should be registered entity with minimum 4 years of existence on the day of submission of bid. In case of consortium, the lead agency/firm shall be the bidder.	<ul style="list-style-type: none"> <li>• Certificate of Incorporation/Registration Certificate</li> <li>• PAN Card</li> <li>• GST</li> </ul>
2.	The Firm/Agency (all members put together in the case of a Consortium) should have a minimum turnover of <b>INR 25 Lakh per annum</b> during the last three financial years.	<p>Certified copies of financial statements <b>duly audited (2022-23)</b> by applicants' statutory auditors for immediately preceding 3 (Three) financial years 2021-22, 2022-23 &amp; 2023-24 (unaudited) along with summary as cover page on bidder's letter head.</p> <p>If an organization follows an accounting year, other than the financial year, it may clarify and submit relevant documents for its preceding three consecutive accounting years.</p>

3.	<p>Bidder should be a media/ Social Media agency having completed:</p> <p>(a) Three similar completed works costing not less than the amount equal to 50% of the estimated cost; or</p> <p>(b) Two similar completed works costing not less than the amount equal to 60 % of the estimated cost; or</p> <p>(c) One similar completed work costing not less than the amount equal to 80% of the estimated cost from any Government Department/PSU/ Autonomous organisation/ Public Listed company.</p> <p>The estimated cost is Rs.06 lakh Plus applicable GST</p>	<p>Work Orders along with a Client Completion Certificate of each completed work</p>
4.	<p>The Firm/Agency (Any member of Consortium) should not have been blacklisted by the Central/State Governments &amp; PSUs at the time of submission of bid.</p>	<p>Self-Certification (in case of consortium all members should sign self-certification).</p>

- Please check that relevant documents as specified above have been attached.
- EMD is as per requirement.
- The RFP is for the entire work as defined under scope of work.
- Applications of only such bidders who are fulfilling the eligibility criteria will be considered for further process of evaluation.

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

**Evaluation of Technical Proposal**

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

**2.12 (a) The Bid evaluation committee**, appointed by the Department, will carry out the evaluation of Proposals on the basis of the following evaluation criteria and points system. The Department may seek specific clarifications from any or all Agencies at this stage and will take a 10 minute presentation from each bidder. The Department shall determine the Agency that qualifies for the next phase after reviewing the clarifications provided by the Agencies. Each evaluated proposal will be given a technical score (TS) as detailed below.

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

**Table: Parameters for technical evaluation**

<b>Sl. No</b>	<b>Parameters</b>	<b>Maximum Score</b>
<b>1.</b>	Relevant experience in Media/Social media Management including event Management for Government Departments/PSUs/Autonomous Bodies/Public listed companies (At least 3 completed projects of clients, in the last 3 years)	<b>14</b> (marks)
	Will award Zero marks for 3 projects and subsequently 2 marks will be added for each additional project.  For example - zero for 3 projects, 2 for 4 projects, 4 for 5 projects and so on upto 14 marks for 10 projects.	<b>14</b> (marks)
<b>2.</b>	<b>One Media Coordinator</b> — Post Graduate in Business Administration preferably with Marketing/Mass Communication/Event Management Public relations-Total Experience required - 8 years of which at least 4 years should be in Social Media (10 marks).	(10 marks).
	<b>Experience</b>	<b>Maximum in marks</b>
	(i) Experience of 8 years with at least 6 years in Social Media	10 (marks)
	(ii) Experience of 8 years or more with at least 5 years in Social Media	7 (marks)
	(iii) Experience of 8 years or more with at least 4 years in Social Media	5 (marks)
	<b>One Content Writer</b> (English and Hindi)-Any Graduate in mass communication—Total Experience 5 years of which at least 3 years in editorial responsibility for print media/magazine and Social Media	8 (marks)
	<b>Experience</b>	<b>Maximum marks</b>
	(i) Experience of 5 years of which at least 4 years in editorial responsibility for print media/magazine and Social Media	8 (marks)
	(ii) Experience of 5 years of which at least 3 years in editorial responsibility for print media/magazine and Social Media	5 (marks)
	<b>One Video Editor</b> — Any Graduate— A degree or diploma in Video Production, Film Editing, Multimedia Design, or a related field. Proven work experience as a Video Editor, preferably in a similar industry or niche. Portfolio showcasing previous video editing projects (8 Marks)  Total Experience 5 years of which at least 3 years in video editing.	

	<b>Experience</b>	<b>Maximum marks</b>
	(i) Experience of 5 years of which at least 4 years in editorial responsibility for print media/magazine and Social Media	8 (marks)
	(ii) Experience of 5 years of which at least 3 years in editorial responsibility for print media/magazine and Social Media	5 (marks)
	<ul style="list-style-type: none"> <li><b>One Graphic Designer</b>—Graduate in Web Designing and experience in working with graphics tools like Coral Draw/Photoshop /Illustrator/Sketch Artor similar software. Total Experience required - 5 years of which at least 3 years in Social</li> </ul>	
	(i) Experience of 5 years or more in Social Media	10 (marks)
	(ii) Experience of 5 years of which at least 4 years in Social Media	7 (marks)
	(ii) Experience of 5 years of which at least 3 years in Social Media	5 (marks)
	<b>A detailed presentation on the work done for the three clients</b> (as mentioned in SI.No.1):	
	<b>Performance</b>	<b>Maximum Marks</b>
	Each client's per day media interaction volumes.	(Total 12 marks-for each client 4 mark)
<b>3.</b>	Response matrix followed and Turnaround Time for the three clients.	(Total 10 marks-for each client 3 marks)
	Engagement Levels of Content (monthly average). Computed as percentage of (Total no. of engaged Fans/Followers) vis-a-vis (Total no. of Fans/Followers) -	(Total 9 marks-for each client 3 marks)
	<ul style="list-style-type: none"> <li>Most successful campaign carried out for each of the three clients — case studies.</li> </ul>	(Total 9 marks- for each client 3 marks)

4.	Strategy, Strength, Approach & Methodology etc. including but not limited to the following: <ul style="list-style-type: none"> <li>• Proposed brand vision and digital marketing strategy.</li> <li>• Proposed strategy (Cost effective and viable)</li> <li>• Content Development Strategy</li> <li>• Proposed usage of Media Monitoring and Management tools, applications and mobile devices</li> </ul>	10	
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2.12 (b) 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 Bid Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of Bidders/Consortium of Bidders and the proposal is likely to be rejected. Seeking clarifications cannot be treated as acceptance of the Proposal.

2.12 (c) For verification of the information submitted by the Bidders/ Consortium of Bidders, the Committee may visit Bidder's office at its own cost. The Bidders/ Consortium of Bidders shall provide all the necessary documents, samples and reference information as desired by the Committee. The Bidders/ Consortium of Bidders shall also assist the Committee in getting relevant information from the Bidders/ Consortium of Bidder's references, if desired. The bidder will provide CV(duly signed) of all the staffs being proposed to be deputed in the Ministry and will give presentation of work executed by them.

2.12 (d) For calculating the Technical Score (TS), the individual scores, as per respective weightage specified above, will be summed up. In order to qualify technically, a Proposal must secure minimum TS of 70.

2.12 (e) Only Technically qualified Proposals shall be considered for Financial Bid Opening.

**Evaluation of Financial Proposal**

Financial proposals of only those firms who are technically qualified shall be opened at (NDFDC) Office Unit No. 11& 12, Ground Floor, DLF Prime Tower, Okhla Phase-I, New Delhi-110020.

NDFDC will correct any computational errors. 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.

After opening of financial proposals, appropriate selection method shall be applied to determine the Firm who will be declared winner and be eligible for award of the work.

(a) The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services and should be stated in INR only. Omission, if any, in costing of any item shall not entitle the applicant to be compensated and the liability to fulfill its obligations as per the terms of reference within the total quoted price shall be that of the applicant. The applicant shall bear all taxes, duties, fees, levies and other charges other than GST imposed under the applicable Law as applicable on foreign and domestic inputs. The lowest Financial Proposal (Fm) will be given financial score (Sf) of 100 points. The financial score (Sf) of

the other Financial Proposals will be determined using the following formula:

$$Sf=100 \times Fm / F;$$

In which Sf is the financial score, Fm is the lowest Financial Proposal and F if the Financial Proposal (in INR) under consideration. Proposal will be finally ranked in accordance with their combined score (S) based on their technical (St) and financial (SO score as per the following calculation:

$$S = St \times Tw + Sf \times Fw;$$

Where S is the combined score and Tw and Fw are weights assigned to technical proposal and financial proposal that will be **70 : 30**.

The applicant achieving the highest combined technical and financial score will be considered to be the successful applicant and will be issued the Work Order.

### **Payment Terms**

No advance payment would be admissible. The annual contract value will be paid in 4 equal quarterly installments, in arrears, against agency's invoice in triplicate being submitted alongwith such supporting documents, as may be prescribed, and subject to:-

- Service Level Agreement (SLA) deductions, if any, as prescribed under Section 3, subsection 'D'-(SLA).
- Attendance of Personnel & SLA for defaults therein (man hours).

## **Section 3: Scope of Work & Deliverables**

### **A. Scope of Work**

The scope of work for the Agency would comprise Media/Social Media Management <https://eprocure.gov.in/ent> for NDFDC on turnkey basis including, but not limited to following activities:

#### **1. Strategy Formulation:-**

**The** Agency to formulate a result oriented comprehensive media promotion strategy for NDFDC.

#### **2. Script writing:-**

**The** agency shall compose various scripts for audio-video spots which will be used for disseminating awareness about Empowerment of Divyangjan related topics and work carried out by Ministry. Minimum three audio scripts and three video scripts (every month) shall also be composed of 30 seconds to 60 seconds duration as directed.

#### **3. Promotion of Social Media Platforms for NDFDC:-**

- a. The agency shall create or/and maintain already existing official Facebook Page, Twitter Profile, You Tube Channel, LinkedIn, Instagram etc. and any other social media platform during the course of contract and hence set up a complete social media networking Management system for NDFDC and Management the same by deploying requisite number of persons with requisite qualifications and skill sets.



- b. The Agency would develop and upload on various social media platforms, creative content or adapt the already available creatives. The content includes but not limited to banners, videos, info graphics, graphics, cartoons, animation, success stories, events etc.
- c. The activities listed under this sub-section will have to be executed at periodic intervals, the frequency of which will be decided by NDFDC.

**4. Dissemination of message through Social Media outlets of NDFDC:**

- a. The Agency would be responsible for enhancing reach of messages and other schemes of NDFDC on various social media platforms through paid and non-paid media so that the content would reach to the last mile on internet domain in real time basis.
- b. The content will be initially drafted in two languages (English & Hindi) and extended to other Indian languages as per need.
- c. Regularly upload posts on chosen social media platforms.
- d. Regularly generate original blog/ articles related to NDFDC.
- e. While creating content, platform limitations should be given due care.
- f. Compilation and coordination of news, events and community involvement postings within social media.
- g. Select and upload images that increase curiosity amongst people.
- h. Design creative piece in accordance with Department's campaigns and adapt them to platforms.
- i. Curate topics on relevant Hash(#) tags on digital platform

All activities listed under this sub-section are continuous activities and will be executed at the intimation of NDFDC from time-to-time.

**5. Event Management :**

Oversee the design, set-up and execution of promotional and social events of NDFDC including conferences, ceremonies, high profile meetings & conventions. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, script writing, etc.

**6. Influencer Marketing:**

- a. Use influencers from society/ social media and invite them to be endorsers.
- b. No payment for the promotional activities carried out with influencers or any other similar activity will be considered by NDFDC. The Department will be liable only for the annual contract value with payment schedule as per 2.14 of Section 2 above.
- c. Maintain a rapport with digitally influential people having a large follower base.
- d. Target influencers for building up a positive mind-set amongst policy/ decision makers.
- e. At least two influencers to be targeted per month.

**7. Viral Promotion on Internet:**

The agency must formulate and operationalize viral projects for NDFDC that will provide maximum brand impact in minimal time. For this purpose, the agency

must create effective viral messages, designs/ creatives for social media websites, internet/ YouTube.

## **8. Response Management :**

- a. 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.
- b. The agency would also moderate the sites to avoid spam, advertisements and inappropriate content.
- c. 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.

## **9. Monitoring and Reporting:**

- a. Tracking conversations, links and blogs about NDFDC.
  - b. Tracking sentiments-Positive, Neutral or Negative.
  - c. Use effective third party tracking tools to track the progress of each network.
  - d. Reporting any discrepancy in sentiments.
  - e. Channelizing and drafting a plan to work out and neutralize negative sentiments in a sensible manner.
  - f. Submit effectiveness analysis reports to NDFDC on a daily, weekly or monthly basis as required.
  - g. The agency would employ requisite analytical and software tools.
10. The agency shall integrate social media with the official portal (web based) and vice versa.
11. 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.
12. The agency must mark all electronic content (text, photo, video or otherwise) as copy right of NDFDC wherever applicable and monitor and report unauthorized use. This responsibility includes but is not limited to the following activities:
- a. Content sanitization, formatting and uploading.
  - b. Use of SEO friendly clean permalink structure.
  - c. Tagging and categorization of posts and articles.
  - d. Feedback mechanism to accept and display hierarchical user comments.
  - e. Develop and update the FAQ bank based on user feedback.
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 complete duration of the contract period to be made available to NDFDC at short notice. The same must be handed over to the Ministry on completion of the contract period.

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

- a. Management and act on all related opportunities.
- b. Preparation of press brief.
- c. Distributing press releases, media announcements to on line and other media
- d. Conducting personal follow up on outreach via email
- e. Utilizing social media tools to support day to day image building efforts
- f. Mean and methods of Media Audit.
- g. All backend support to the staff employed.
- h. Photography of official events through camera to be provided by Department.
- i. Creation and updating of website as directed.
- j. Any other work not specifically described above as directed from time to time.

**15. Designing e-books, yearbooks and any other publication:**

The agency shall be responsible for designing e-books, yearbooks and any other publication of the Ministry. A timeline shall be decided by the NDFDC and the agency shall be required to adhere to the timelines. Proper publicity of the e-books and yearbooks shall also be done through various media/ social media platforms.

**16. Monthly Magazine:**

The agency shall also be responsible for content writing and creative designing of the monthly magazine/e-magazine of NDFDC.

**17. Designing of posters/ print advertisement :**

Posters and print advertisements shall also be designed by the agency on regular intervals. Apart from above tasks, the agency may be assigned any other related task not mentioned above by the Government.

**18. Working Hours and Holidays for Agency's Personnel** The Agency shall:

(a) ensure that the personnel engaged by them to observe the official timings, practices, etiquettes, norms etc. as is required from the officials of the NDFDC or as communicated to them by the Nodal Officer (s) of the NDFDC so authorised. NDFDC may enroll the personnel of Agency deployed, in the biometric attendance system or have a physical record of attendance as applicable to its personnel.

(b) ensure that the personnel engaged by them to observe holidays as are applicable to the officials, employees, consultants of the NDFDC. In case of Holidays, the norms applicable to the NDFDC shall be applicable to the Personnel of the Agency. However, in case of exigencies, NDFDC may require the Agency to depute such Personnel to work on holidays and late hours without any additional payments in this regard. If the personnel are out of station on tour or otherwise, the Nodal Officer of NDFDC shall be kept informed by the Agency in this regard.

## 19. Travel:

The staff members placed by the agency at NDFDC may be asked to travel to different locations within the city or anywhere in the country for carrying out the work pertaining to Ministry's Media related activities:-

Within city: Transportation facility may be provided for carrying out Media related activities, limited to 250 hrs and 2500 km per month, as on required basis. No reimbursement/payment will be made for travelling within the city.

Outside city (anywhere in India): For travelling outstation for Ministry's work, the staff members of agency will be reimbursed as per the following table:-

<b>Mode of travel</b>	<b>Reimbursement will be limited to:</b>
By Train	Economy class by air or AC-II by train. Premium/Premium Tatkal Suvidha/Shatabdi/ Rajdhani/Duronto Train- AC r <sup>d</sup> Class/Chair Car
By Bus	AC Bus
By Sea / steamer	For places other than A&N Group of Islands and Lakshadweep Group of Island: Lower class if there be two classes only on the steamer For travel between the mainland and the A&N Group of Islands and Lakshadweep Group of Island by ships operated by the Shipping Corporation of India Limited: First/'A' Cabin Class

The above reimbursement is subject to following:-

- In case of places not connected by rail, travel by AC bus will be considered.
- The boarding pass/ ticket used for travelling is required to be submitted for claiming the reimbursement.
- If any other means of travel is provided by NDFDC, the staffs (of agency) cannot claim any reimbursement.
- Generally, the reimbursement will be restricted as per above table. However, the NDFDC reserves the right to restrict the travel in a class (train, bus, steamer or sea) lower than those mentioned in the above table.
- All mileage points earned by Government employees on tickets purchased for official travel shall be utilized by the NDFDC, for other official travel by the staffs of agency. Any usage of these mileage points for purposes of private travel by staff of agency will attract departmental action. This is to ensure that the benefits out of official travel, which Government, should accrue to the Government.
- Any other restrictions applicable on Central Government employees, in this regard, will also be applicable to agency's staff members.

## 20. Reimbursement of Hotel Charges:

In a case, the agency staff members working with the NDFDC are asked to visit an outstation place for official work and no accommodation is feasible to be arranged by themselves or the Department, they will be reimbursed for hotel accommodation of up to Rs.750 per day for the approved period of stay, subject to production of vouchers.

**Additionally, the Bidder needs to provide for the following:-**

- i. The bidder should position four dedicated staffs as mentioned in Section 2.12 (Table Sl. No 2) at the NDFDC office, New Delhi for the duration of the contract.
- ii. The bidder should arrange their own laptops/Computers/other electronic gadgets etc and also the following software:-

**Stock Footage Bank Subscription:**

- Shutter stock(Image/Video Stock)
- Envato Video Stock/Music
- Story blocks(Video Stock/Music)
- [www.bensound.com](http://www.bensound.com) (Music Stock)
- Beepro (Newsletter)

**Software's for Graphic Designer &Video Editor:**

- Adobe Suit (Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premier, Adobe Media Encoder),preferably the same version for all members of the design team.
  - CorelDraw (Latest version)
- iii. NDFDC 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 NDFDC.
- ii. The Agency must also understand that the operation of Social Media Platforms fall under the purview of Right to Information Act, 2005(including all amendments) and therefore, must answer any queries only after prior consultation with NDFDC.
- iii. The Agency would be responsible to ensure compliance with latest 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 and there applicable laws.
- iv. Agency need to adhere to reasonable security practices and procedures as per ISO 27001 including any updation /revision in it, if any.
- v. The Social Media Platforms content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tablets etc., failure of any one of which shall be considered an incomplete execution of work order.
- vi. Copyright and tender: Agency will be responsible for any violation of copyright while posting the content on social media.
- vii. All Intellectual Property displayed on the social media platforms shall belong to NDFDC and any Intellectual Property Rights e Managementting from such content shall vest solely and exclusively with NDFDC. **The agency will be required to sign a Non-Disclosure Agreement at the start of the contract and will also he responsible for complete Knowledge Transfer (including Documentation, creative content, etc.) at the end of the contract period.**
- viii. NDFDC, will provide the approvals of the content.

## 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):-

SI. No.	Deliverable	Timelines
1.	Preparation & Submission of Detailed Plan of Action	<b>T + 7 days</b> — To be revised monthly basis
2.	Content Creation and Dissemination	Monthly Calendar to be shared at least 15 days in advance for each platform. A minimum of 2 posts per day for each platform(or as required by NDFDC)
3.	Campaign Management	Minimum two campaign per month across platforms for user engagement (The number may increase as required by NDFDC).
4.	Regular Monitoring and Response Management <a href="https://eprocure.gov.in/ent">https://eprocure.gov.in/ent</a>	To be done on day-to-day basis and to be shared with NDFDC on daily basis. Turnaround time of 2 hours for standard queries (as defined by Ministry of Mines) and 24 hours for special case queries.
5.	<b>MIS Reports:-</b> <ul style="list-style-type: none"><li>• Social Media number crunching report.</li><li>• Regional Analysis report of each handle.</li><li>• High response analytics and statistics of each handle.</li><li>• Backward integration report.</li><li>• Forward integration report</li><li>• Derivation report.</li></ul>	The reports are to be submitted by third day of every month or as and when desired by NDFDC.

6.	Staff (04 staffs to be housed in Ministry)	<p>Day to day activities of all staff members would be monitored by, NDFDC.</p> <p>In case of leave, alternate staff shall be provided by the agency, backend support to carry-out the activities shall also be provided by the agency.</p> <p>The following conditions will be applicable in case of substitution:</p> <p>a) Substitution of key personnel can be allowed in compelling or unavoidable situations only and with prior concurrence of this NDFDC. Further, the substitute shall be of equivalent or higher credentials subject to equally, or better, qualified and experienced personnel being provided to the satisfaction of the NDFDC.</p> <p>b) Replacement of first personnel will be done without any penalty. However any replacement thereafter will attract a penalty of <b>2.5%</b> of contract value on each occasion.</p>
7.	Audio/Video Script composition	Two audio and Two video scripts are to be composed each month.
8.	Quarterly magazine	One Quarterly magazine of the NDFDC is to be published every month (or as decided by the NDFDC from time to time).
9.	Managing Social Media	<p>For different demography across country:-</p> <p>i. X handle</p> <p>ii. YouTube channel</p> <p>iii. Facebook</p> <p>iv. Instagram</p> <p>v. Any other social media platform</p> <p>Preparation of content through valid research and development. Minimum four messages daily on each of the above handle.</p>
10.	Other Activities	Apart from above all the activities as specified in Section-3 or which pertain to media/social media (as decided by the NDFDC in due course) are to be undertaken.

\* Formats for delivering reports as mentioned in table above can be modified & will be approved by NDFDC from time to time.

**C. Milestones & Performance Evaluation:**

- i The follower base on all Social Media platforms should increase exponentially.  
Consistency in reach of the messages should be maintained. The grown in follower base on two key platforms are as under. More platforms will be added to

this matrix as NDFDC Social Media Engagement grows:

<b>Social Media Platform</b>	<b>Quarterly Achievement Target</b>
Face-book	Increase in number of followers by 1500 every quarter
X	Increase in number of followers by 1500 every quarter
Instagram	Increase in number of followers by 1500 every quarter
Koo	Increase in number of followers by 1500 every quarter
Threads	Increase in number of followers by 1500 every quarter
Youtube	Increase in number of followers by 1500 every quarter

**ii. Turnaround Time (TAT):**

<b>SI No.</b>	<b>Deliverable</b>	<b>TAT</b>
1.	Content Calendar	By 15 <sup>th</sup> day of every month for the next month
2.	User responses	2 hours for standard queries (as defined by Ministry of Mines) and 24 hours for special case queries (Average of all user responses should be computed in a quarter)
3.	Other content/ creative requests	24 hours
4.	Reports request	6 hours

**D. Service Level Agreement (SLA):**

SI. No.	Deliverable	Severity Level 1	Severity Level 2	Severity Level 3
1.	Preparation & Submission of Detailed Plan of Action	Delay of 1-2 days	Delay of 3-5 days	Delay of more than 5 days
2.	Content Creation and Dissemination	Delay of 1 day	Delay of 1-2 days	Delay of more than 2 days
3.	Campaign Management	Delay of 2 days	Delay of 2-4 days	Delay of more than 4 days
4.	Regular Monitoring and Response Management	Delay of 4 hours	Delay of 6 hours	Delay of 8 hours
5.	MIS Reports	Delay of 1 day	Delay of 1-2 days	Delay of more than 2 days
6.	Non-Deployment of personnel (unauthorized absence)	Absence of 1 day	Absence of 2 days	Absence of 3 days



<b>SI. No.</b>	<b>Severity Levels</b>	<b>Definition</b>	<b>Penalty</b>
1.	Level 1	For single violation in a quarter	0.5% of the quarterly invoice raised
2.	Level 2	For single violation in a quarter	1% of the quarterly invoice raised
3.	Level 3	For single violation in a quarter	2% of the quarterly invoice raised

**An increase in the number of violations of any level will attract higher Severity Levels viz.4-6, which are defined in the table below:**

<b>SI. No.</b>	<b>Severity Levels</b>	<b>Definition</b>	<b>Penalty</b>
4.	Level 4	For two-four instances of any Level, violation	<b>Penalty of respective level</b> levied on each instance + 1% of the quarterly invoice raised
5.	Level 5	For five-six instances of any Level violation	Penalty of respective level to be levied on each instance + 4% of the quarterly invoice raised.
6.	Level 6	For more than six instances of any Level-violation	Penalty of respective level to be levied on each instance + 8% of the quarterly invoice raised.

**Note: Total Penalty that will be levied for violations of timelines as per SLA will be subject to a maximum of 10% of the quarterly invoice raised.**

#### **Section 4: General Terms & Conditions**

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

- i. Rate shall be written both in words and figures. There should not be errors and/or over- writings and corrections, if any, should be made clearly and initialled with dates. The rates should mention elements of the service charges or any other charges separately.
- ii. **For works other then mentioned in contract, agency shall be paid as per DAVP rates.**
- iii. Agency shall not assign or sublet the Work Order or any substantial part there of tcany other agency, nor can the agency have arrangement with other company for bidding purpose.
- iv. Rates quoted will be valid up to one 180 days from the issue of bid date.
- v. In the event of any loss /damage to NDFDC, the Bidder shall be liable to make good such loss found. No extra cost on such incidents shall be admissible.
- vi. Direct or indirect canvassing on the part of the Bidder or his representative will lead to disqualification.
- vii. If a Bidder imposes conditional bids, they are liable to summary rejection.
- viii. NDFDC reserves the right to accept or reject one or all bids without assigning any reasons and accept bid for all or anyone. NDFDC also reserves the right to award the work to more than one company.
- ix. The Agency shall not use any Govt. Emblems, NDFDC logo and/or any other information 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 the Ministry of Mines.
- x. 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 NDFDC. Upon discovery of such entity, the Agency shall provide necessary information of such entity to the NDFDC for immediate prosecution/legal action.
- xi. 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 simultaneously.
- xii. The Agency's contract is liable to be immediately terminated if it is found responsible for uploading any defamatory, seditious, gender prejudiced, illegal or obscene content. The Agency shall promptly remove any content of the aforementioned malicious nature uploaded by a member of the public and inform NDFDC of the same to provide NDFDC with the opportunity to take legal action against such an individual or group.
- xiii. Noninterest shall be paid by NDFDC on Performance Bank Guarantee.

- xiv. The PBG shall be refunded after two months after the satisfactory completion of the work or as per <https://eprocure.gov.in/>.
- xv. Termination: The Work Order can be terminated at any time by the NDFDC, 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.
- xvi. Liquidated Damages: In case of delay in supply of services to be provided within the prescribed period in the Work Order, liquidated damages will be charged, as per the SLA (Section 3, sub section `D').
- xvii. Recoveries: Recoveries of liquidated damages shall be from Vendor's quarterly invoice(s) and/or PBG available with NDFDC. In case recovery is not possible, recourse will be taken under Delhi PDR Act or any other law in force.
- xviii. NDFDC 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 especially those relating to IPR, Knowledge Management etc.
  - c. Any other circumstance at the sole discretion of NDFDC.
- xix. If the Agency requires an extension of time incompletion of the work order period on account of occurrence of any hindrance, he shall apply in writing to NDFDC, 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.
- xx. 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.
- xxi. The NDFDC reserves the right to remove any member not found suitable in his/her work. Only seven days' notice will be given to replace such member.
- xxii. 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 the CMD, NDFDC.
- xxiii. All legal proceedings, if necessity arises to institute, by any of the parties needs to be lodged in courts situated in Delhi.

### **Section 5: Opening of Proposal**

- i. Technical Proposals shall be opened in .
- ii. The date of opening of Financial Bid will be intimated to the technically qualified Bidder/ of Bidders through Email.
- iii. 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 with the highest cumulative score calculated as per the method provided in Data Sheet in terms of the aforementioned terms and conditions and decision of NDFDC shall be final and binding.
- ii. NDFDC reserves the right to accept or reject any or all the proposals without assigning any reason.
- iii. NDFDC also reserves the right to call for additional information from the Bidders/Consortium of Bidders.
- iv. Notification on Award of Work for Bidder shall be made in writing to the successful Bidder. The successful bidder will sign a contract with NDFDC for a period of one year. The NDFDC will issue a work order for one year, after signing of contract or acceptance of Contract in as per the provisions available in Tender Document.
- v. However, the contract period of one year may be reduced, at any point of time, on sole discretion of NDFDC without offering any reasons or entertaining any requests from the agency. If the contract period is reduced at any point of time by the Department, intimation will be sent to the selected agency at least 15 days prior to the date decided by the NDFDC to end the existing contract.
- vi. After the expiry of the initial one year, the work order/contract may be extended for a further period of 1 Year or as per the provisions of Tender, at sole discretion of NDFDC depending upon agency's satisfactory performance, at the same terms and conditions.

## Section 7: Proposal Formats

NDFDC, invites the Proposals from Firms /Agencies /Consortium for "Media/Social Media Management Bidders/ Consortium of Bidders are required to submit Proposals in the formats as given under:

S. No.	Form	Description
<b>Forms</b>		
1.	<b>Form-1P</b>	<b>Covering Letter</b>
2.	<b>Form-2P</b>	<b>Bidder's Organization Details and Financial Information</b>
<b>Technical Form</b>		
1.	<b>Form-1T</b>	<b>Technical Form</b>

	<b>Label as 1T 'A'</b>	Relevant experience in Media/ Social Media Management for Government Departments/ PSU/ Autonomous Bodies (Last 3 Years)
	<b>Label as 1T 'B'</b>	Relevant experience in Media/ Social Media Management for Public Listed Companies (Last 3 Years)
	<b>Label as 1T 'C'</b>	<p>Strategy, Strength, Approach &amp; Methodology etc. including but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Proposed brand vision and digital marketing strategy.</li> <li>• Proposed strategy (Cost effective and viable)</li> <li>• Content Development Strategy</li> <li>• Proposed usage of Media Monitoring and Management tools, applications and mobile devices</li> <li>• Comments on the scope of work Innovative ideas and suggestions</li> </ul>
	<b>Label as 1T 'D'</b>	Team Composition: Details of the Team identified to work with NDFDC
<b>2.</b>	<b>Form-2T</b>	<b>Details of Similar Assignments</b>
	<b>Form-2T 'A'</b>	<b>Client Case Study Evaluation</b>

**Form-1P: Covering Letter**

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

To,

**Sub: Proposal for Selection of Agency for Media/ Social Media Management**

Dear Sir/Ma'am,

1. We, the undersigned, having carefully examined the referred Request for Proposal, offer to provide the required services, in full conformity with the said Request for Proposal.
2. We have read all the provisions of Request for Proposal and confirm that these are acceptable to us.
3. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
4. We agree to abide by this Proposal, consisting of this letter our Technical and Commercial Proposals, the duly notarized written power of attorney and all attachments for a period of 180 days from the date fixed for submission of Proposals or as per the provision of <https://eprocure.gov.in/> 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 expiry of that period.
5. Until the formal final Work Order is prepared and executed between us, this Proposal, together with your written acceptance of the Proposal and your notification of award, shall constitute a binding Work Order between us.
6. We declare that we do not have any interest in downstream business, which may ensue from the Request for Proposal, prepare through this assignment.
7. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation or misinterpretation contained in it may lead to our disqualification.
8. We understand you are not bound to accept any proposal you receive, not to give reason for rejection of any proposal and that you will not defray any expenses incurred by us in bidding.
9. RTGS / NEFT Transaction Details ..... for INR.....is enclosed towards EMD.

Yours faithfully,

Name:

Date:

Signature (with stamp):

**Form-2P: Bidder's Organization**

**Organization and Financial information (on official letter head)**

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

<b>Financial Information of last three financial years (All Figures in Lakh)</b>				
	<b>FY 2020-21</b>	<b>FY 2021-22</b>	<b>FY 2022-23</b>	<b>FY 2023-24 (unaudited)</b>
Revenue In INR				
Any other information				

**All Bidders shall provide the details in the format above.**

<b>S.NO.</b>	<b>Name of Bidder</b>	<b>Roles &amp; responsibilities</b>