

RFP Number: 546 / DMF

Date: 20 / 10 / 2020



**District Mineral Foundation Trust (DMFT), Angul
Government of Odisha**

REQUEST FOR PROPOSAL (RFP)

For

**Selection of an agency for “Management of Social Media Platforms &
to Provide Allied Services to DMF, Angul”**

**O/o – Project Director, DRDA, DMF Cell,
Angul, Odisha, PIN – 759122
Tele. No. – 06764 – 230745
E – mail: dmfangul@gmail.com**

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DISCLAIMER

The information contained in this Request for Proposal (hereinafter referred to either as "RFP") document provided to the Bidders, by the District Mineral Foundation, Angul, hereinafter referred to as DMF, or any of their employees or advisors, is provided to the Bidder(s) on the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided.

The purpose of this 'RFP document is to provide the Bidder(s) information to implement the following assignment: **“Management of Social Media Platforms & to Provide Allied Services to DMF, Angul”** This RFP document does not purport to contain all the information each Bidder may require. This RFP document may not be appropriate for all persons, and it is not possible for the DMF, their employees or advisors to consider the business/investment objectives, financial situation and needs of each Bidder who reads or uses this RFP document.

Each Bidder should conduct its own investigations & analysis and should check the accuracy, reliability & completeness of the information in this RFP document and wherever necessary obtain independent advice from appropriate sources. DMF, their employees and advisors make no representation or warranty and shall incur no liability under and law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFP document.

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

SECTION 1: Letter of Invitation

Collector & Chairperson – Cum - Managing Trustee,
District Mineral Foundation, Angul,
Government of Odisha.

Dear Agency,

1. The Collector & Chairperson – Cum - Managing Trustee, District Mineral Foundation (DMF) Angul invites proposal from experienced agencies for “**Management of Social Media Platforms & to Provide Allied Services to DMF, Angul**”. The details of the required scope of work and services expected from the Agency are provided in the Section 5: Terms of Reference in this RFP Document.

1. An Agency will be selected as per Quality and Cost Based Selection (QCBS) criteria described in this RFP.

2. The RFP comprises the following sections:

Section 1 – Letter of Invitation

Section 2 – Definitions

Section 3 – Factsheet

Section 4 – Background and the need for hiring social media agency for handling the social media platform and for providing other allied services.

Section 5 – Terms of Reference

Section 6 – Instructions to Agencies

Section 7 – Technical Proposal – Standard Forms

Section 8 – Financial Proposal – Standard Forms

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Collector & Chairperson – Cum –
Managing Trustee, DMF, Angul

Section 2: Definitions

- a) "DMF" means the District Mineral Foundation, Angul
- b) "Client" is the District Collector -cum - Chairperson and Managing Trustee, DMF, Angul, Government of Odisha.
- c) "Agency" means any entity or person that may provide or provides the Services to the Client under the Contract.
- d) "Day" means calendar day.
- e) "Instructions to Agencies" means the document which provides interested Agencies with the information needed to prepare their respective Proposals.
- f) "LoI" means the "Letter of Intent" being sent by the Client.
- g) "Personnel" means professional and support staff provided by the Agency and assigned to perform the Services or any part thereof.
- h) "Proposal" means Technical Proposal and the Financial Proposal.
- i) "RFP" means the Request for Proposal circulated by the Client for the selection of Agency(s).
- j) "Assignment/job" means the work to be performed by the Agency pursuant to the Contract.
- k) "Terms of Reference" (ToR) means the information included in the RFP which explain the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Client and the selected Agency(s).
- l) "Competent Authority" means Collector & Chairperson – Cum - Managing Trustee, DMF, Angul, Government of Odisha.



Section 3: Factsheet

Request for Proposal (RFP) document made available to the applicants	21 st October' 2020
Last Date for Receiving of Queries	28 th October' 2020 by 5.00 P.M. to Email: dmfangul@gmail.com
Pre – bid / Clarification Meeting at DRDA , Conf. Hall	2 nd November' 2020 (11.00 A.M.)
Last date for Receipt of Technical and Financial Proposals (Sealed Envelope)	10 th November' 2020 by 5.00 P.M.
Date of opening of Technical Proposals, Technical Presentation and Financial Proposal	11 th November'2020 at 11.00 A.M.
Letter of Award	To be intimated to selected Agency
Start Date	To be intimated to selected Agency
Method of Selection	QCBS 60:40
Ernest Money Deposit (EMD)	Rs.25,000/- (Rupees twenty five thousand) only in the form of 2 Year TDR / FD / Postal Deposits duly pledged in favour of The Collector & Chairperson – Cum - Managing Trustee, DMF, Angul
Bid Cost	Rs.2,000 (Rupees two thousand) only in the form of Demand Draft in favor of The Collector & Chairperson – Cum - Managing Trustee, DMF , Angul, drawn on any Nationalized / Scheduled Bank , payable at Angul.
Address for Submission of Proposals	Project Director , DRDA - Cum – Chief Executive , DMF Cell , Angul , Odisha , PIN – 759122
Mode Submission of Bid Document	Bid document are to be submitted by Speed Post / Registered Post (India Post) only.

Note:

1. The Client reserves the right to change the above schedule by due intimation / information to the intended agencies. Please visit the website www.angul.nic.in regularly for the updates.
2. If it is not possible to open the financial proposals on the same day of bid opening, the date of opening of financial proposal will be communicated to eligible bidder through correspondence.
3. Proposals must be submitted on or before the prescribed date, time and venue mentioned in the Fact Sheet. Proposals received after cut – off date will be summarily rejected.

Sections 4: Background and need for engagement of social media agency for handling the social media platforms for DMF, Angul:

District Mineral Foundation (DMF) registered under Trust Act, is an Independent Trust constituted under the active supervision of Planning & Convergence Department, Govt. of Odisha. The main objective of DMF, Angul is the overall development and welfare of the mining affected areas / people of the District which includes strengthening the existing Government flagship programmes and to bridge the gaps. Numerous developmental projects have been under different sectors like Drinking Water, Health Care, Social Security, Physical Infrastructure, Education, Livelihood, Sanitation, Irrigation, Welfare of Women & Children, etc. are allocated and taken up through the Government Implementing Agencies. The purpose is to extend the benefits for the overall development of the people of mining affected areas as well as of the District.

For over-viewing the impact of such projects, IEC plays a major role for reaching to mind of the beneficiaries and communicating the benefits of different schemes. With the emerging of social media and acceptance of the social media in rural areas, this platform will be effective for smooth communication of the outline of DMF as well as of District Administration, Angul.

For this purpose, DMF, Angul intends to engage an agency for **“Management of Social Media Platforms and to Provide other Allied Services to DMF, Angul”** in order to explore the opportunity in social media platform for disseminating the information on different activities for wide publication to the denizen and others.

Objectives:

- i. To create a brand imagery for DMF, Angul on popular social media platforms.
- ii. To widen DMF, Angul reach among different communities on social media and online platforms.
- iii. To disseminate information on different projects taken up by DMF, Angul for the beneficiaries of mining affected areas as well as of the entire District using the different templates, Newsfeed, Success Story, Videos, Flash Message etc.
- iv. To create engagement between DMF, Angul and people via positive conversations.
- v. To communicate with citizens via online platforms about new policies, initiatives, Govt. / District prospective on different projects and opportunities for the people particularly for the mining affected beneficiaries & also for the other non-affected areas of the District.
- vi. To raise awareness about the latest and important events/ Govt. functions.
- vii. To create a simple and user-friendly system for exchanging ideas and feedback online to reach to the administration.
- viii. To allay apprehensions, misconceptions if any, prevailing amongst general public/ beneficiaries by addressing their grievances.

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Sections 5: Terms of Reference:

Given below are the list of proposed Social Media Activities that the DMF, Angul desires the Agency to execute. However, DMF is not obliged to employ all activities mentioned below and the DMF has the discretion to change the scope of activities without having any commercial implication. The scope of work includes but is not limited to the following:

a) Strategy Formulation

The Agency will formulate a result oriented comprehensive social media promotion strategy.

b) Creation and Management of Social Media platforms

- i. The agency shall create and subsequently maintain the official WhatsApp, Facebook Page, Twitter Profile, You Tube Channel and Instagram including any other social media platform of DMF, Angul during the course of contract and hence set up a complete social media networking management system and manage the same by deploying requisite number of persons (min 1 person) with requisite qualifications and skill sets.
- ii. The Agency would develop and upload on various social media platforms, creative content or adapt the already available creative content of different schemes, success stories and guidelines. The content includes but not limited to banners, videos, info graphics, graphics 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 the DMF, Angul.
- iv. Social Media Account will be verified /authenticated by the agency as per the norms of respective platforms.

c) Dissemination of messages through Social Media Platforms

- i. The Agency would be responsible for enhancing reach of messages such as Scheme Benefits, Innovations, Initiatives and 5T and other activities on various social media platforms through non-paid media so that the content would reach to the last mile on internet domain in real time basis particularly to the rural masses. .
- ii. The content will be initially drafted in two languages (English & Odia) 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 work, milestones, and achievements (Success Story) etc. of schemes and institution as a whole.
- v. While creating content, platform limitations should be given due care (e.g. 140 character limitation on Twitter, image guidelines on Facebook/Instagram etc.)
- vi. Compilation and coordination of news, events and community involvement postings within social media.
- vii. Select and upload images that increase curiosity and engagement amongst people/ beneficiaries.

- 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 DMG, Angul from time-to-time.

d) Conversation Management

- i. Set up monitoring services as per the requirement.
- ii. Monitoring to be done using proper tracking mechanism to track conversations relating to DMF Schemes.
- iii. To tap existing or initiate newer conversations on regular basis such as call to the beneficiaries on random basis to the feedback of the beneficiaries.
- iv. Redress the grievances received on social media with help of concerned departments of District. Revert to the user/ complainer on the resolve of the issue/ grievance.
- v. Run (#) Hash tag based discussions frequently with Twitter/Facebook users, frequently.

e) Response Management

- i. The agency shall provide accurate, complete, polite, and prompt feedback mechanism to users via social media platforms. The agency shall gather inputs from users and respond back to their requests, queries, suggestions etc. and also pass onto authorized officials of DMF on regular basis.
- ii. User interaction would initially be done in Odia and English only to be extended to other languages subsequently on need based basis.
- iii. The agency would also moderate the sites to avoid spam, advertisements and inappropriate content.
- iv. The agency is also expected to track social media networks for relevant and related key words, and respond to them in a big way to initiate positive conversations on social media sites.

f) Monitoring and Reporting

- i. Tracking conversations, links and blogs about DMF 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 neutralize negative sentiments.
- vi. Submit 'Effectiveness Analysis Reports' to DMF on a weekly or monthly basis, as required.
- vii. The agency would employ requisite analytical and software tools, as required

g) Documentation & IEC Development

- i. Services of the Agency will also be used for creation and development of documentation like audio visuals, script development and designing of success

stories and best practices, etc.

- ii. To address the same agency may have to make videos of 5 minutes / 10 minutes / 30 minutes and one hour audio visuals of the DMF projects.
 - iii. The agency must have their own equipment and resources. The agency has to provide the soft copy of the above stated photos / video clips to DMF as well as to be kept in the archive for record.
 - iv. Agency has to quote the prices taking all the above services in to account which must include all ancillary and out of pocket expenses.
- h)** 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.
- i)** The agency must mark all electronic content (text, photo, video or otherwise) as copy right, wherever applicable; and monitor and report unauthorized use.
- j) 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 to be made available to DMF, Angul.

Other anticipated activities but not limited to:

- i. Manage and act on all related opportunities.
- ii. Distribute press releases, media announcements to on line media.
Conduct personal follow up on outreach via e-mail.
- iii. Utilize social media tools to support day to day image building efforts.
- iv. Means and methods of Social Media Audit.

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k) Responsibilities

Daily Responsibilities	Weekly Responsibilities	Monthly Responsibilities
<ul style="list-style-type: none"> • Maintaining the goodwill of the institution. • Respond to any/all engagements from follower base • Sharing our quality content socially <p>Regular posting on social media accounts:</p> <ul style="list-style-type: none"> • Use local/native video/scheme videos • Experiment posting • Mix up posts Types • Test post Length • Include @Tags of other pages • Repost popular post. • Pre-self-target audience • Drive traffic from other sources • Embed posts & on your blog <p>Monitor for Keywords: Follow Back & Connect with one new person/ beneficiaries.</p> <p>Check Mentions</p> <p>Search Engine Activities:</p> <ul style="list-style-type: none"> • Directory Submission • URL Pinging • Search Engine Submission 	<ul style="list-style-type: none"> • 6-12 Engaging Twitter posts per week • 5-8 Facebook Actions • Share at least five relevant articles • Run non- paid campaigns for required post • Creation, development and uploading of Audio Visuals in Social Media Platforms as per direction <p>Check out stats</p> <p>Weekly goals Check-in Search Engine Activities:</p> <ul style="list-style-type: none"> • Classified • Business Listing • Social Bookmarking 	<ul style="list-style-type: none"> • 1-2 YouTube videos per month • Analytics Reports Design & change banners on social media accounts • Increase followers & subscribers on social media accounts • Create channels like: YouTube • Goal-Setting & Come up with new experiments Create more channels and expand our video in other channels • Design Newsletter / Boucher / Leaflets & share with targeted audience • Creation, development and uploading of Audio Visuals in Social Media Platforms as per direction • Monthly Analytics Reports

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Section 6: Instruction to Agencies

1.1 The Collector & Chairperson – Cum - Managing Trustee, District Mineral Foundation (DMF), Angul will select agencies in accordance with method of selection specified below.

Name of the Client: Collector & Chairperson – Cum - Managing Trustee, District Mineral Foundation (DMF), Angul

Method of selection: Quality and Cost Based Selection (QCBS).

1.2 Interested Agencies are invited to submit a Technical Proposal and a Financial Proposal, for the assignment named below.

Name of the Project: **“Management of Social Media Platforms & to Provide Allied Services to DMF, Angul “**

1.3 **The Proposal submission address:**

Project Director, DRDA – Cum – Chief Executive,
District Mineral Foundation, Angul,
Odisha, PIN – 759122.

1.4 The Proposal (comprising of Pre - Qualification documents, Technical Proposal, Financial Proposal and EMD in Four separate sealed envelopes) must be submitted by registered/speed post only which should be received by the Client, not later than the following date and time:

Date: 10th November' 2020 **Time:** By 5.00 P.M.

1.5 **Queries / Clarification:**

- a) The Client shall invite queries from Agencies as per the details mentioned in the Fact Sheet of this document.
- b) The Applicants must ensure that their queries should reach DMF, Angul, on or before last date mentioned in the Fact Sheet of this document only through the email of the Client, i.e. to dmfangul@gmail.com by 28th November (5.00 P.M.).
- c) The queries must be submitted in the following format:

Section/Page No	Content of RFP requiring clarification	Change/clarification requested	Remarks

- d) Client will not be responsible for non – receiving / delay in receiving of queries made by agency (s).
- e) Any queries for clarification, received after the cut - off date and time may not be entertained by the DMF.
- f) However, the Client reserves the right to hold or re-schedule the process.

Responses to Queries and Issue of Corrigendum:

- a) The Authorized Representative of the Client will endeavor to provide timely response to the queries. However, no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does undertake to answer all the queries that have been posed by the Applicants.
- b) At any time prior to the last date for receipt of proposals, the client may, for any reasons, whether at its own initiative or in response to a clarification requested by a prospective Applicant, modify the RFP Document by a corrigendum.
- c) The Corrigendum (if any) & clarification to the queries from all Applicants will be uploaded on the websites <http://angul.nic.in> . Any such corrigendum shall be deemed to be incorporated into this RFP.
- d) In order to provide prospective Applicants reasonable time for taking the corrigendum into account, the Client may discretionally extend the last date for the receipt of proposals.
- e) The Client's Representative: Project Director, DRDA - Cum - Chief Executive, District Mineral Foundation, Angul.

1.6 Agencies shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Client is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to contract award, without thereby incurring any liability to the Agencies.

1.7 Conflict of Interest:

- a) Client requires that Agencies shall perform the required services, provide professional, objective, and impartial advice and all times hold the Client's interest paramount, strictly avoid conflicts of interest with other assignments or their own interests and act without any consideration for future work. Without limitation on the generality of the foregoing, Agencies, and any of their affiliates, shall be considered to have a conflict of interest and shall not be engaged, under any of the circumstances set forth below.

Conflicting Relationship:

- a) An Agency (including its Personnel and Sub-Agencies) that has a business or family relationship with a member of the Client's staff who is directly or indirectly involved in any part of (a) the preparation of the terms of reference of the Assignment, (b) the selection process for such Assignment or (c) supervision of the Contract, may not be awarded a Conflict, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Client throughout the selection process and the execution of the Contract.
- b) Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the Client, or that may reasonably be

perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the Agency(s) or the termination of its Contract.

- c) No Agency or current employees of the Client shall work as Agency under their own ministries departments or agencies

1.8 Unfair Advantage:

If an Agency could derive a competitive advantage from having provided other services related to the assignment in question, the Client shall make available to all other Agencies together with this RFP all information that would in that respect give such Agency any competitive advantage over competing Agencies.

1.9 Fraud and Corruption:

It is required that Agencies participating in the project adhere to the highest ethical standards, both during the selection process and throughout the execution of a contract.

The Client:

- a) Defines the terms set forth below as follows:
 - i. "corrupt practice" means the offering, giving, receiving or soliciting, directly or indirectly or anything of value to influence the action of a public official or members of the Evaluation Committee, in the selection process or in contract execution;
 - ii. "fraudulent practice" means a misrepresentation or omission of facts in order to influence a selection process or the execution of a contract;
 - iii. "collusive practices" means a scheme or arrangement between two or more Agencies with or without the knowledge of the Client, designed to establish prices, artificial, non-competitive levels;
 - iv. "coercive practices" means harming or threatening to harm, indirectly, persons or their property to influence their participation in a procurement process or affect the execution of a contract;
- b) Will reject a proposal for award, if it determines that the Agencies recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the contract in question:

Applicant Agencies should be aware of the provisions on fraud and corruption stated in the specific clauses in the Contract.

1.10 Only one Proposal:

An Agency may only submit one proposal. If any Agency submits or participates in more than one the proposal, all such proposal shall be disqualified.

1.11 Proposal Validity:

Proposal must remain valid for 180 days from the last date of bid submission. During this period, agency shall maintain the availability of Professional staff nominated in the Proposal and fully committed to their financial proposal, unchanged. The client will make its best effort to complete negotiations within this period. Agency who

do not agree, have the right to refuse to extend the validity of their Proposals, under such circumstances, the client shall not consider such proposal for further evaluation.

1.12. Preparation of Proposals:

- i. The Proposal as well as all related correspondence communicated by the Agencies and the Client, shall be written in English
- ii. In preparing their Proposal, Agencies are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a Proposal.
- iii. The Proposal consists of two parts (i) Technical Proposal and (ii) Financial Proposal

1.13. Minimum Eligibility Criteria:

Agencies failing to meet criteria or not submitting requisite proof for supporting of minimum eligibility criteria are liable to be rejected summarily.

Table No.6.1

Sl. No.	Criteria	Documentary Evidence to be Submitted in Technical Bid
1	Name & Address of the Agency (Sole-proprietorship) / Partnership Firm / Company	
2	Registration details :	<ul style="list-style-type: none"> • Registration Certificate. • PAN Card • GST Registration Certificate • Bank account & RTGS details.
3	Minimum 2 years' experience in handling such type of assignments in Govt./ Private or Public Sector	Work Orders/ Completion Certificates/Invoice issued by/to the Client
4	The Agency (Sole-proprietor / Firm / Company) should have minimum financial annual turnover of Rs. 5, 00, 000/- for the last 2 years.	Filed IT return of last 2 years
5	Brief write up of the relevant business activities undertaken so far and an overview of the expertise/potential available with the Agency.	To be submitted
6	Details of required equipment and project management tools available.	To be submitted
7	Details of Quality work plan to deliver on the engagement as per the Scope of Work in terms of achieving Goals and objectives.	To be submitted
8	The Agency (Sole-proprietor / Firm / Company) should not have been blacklisted / banned by the Central/ State	Self-Certification on letterhead to be furnished with stamp paper.

	Governments or PSU.	
9	Submission of undertaking for Bid terms & conditions acceptance.	Submission on letter head
10	EMD of Rs.25,000/- (Rupees twenty five thousand) only in the form of 2 Year TDR / FD / Postal Deposits duly pledged in favour of The Collector & Chairperson – Cum - Managing Trustee, DMF, Angul	To be submitted with Technical Bid Document.
11	Bid Cost of Rs.2,000 (Rupees two thousand) only in the form of Demand Draft in favor of The Collector & Chairperson – Cum - Managing Trustee, DMF , Angul, drawn on any Nationalized / Scheduled Bank , payable at Angul.	To be submitted with Technical Bid Document.

NOTE: The copies of documents submitted towards minimum eligibility criteria are to be substantiated through production of originals, as and when required.

1.14. Technical Proposal Format and Content:

Applicant Agencies are required to fill the Technical Evaluation Form. The filled up Technical Evaluation Form and the corresponding Tech Form (in Section 7) should be enclosed in a separate envelop along with all necessary/supporting document to justify the minimum eligibility criteria. The supporting documents have to be produced in original by the Agencies, if and when demanded by the Client. Submission of the wrong type of Technical Proposal will result in the (Proposal being deemed non-responsive).

The formats of the Technical Proposal (Section 7) to be submitted are:

- a) Form Tech 1: Letter of Proposal submission
- b) Form Tech 2: Agency's organization & experience
- c) Form Tech 3: Strategy and approach
- d) Form Tech 4: Undertaking regarding any conflicting activities and information. A Technical proposal containing financial information shall be declared non-responsive.

1.15. Financial Proposals

The Financial Proposal shall be prepared using the attached Financial Proposal Form (in Section 8). The financial proposal shall not include any conditions attached to it and if received, then any such conditional financial proposal shall be rejected.

1.16. Tender Fee/ Bid Cost

A Bid Cost Rs. 2,000/- (Rupees two thousand) only in the form of Demand Draft (D.D.) made from any nationalized / scheduled bank in favor of "Collector & Chairperson - Cum - Managing Trustee, DMF, Angul" payable at Angul, must be submitted along with the Proposal.

1.17. Earnest Money Deposit:

An Earnest Money Deposit (EMD) of Rs. 25,000/- (Rupees twenty five thousand) only in the form of 2 year TDR / Fixed Deposit / Postal Deposits duly pledged in favour of Collector & Chairperson – Cum - Managing Trustee , DMF , Angul from any nationalized / scheduled bank / post office must accompany with the Proposal.

Proposals received without Bid Cost and EMD shall be rejected as non- responsive. No bank guarantee will be accepted in lieu of the EMD of the successful and unsuccessful agencies. EMD of unsuccessful agencies will be returned within one month of signing of the agreement.

The EMD shall be forfeited by the Agency in the following events:

- a. If Proposal is withdrawn during the validity period or any extension by the Agency thereof.
- b. If the Proposal is varied or modified in a manner not acceptable to the Client after opening of Proposal during the validity period or any extension thereof.
- c. If the Agency tries to influence the evaluation process.
- d. If the selected Agency withdraws its proposal during negotiations.

1.18. Performance Bank Guarantee

The selected Agency shall be required to furnish a Performance Bank Guarantee of Rs.1,00,000/- on the contract price for 12 months, in the form of an unconditional and irrevocable bank guarantee from a Nationalized / scheduled bank in India in favor of "Collector & Chairperson – Cum - Managing Trustee, DMF, Angul" for the entire period of contract with 180 days claim period. The bank guarantee must be submitted after award of contract but before signing of contract. The successful bidder must renew the bank guarantee on same terms and conditions for the period up to contract including extension period, if any, Performance Bank Guarantee would be returned only after successful completion of task assigned to them and only after adjusting/recovering any dues recoverable/ payable from/by the Agency on any account under the contract. On submission of this performance guarantee and after signing of the contract, demand draft submitted towards EMD would be returned in original.

1.19. Submission, receipt and opening of proposals

- a. The proposal (Technical Proposal and Financial Proposal) shall contain no interlineation or overwriting except as necessary to correct errors made by the Applicant Agencies themselves. The under-signee person for the proposal must provide his initial beside such corrections. Submission letters for the Technical Proposal and Financial Proposals should respectively be in the format specified.
- b. An authorized representative of the Applicant Agencies shall initial all pages of the original Technical and Financial Proposals. The authorization shall be in the form of a written power of

attorney accompanying the Technical and Financial Proposals or in any other form demonstrating that the representative has been duly authorized to sign.

- c. The Tender Fee / Bid Cost, EMD, including all the Tech Forms and supporting documents (listed 1.14) shall be placed in a separate sealed envelope clearly marked "TECHNICAL PROPOSAL".

Similarly, the Financial Proposal including the Fin Form (described in 1.15) shall be placed in a separate sealed envelope clearly marked "FINANCIAL PROPOSAL" All the three sealed envelopes shall be placed in an outer large envelope and sealed. This outer envelope shall bear the submission address and shall be clearly superscripted with "**Bid Documents for selection of Agency for management of social media platforms & to provide other allied services to DMF, Angul**". The Client shall not be responsible for misplacement, loss or premature opening if the outer envelope is not sealed and/or marked as stipulated. The circumstances may also be deemed as fit case for Proposal rejection. If the Proposal is not submitted in separate sealed envelopes duly marked as indicated above, this will constitute grounds for declaring the Proposal non- responsive.

- d. The Proposals must be sent to the address indicated and received by the Client no later than the time and the date of submission, or any extension to this date in accordance with corrigendum. Any proposal received by the Client after the deadline for submission shall be returned unopened.
- e. From the time, proposals are opened to the time the Contract is awarded, the Agencies should not contact the Client on any matter related to its Technical and or Financial Proposal, Any effort by Agencies to influence the Client in the examination, evaluation, ranking of proposals and recommendation for award of Contract may result in the rejection of the Agencies Proposal.
- f. Proposals are to be submitted through speed post / registered post (India Post) only. Proposals submitted by any other means will not be accepted.

1.20. Evaluation of Technical Proposal

- a. A Bid Evaluation Committee (BEC) will be constituted by the Client for the purpose of evaluation the proposals.
- b. The BEC shall open & evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and by applying the evaluation criteria, sub-criteria specified in the Table No. 6.1 and 6.2. Each responsive Proposal will be given a Technical Score (Ts).
- c. The Bid Evaluation Committee while evaluating the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation process is concluded, and the competent authority accepts the recommendations.
- d. Agencies shall also make a presentation on its relevant skill, competencies, past experiences including the plan and modalities for the assignment before the Bid Evaluation Committee, which will be evaluated.
- e. A Proposal may be rejected at any stage if it does not respond to important aspects of the RFP and particular the Terms of Reference or if it fails to achieve the minimum technical score indicated below

- f. The Committee shall determine the approach and methodologies for the issues, which may arise during the evaluation exercise and have not been addressed in this RFP. The decision of the Committee shall be final and binding on all the Bidders.

Criteria, sub-criteria, and point system for the Detailed Evaluation of Technical Proposals are:

Table No. 6.2

SL	Evaluation Criteria	Supporting Form	Max. Marks
1	Experience in Social Media Sector		40
1.1	Total experience so far towards management of social media platforms / twitter account / face book / IEC development / video films, etc. with reference to Scope of work as mention in Section – 5 of RFP. 02 to 03 years = 10 Marks Above 03 years = 15 Marks		15
1.2	No. of similar assignments undertaken (Completed / Running) Up to 03 Assignments = 10 Marks More than 03 Assignments = 15 Marks	Copy of Work Order to be Attached	15
1.3	The agency must have minimum one assignment of similar nature in Govt. Agency.		10
2	Financial Capacity		20
2.1	Average Turn Over: 05.00 Lakh to 7.50 Lakh = 10 Marks Above 07.50 Lakh = 20 Marks	Copy of the IT Return / Statement of Accounts duly Audited by CA Firm.	20
3	Presentation of Action Plan , Strategy, Approach before the Bid Evaluation Committee		40
Total Marks			100

Note: The minimum qualifying mark is: 60 (i.e. 60% of total marks)

1.21. Evaluation of Financial Proposals – QCBS Selection Procedure

- a. Financial Proposals of only those Agencies who will be technically qualified (i.e. obtain minimum 60% in Technical Evaluation) shall be opened.
- b. The financial scores (Fs) of the Proposal with the lowest bid cost shall be given a financial score of 100 and the other proposals shall be given financial scores that are inversely proportionate to lowest Financial Proposal as stated below;
- c. $F_s = 100 \times (F_m / \text{Financial Proposal of Applicant under consideration})$ where F_m : Lowest Financial Proposal and F_s : Financial Score

1.22. Final Selection of Agency:

The total score shall be obtained as shown below:

Weighted Technical Score = Technical Score (Ts)*60%

Weighted Financial Score = Financial Score (Fs)*40%

Final Score= Weighted (Technical Score+ Financial Score)

Agencies will be ranked based on score obtained and the highest scoring agency will be selected.

1.23. Negotiations:

Negotiation will be held at the address indicated above. The invited Agency will, as a prerequisite for attendance at the negotiations, confirm availability of all Professional staff. Failure in satisfying such requirements may results in the Client Proceeding to negotiate with the next-ranked Agency. Representatives conducting negotiations on behalf of the Agency must have written authority to negotiate and conclude a Contract.

a) Technical Negotiations

Negotiation will include a discussion of the Technical Proposal including the proposed approach and methodology, work plan, and organization and staffing, and any suggestions made by the Agency to improve the terms of reference. The Client and the Agency will finalize the Terms of reference, staffing schedule, work schedule, logistics, and reporting. These documents will then be incorporated in the Contract as "Description of Services". Special attention will be paid to clearly defining the inputs and facilities requires from the Client to ensure satisfactory implementation of the assignment. The Client shall prepare minutes of negotiations which shall by the Client and the Agency.

b) Financial Negotiations

After the technical negotiations are over, financial negotiation will be carried out in order to discuss any change in financials due to change in scope of work or due to clarification on any aspect of the technical proposal during the technical negotiations. Under ordinary circumstances, the financial negotiation shall not result in an increase in the price originally quoted by the Agency. Unless there are exceptional reasons, the financial negotiations will involve neither the remuneration rates for staff nor proposed until rates.

c) Conclusions of Negotiation

Negotiation will conclude with a review of the draft Contract. To complete negotiations the Client and the Agency will initial the agreed Contract. If negotiations fail, the Client will invite the next-ranked Agency to negotiate a Contract, if necessary.

1.24. Award of Contract:

- a) After completing negotiations, the Client shall issue a Letter of Intent to the selected Agency.

- b) The Agency will sign the agreement after fulfilling all the formalities/pre-conditions within 15 days of issuances of the letter of intent.
- c) The DMF, Angul reserves the right to accept or reject any or all bids to cancel / withdraw the invitation or to annul the bidding process at any time prior to Award of Contract, without assigning any reason thereof. DMF, Angul shall bear no liability whatever the consequent upon such a decision nor shall DMF, Angul have any obligation to inform the affected bidder or bidders against any action.

1.25. Confidentiality:

Information relating to evaluation of Proposals and recommendations award shall not be disclose to the Agencies who submitted the Proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Agency of confidential information related to the process may result in the rejection of its Proposal.

1.26. Termination of the Contract:

The competent authority may, by a written notice of termination to the Bidder, suspend/terminate the contract if the Bidder fails to perform any of its obligations under this contract (including the carrying out of the services) provided that such notice of suspension.

1. Shall specify the nature of the failure and
2. Shall request the Bidder to make good such failure within a specified period from the date of receipt of such notice of suspension by the Bidder.
3. The Competitive Authority at any point of time may terminate the contract by a notice of 15 days, if the agency fails to above stated clauses.

1.27. Payment Terms & Conditions:

- i. The payment will be made on monthly basis to the agency upon submission of invoice, subject to satisfactory performance.
- ii. In case of special event / necessities arises, the agency has to cover the event without extra payment.
- iii. TDS including TDS on GST as applicable will be deducted from the monthly invoice as per Income Tax Act. 1961.
- iv. GST will be paid extra as applicable from time to time to as per prevalent law. The bidder has to submit the proof of deposit the of GST paid by DMF with the appropriate authority, otherwise the same shall be recovered from the bidder' EMD.

1.28. Data Security & Prevention of Fraud:

The agency will undertake that all process and standards are being followed to ensure that the data is secured and is immune to any fraudulent activity.

sl.

1.29. Legal matter, including copy rights of Content:

Agency will have the responsibility of ensuring that all content featured / published on the basis of this assignment is free of legal encumbrance including of copy rights issue. DMF will not have any responsibility in this matter.

1.30. Competent Authority:

The Collector & Chairperson - Cum – Managing Trustee, DMF, Angul shall be the competent authority for this project. The powers of the Competent Authority will be as under:

1. May amend RFP documents during the proposal evaluation process. Any amendments will be conveyed to the short-listed organization / Agency;
2. Modify scope of work at the time of the award of the contract. Such modifications will be discussed and agreed with the Agency.
3. At discretion during evaluation of bids, request an Agency for clarification on its proposal. This request will be in writing and the Agency should respond in writing. No change in price or substance of the bid shall be sought, offered or permitted at this stage.
4. The competent authority reserves the right to accept or reject any / all proposal partially or fully without assigning any reason thereof. The decision of the Competent Authority shall be final and binding on all the Bidders.
5. Any dispute in this regard subject to Angul jurisdiction only.

Section 7 – Standard Forms

Technical Proposal Forms

Technical Evaluation: Ref: - Point No. 1.14 of RFP

Sl. No.	Criteria	Documentary Evidence to be Submitted in Technical Bid
1	Name & Address of the Agency (Sole – proprietorship / Firm / Company)	
2	Registration details :	<ul style="list-style-type: none"> • Registration Certificate • PAN Card • GST Registration Certificate • Bank account & RTGS details.
3	Minimum 2 years' experience in handling such type of assignments in Govt./ Private or Public Sector	Work Orders/ Completion Certificates/ Invoice issued by/to the Client
4	The Agency (Sole – proprietor / Firm / Company) should have minimum financial annual turnover of Rs. 5, 00, 000/- for the last 2 years.	Filed IT return of last 2 years
5	Brief write up of the relevant business activities undertaken so far and an overview of the expertise/potential available with the Agency. Details of required equipment and project management tools available.	To be submitted (Tech Form – 2)
6	Details of Quality work plan to deliver on the engagement as per the Scope of Work in terms of achieving Goals and objectives.	To be submitted (Tech Form – 3)
7	The Agency (Sole – proprietor / Firm / Company) should not have been blacklisted / banned by the Central / State Governments or PSU.	Self-Certification on letter head to be furnished with stamp paper. (Tech Form – 4)
8	Submission of undertaking for Bid terms & conditions acceptance.	Submission on letter head
9	EMD of Rs.25,000/- (Rupees twenty five thousand) only in the form of 2 Year TDR / FD / Postal Deposits duly pledged in favour of The Collector & Chairperson – Cum - Managing Trustee, DMF, Angul	To be submitted with Technical Bid Document.
10	Bid Cost of Rs.2,000 (Rupees two thousand) only in the form of Demand Draft in favor of The Collector & Chairperson – Cum – Managing Trustee, DMF , Angul, drawn on any	To be submitted with Technical Bid Document.

	Nationalized / Scheduled Bank , payable at Angul.	
11	Presentation of Action Plan , Strategy, Approach before the Bid Evaluation Committee in shape of a short PPT.	Both soft and hard copy of the presentation is to be submitted before the Bid Evaluation Committee.

Tech. Form – 1: Covering Letter

To,

The Collector & Chairperson – Cum - Managing Trustee,
District Mineral Foundation, Angul

Dear Sir,

We, the undersigned offer to execute the assignment '**Establishment & Management of Residential Pre-Examination Coaching Centre for Engineering & Medical Course in Angul District under District Mineral Foundation**' in accordance with your Request for Proposal No. _____ dated _____. We are hereby submitting our Proposal, which includes Pre Qualification Documents, Technical Proposal and Financial Proposal, sealed in separate envelopes.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification. Our Proposal is binding upon and subject to the modifications resulting from contract negotiations.

Thanking you.

Yours sincerely,

Authorized Signature
Name and Designation of Signatory
Name of Agency

Form Tech 2 – Agencies /Organization and Experience

[Provide here a brief description of the Agency's background including ownership details, date and place of registration, objectives etc. provide details of experience/assignments of similar nature including name of assignment, duration, contract amount, client details, staff involved, tasks carried and etc. Apart from this, also provide details and supporting information/documents under the eligibility criteria.

Note 1: Information provided in this form should sufficiently support/justify the criteria of the Technical Qualification Form.

Note 2: All the claims should be substantiated through production of originals, whenever demanded.

Form Tech 3- Description of Strategy, Approach and Work Plan for Performing the Assignment

[Strategy, Approach and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal divided into the following three chapters:

- a) Strategy and Approach
- b) Work Plan and

- a) **Strategy and Approach:** In this chapter, you shall explain your understanding of the objectives of the assignment.
- b) **Work Plan:** In this chapter, you shall propose the main activities of the assignment, their content and duration, phasing and interrelations, and milestones. The proposed work plan shall be consistent with the strategy, showing understanding of TOR and ability to translate and implement each of the objectives, scope of work into a feasible working plan.

Form Tech 4- Undertaking Regarding any Conflicting Activities and Declaration Thereof

Are there any activities carried out by your Agency which are of conflicting nature as mentioned in Para 1.7 of section 6. If yes, please furnish details of any such activities.

If no, please certify,

[We hereby declare that our Agency has not indulged in any such activities which can be termed as the conflicting activities under Para 1.7 of the section 6. We also acknowledge that in case of misrepresentation of the information, our proposals/ contract shall be rejected / terminated by the Client which shall be binding on us.]

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Agency:

Section 8 – Financial Proposal Submission Form

From:

Name of the Bidder: _____
 Address: _____

To,

The Collector & Chairperson – Cum - Managing Trustee,
 District Mineral Foundation, Angul

Dear Sir,

We, the undersigned, offers to provide the services for the assignment of “**Managing Social Media Platform & Provide Allied Services to DMF, Angul**” in accordance with your Request for proposal (RFP) No. _____ dated _____ and our Technical Proposal.

Our Financial Proposal is as per below mentioned:

Sl. No.	Particulars	Price Quoted Per Month Including All Charges (Excluding GST)			
		Rupees In Figure		Rupees In Words	
A	Management of Social Media: Undertaking entire Scope of Work as per Section 5: Term of Reference of RFP except point no. – G (ii)				
B	Documentation & IEC Development:	Rate Per Unit (INR)			
B1	Audio Visuals	For 05 Minutes Video	For 10 Minutes Video	For 30 Minutes Video	For 1 Hour & Above Video
Note: GST will be paid extra as per the applicability.					

Note: The quoted rate shall be inclusive of salary, wages, TA/DA, logistic, etc. to personnel deployed for the assignment by the agency / bidder and training to be imparted by the bidder/ agency to DMF Cell.

We fully accept the proposed cost with reference to the RFP. The proposed cost per month shall be binding upon us subject to the modification resulting from contract negotiations, if any, up to expiry of the validity period of the Proposal. GST shall be paid extra as applicable from time to time.

Thanking You,

Yours sincerely,

Authorized Signature
Name and Designation of Signatory:

End of Document