

DEPARTMENT OF PUBLIC RELATIONS,
GOVERNMENT OF CHHATTISGARH

TENDER

FOR

SELECTION OF A SOCIAL MEDIA AGENCY

REFERENCE: CHHATTISGARH SAMVAD/DPR

JANUARY 2025



CHHATTISGARH SAMVAD

(An Associate Organization of Department of Public Relations, Chhattisgarh)

North Block Sector-19, Atal Nagar (Nava Raipur), Chhattisgarh

Phone No : 0771 2512580

Web :- <http://samvad.cg.nic.in/>, Email :- cgsamvad@gmail.com

NOTICE INVITING ONLINE REQUEST FOR THE SELECTION OF A SOCIAL MEDIA AGENCY

RFP No.- 3089

NAVA RAIPUR, DATED – 17/01/2025

Tender Fees: Rs. 5,900/- (Non Refundable)

EMD: Rs. 5,00,000/- (Refundable Without Interest)

(1) Date of Pre-bid Meeting:	24/01/2025 from 12:00 pm (Submission of Pre bid queries 27.01.2025 till 5:00 pm Email :- cgsamvad@gmail.com)
(2) Last date of online submission of tender documents:	28/02/2025 before 03:00 pm
(3) Date of Opening of Technical Bids:	28/02/2025 from 04:00 pm
(4) Date of Technical Presentations:	Shall be Communicated to the Pre-qualified bidders
(5) Date of Opening of Financial Bids:	Shall be Communicated to the Technically qualified bidders



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North Block, Sector-19, Nava Raipur-Atal Nagar,

District- Raipur (C.G.)

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NOTICE INVITING ONLINE REQUEST FOR THE SELECTION OF A SOCIAL MEDIA AGENCY

NIT no. : 3089 /C.G. Samvad/2025

Nava Raipur, Dated -17/01/2025

Chhattisgarh Samvad invites online tender from reputed Social Media Agency for selection for a period of 2 years. Which can be extended as for need and mutual agreement. The registered firm having proven track record of expertise in above field may submit their online proposal.

Tender document can be downloaded from website <https://samvad.cg.nic.in/> cost of tender document of Rs. 5,900/- (non-refundable). Modifications/Amendments/Corrigendum, if any shall not be advertised in the newspapers but shall be published in the above website only. The CEO, Chhattisgarh Samvad reserves the right to relax, change the terms and conditions, select/reject any application without assigning any reason thereof.

(1) Date of Pre-Bid meeting:	24/01/2025 from 12:00 pm (Submission of Pre bid queries 27.01.2025 till 5:00 pm Email :- cgsamvad@gmail.com)
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Chief Executive Officer
Chhattisgarh Samvad
Nava Raipur Atal Nagar

The information contained in this tender or subsequently provided to the bidder, whether verbally or in documentary or in any other form by or on behalf of the department of public relations, government of Chhattisgarh (herein after referred as Chhattisgarh Samvad/DPR) or any of its employees, is provided to the bidder on the terms and conditions set out in this tender and such other terms and conditions subject to which such information is provided.

This tender is not an agreement or an offer by the Chhattisgarh Samvad/DPR to the prospective bidder or any other person. The purpose of this tender is to provide bidders with information that may be useful to them in the formulation and submission of their bids pursuant to this tender.

This tender may not be appropriate for all persons, and it is not possible for the Chhattisgarh Samvad/DPR and its employees to consider the objectives, technical expertise and particular needs of each party who reads or uses this tender. The assumptions, assessments, statements and information contained in this tender, 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 and information contained in this tender and obtain independent advice from appropriate sources. Information provided in this tender to the bidders may be 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. The Chhattisgarh Samvad/DPR accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Chhattisgarh Samvad/DPR and its employees/advisors make no representation or warranty and shall have no liability to any person including any bidder under any law, statutory 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 tender or otherwise, including accuracy, adequacy, correctness, reliability or completeness of the tender and any assessment, assumption, statement or information contained therein or deemed to form part of this tender or arising in any way in this selection process.

The Chhattisgarh Samvad/DPR also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any bidder upon the statements contained in this tender.

The Chhattisgarh Samvad/DPR may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this tender.

The issue of this tender does not imply that the Chhattisgarh Samvad/DPR is bound to select a bidder or to appoint the selected bidder as the case may be, for the job and the Chhattisgarh Samvad/DPR reserves the right to reject all or any of the applications/bids without assigning any reasons whatsoever.

THE CHHATTISGARH SAMVAD/DPR INVITES ONLINE TECHNICAL AND FINANCIAL PROPOSALS ON GEM (GOVERNMENT-E-MARKET) FOR THE 'SELECTION OF A SOCIAL MEDIA AGENCY'

Earnest Money Deposit & Tender Fee:

- I. The Bidder has to deposit an initial earnest money of RS. 5,00,000/- (Rupees Five Lacs only) and Tender Fees of Rs. 5,900/- (Five Thousand Nine Hundred only) in the below Chhattisgarh Samvad Bank A/C:

Account Name: Chhattisgarh Samvad

Bank Name: Indian Bank

Branch Name: Nava Raipur (C.G.)

Saving Account No.: 20246301259

IFSC Code No.: IDIB000N571

- II. EMD in respect of successful bidder shall be retained. NO Interest shall be payable on the EMD.

PROJECT BACKGROUND

The Hon'ble Chief Minister's Office, Chhattisgarh (CMO) and the Department of Public Relations (DPR), Government of Chhattisgarh, serve as vital links between the government and the public. Their primary role is to communicate information about various developmental programs, policies, schemes, and initiatives undertaken by the state government in the public interest. This is achieved through diverse media platforms to ensure widespread awareness and engagement.

In today's digital era, with the increasing influence of social media and digital platforms, the CMO, and DPR intend to undertake extensive social media outreach to effectively showcase the government's developmental schemes, decisions, major projects, policies, initiatives, and success stories. The communication will span across popular social media platforms like Facebook, X (formerly Twitter), Instagram, YouTube, LinkedIn, Thread, WhatsApp, and other emerging platforms within India and globally.

The objective is to create a strategic approach to enhance the online presence of the Hon'ble Chief Minister's Office and associated government entities. This includes creating and disseminating compelling content that effectively promotes the achievements, schemes, and developmental policies of the Government of Chhattisgarh. The goal is to manage audience engagement and monitor public sentiment using advanced analytics, ensuring that the public's concerns and feedback are addressed in real-time. Additionally, efforts will be made to counter misinformation and build a positive image of the government through well-planned and impactful communications. The integration of emerging digital tools and technologies will be key to ensuring maximum outreach and effectiveness in conveying the government's message to a broader audience.

Given the ever-evolving landscape of information communication technology, it is crucial to adapt to changing communication patterns and leverage modern tools to build a strong public

image. With the proliferation of 24-hour news channels, digital platforms, and the internet, the CMO and DPR require a robust communication and public image management organization to disseminate and publicize the initiatives and accomplishments of the Government of Chhattisgarh effectively.

In this context, the Hon'ble Chief Minister's Office and the Department of Public Relations invite e-bids for the selection of a social media agency. Interested applicants are encouraged to submit their e-bids, the scope of work and terms and conditions for which are detailed in this tender document.

SCOPE OF WORK

The agency will be responsible for handling, managing and maintaining official social media handles of the government of Chhattisgarh, as mandated by the Chhattisgarh Samvad. If required, initiation & creation of new social media handles is to be taken up. Indicative list of social media handles to be serviced (but not limited to), with its followership (as on till date) is listed below:

Social Media Platforms	Handle	Followers Till Date	Expected Half Yearly Growth
Hon'ble Chief Minister Office Chhattisgarh			
Facebook	@chhattisgarhCMO	511K	≥ 25%
Instagram	@chhattisgarhCMO	341K	≥ 25%
X	@chhattisgarhCMO	650K	≥ 25%
Youtube	@chhattisgarhCMO	79.7K	≥ 25%
Thread	@chhattisgarhCMO	34.3K	≥ 25%
Whatsapp	@chhattisgarhCMO	30K	≥ 25%
Linkedin	@chhattisgarhCMO	-	≥ 25%
Department of Public Relations, Chhattisgarh			
Facebook	@DPRCG	60K	≥ 25%
Instagram	@DPRCG	24.6K	≥ 25%
X	@DPRCG	77K	≥ 25%
YouTube	@DPRCG	23.6K	≥ 25%
Thread	@DPRCG	2.4K	≥ 25%
WhatsApp	@DPRCG	-	≥ 25%
LinkedIn	@DPRCG	-	≥ 25%
Facebook, Instagram, X, YouTube, Thread, WhatsApp, LinkedIn Handles of 33 Districts and Other			
			≥ 25%

Note:- If directed by the department in the future, the selected agency will be responsible for creating, setting up, and managing social media handles on designated platforms. The agency shall ensure seamless operation and maintenance of these handles per the department's guidelines and expectations.

In addition to the above, the Chhattisgarh Samvad/DPR will assign more social media handles to be maintained, which will be serviced part of the scope of work. It is expected to grow the count of verified account followers by 5% every 6 months. While efforts to be made to maximize the outreach with quality content, it is also expected to achieve a sustainable & organic growth in followership for each of the assigned social media handle. The growth in the followership should have proper mix of widespread audience.

POST FREQUENCY: The agency must maintain regularity in daily post frequency across platforms for each of the assigned social media handle. While there is no minimum required daily post count, it is expected of the agency to diligently source & post new/authentic information daily. In case of events, announcements, assembly sessions, visits, meetings, etc., post frequency will be increased (in consultation with the Chhattisgarh Samvad/DPR), and the agency will respond to the incremental requirement. indicative post frequency below:

SOCIAL MEDIA PLATFORMS	NUMBER OF POSTS	FREQUENCY
Facebook	30	Daily
X	40	Daily
Instagram	30	Daily
Thread	20	Daily
LinkedIn	10	Daily
WhatsApp Channel	15	Daily
YouTube	10	WEEKLY
Counter Tweets & Fact Check	50	Daily

Posts on any topic should not be duplicated on all social media platforms. Each post must be customized to suit the audience & relevance of each platform. The final count of daily posts may vary for each of the assigned social media handle.

SOCIAL MEDIA MANAGEMENT: Post creation, posting, extensive outreach efforts to spread information about state government's schemes, initiatives, policies, achievements and daily messaging. it will include, but not limited to:

- Daily content creation and posting for each of the assigned social media handle. The content guidelines will be shared with the agency. However, agency must be well equipped to create social media worthy content for the state government.
- The agency will need to do daily coordination with Chhattisgarh Samvad/DPR's various sources for content generation and its authenticity.
- All posts must be in accordance with the vision/objective and aligned with the ongoing activities of the respective offices.
- Repackaging of content (videos, animations, photographs, gifs, text & other formats) to drive user engagement.
- Giving periodic new look & feel to social media handles in form of artwork, creative, themes, etc. (basis the approval of respective offices).
- Creation of new social media accounts (as directed by the Chhattisgarh Samvad) and its maintenance.
- Tap the relevant search audience to bring them on social media to gain followership and engagement.
- Search engine optimization for various digital assets of the government of Chhattisgarh.
- improving ranking of various digital assets of the government of Chhattisgarh in various search engines.
- Staying topical, up-to-date and relevant with ongoing initiatives of respective offices.
- Neutralize negative stories and propagate positive narrative of the government of Chhattisgarh.
- Fact checks on social media posts and neutralize false information.
- The primary language of social media content will be Hindi & English, content will be prepared as per directions given by Chhattisgarh Samvad/DPR.

CONTENT CREATION: Create content with utmost integrity and diligence, keeping in mind the sanctity of the office being represented. Content creation is categorized into the following, but not limited to:

- Developing social media creative (images, videos, animations, gifs, etc.).
- Writing copies for social media posts (in Hindi and English).
- Designing artwork (for posts, banners, targeted campaigns, etc.).
- Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as videos, images, graphics, cartoons, smart art, animations, story board, etc. Covering daily meetings, events via live stream is also expected of the agency.
- It is expected to make e-books, electronic version of other books and manage the graphic content of the website, as and when required by the Chhattisgarh Samvad/DPR.
- Repackaging of the content (videos and photographs) into suitable formats.
- The agency must be well versed with tools of designing, scheduling, performance tracking, utilizing trends & best practices for wider reach, utilizing keywords, user engagement tactics, etc. For greater visibility and reach.

CONTENT CALENDAR:

- Pre-defined weekly content calendar for each of the social media platform to be shared with the Chhattisgarh Samvad/DPR (or respective offices, as directed), 15 days in advance for approval.
- The same cycle to be followed for approval of the content calendar throughout the year.
- Additional posts on any live activities/events/announcements will also be worked on, over & above the pre- defined content calendar.
- The content needs to be textual, visual, audio-video based, interactive and engaging. Above is to be done without any infringement of intellectual property rights (Chhattisgarh Samvad/DPR).

ONLINE REPUTATION MANAGEMENT & SOCIAL LISTENING: Online reputation management of the government of Chhattisgarh, office of the hon'ble chief minister of Chhattisgarh and other assigned handles, in the digital & social media space. The agency will use the effective tool for social listening, for real-time listening and monitoring. This will include, but not limited to:

- Comprehensive social media monitoring about the assigned handles/brands, through an industry approved in-house available software (like Brand 24, meltwater, Hootsuite, etc.), and report the findings to the Chhattisgarh Samvad/DPR.
- The monitoring tool must have full paid/version subscription for the entirety of contract duration for a period of one (1) year, which may be extended for an additional 6 months at a time (up to a maximum of 1 year).
- Trend monitoring: spot and flag emerging trends.
- Brand monitoring: monitor conversations on the brand and provide insights on incoming queries, reach, and campaign. Moderation of all social media platforms to address spam, unauthorized ads, inappropriate content, etc. Filtering of comments, providing responses to official social media profiles (upon approval), and creation of relevant tagging & linkages.
- Grievance and feedback received by public to be analyzed, filtered and shared with Chhattisgarh Samvad/DPR on fortnightly.

INNOVATIVE CAMPAIGNS: the agency is required to conceptualize periodic innovative campaigns (In Consultation with the Chhattisgarh Samvad/DPR) to propagate the vision /efforts / initiatives / achievement of the government of Chhattisgarh, to develop 'Brand Chhattisgarh' on social media.

RESEARCH WING: The agency is required to establish and maintain a dedicated research team that will be responsible for overseeing a wide range of tasks aimed at ensuring the accuracy, credibility, and relevance of all content produced. This team will play a crucial role in collecting, analyzing, and interpreting data from reliable sources to validate and enhance the messaging associated with various initiatives. Their work will involve collaborating with different departments, utilizing advanced tools for data analysis, and staying updated with emerging trends to create content that resonates with the target audience and reflects measurable outcomes.

CRISIS COMMUNICATION: In the event of unforeseen occurrences, which may have potential of creating negative perception about the government, the agency will have to take proactive steps to assist in diffusing the negative communications through social media communications, as deemed fit.

HTTPS://CMO.CG.GOV.IN: Regular updating and maintenance of the official website of the Hon'ble Chief Minister's Office, Government of Chhattisgarh, i.e., <https://cmo.cg.gov.in>. This includes creating new and engaging content, developing visually appealing artwork, designing interactive elements such as consumer engagement quizzes and opinion polls, and ensuring the website remains an effective platform for communication. The scope also involves collaborating with various state departments to conceptualize and execute innovative initiatives that enhance public engagement and foster a strong connection between the Chief Minister's Office and the citizens.

STORAGE OF CONTENT:

- Storage of raw footages/ content and processed content for the purpose of archive in digital formats.
- The archive content should be available for at least 3 years.
- Creatives/photos bank— creatives/photos with cataloguing needs to be developed of high quality and high- resolution aesthetic work of prominent activities and events.

CONTENT PUSH/VIRAL: The agency will be responsible to make the content viral on the internet and other social media sites. This will make the schemes, policies of state government to reach on various social media platforms to the last mile in real time basis. The agency should have capability to multiply the reach of content and promote content and make it viral to the most.

SECURING AGAINST HACK/DIGITAL ATTACKS: The agency will be responsible for securing all assigned social media handle against any form of hack or digital attacks. It will include, but not limited to, watching for phishing scams, reviewing tags, protecting the devices being used, relevant authenticating where required, authorized access to accounts, being wary of wireless connections/network, and any other means to ensure safety and security.

SPECIFIC DELIVERABLES: In addition to the broad scope of work listed above, the agency must meet the following specific deliverables:

TASK	FREQUENCY
Social media content creation for each of the assigned handle, posting, scheduling and maximizing outreach efforts.	Daily
Comprehensive social media monitoring about the assigned handles/brands, 24x7, to be reported through an industry approved in-house available software (like Brand 24, meltwater, Hootsuite, etc.), and report the findings to the Chhattisgarh Samvad/DPR.	24x7, to be reported Daily

The monitoring tool must have full paid/version subscription for the entirety of contract duration for a period of one (1) year, which may be extended for an additional 6 months at a time (up to a maximum of 1 year),	
Each digital campaign on themes/projects (in consultation with respective office) for each of the assigned social media handle.	1 per week
Short format videos like reels, etc., suited for social media engagement, for each of the assigned social media handle.	20 per month
Blogs, (in consultation with respective office) for each of the assigned social media handle.	5 per month

REPORTING

TASK	FREQUENCY
Buzz trend monitoring: total number of mentions around relevant keywords along with insights on any spikes/plunge in the data and monitoring of daily perception, competition analysis, positive, and neutral & negative stories.	24x7, to be reported every 4 hours
Identify and analyze key topics of conversations happening around the government of Chhattisgarh, its functioning and political leadership.	24x7, to be reported daily
Identify and report influencing powers/personalities on social media, advocates of the government of Chhattisgarh, quality of content being generated and its impact.	24x7, to be reported weekly
Social media performance report, detailing the reach, engagement, user demographic details and analytics for each of the assigned handle and special	Weekly
Consolidated work done by the social media agency to achieve the mandate of the monthly tender, all initiatives, analytics report, impact created and achievements,	Monthly

*Performance metrics will be a comprehensive growth of each of the assigned social media handle, which will include but not limited to, followership, engagement, reach, content strategy, textual/visual creative, digital best practices, data mining and translating information in social media aligned copy, etc. It is also expected to grow the engagement rate by 1-5% every month, in comparison to the previous month. New and innovative ways like podcasts, audio/video-based tools, etc. to disseminate content and engage users will be looked at as part of performance assessment. In addition to the above reporting schedule, the agency needs to report all performance metrics in form of weekly dashboard.

Chhattisgarh Samvad/DPR COMMITTEE VERIFICATION: All the work done and reports submitted by the agency, as part of the scope of work, will be verified and validated by a Chhattisgarh Samvad/DPR committee, under the chairmanship of CEO, Chhattisgarh Samvad.

MANPOWER DEPLOYMENT: The agency needs to deploy the following resources, within one week of the award of the contract, onsite in Raipur. The team (80% of resources) will have to work onsite for daily coordination with the Chhattisgarh Samvad/DPR & other offices and deliver daily operational tasks.

The Chhattisgarh Samvad will provide seats for all of the listed resources at an appropriate physical office in Chhattisgarh Samvad, Nawa Raipur Atal Nagar. The agency must ensure that the on-site deployed resources have their own technology supplies like laptop, necessary software, etc., to perform day-to-day tasks. The proposed team should not be changed during the execution of the project. If needed, replacement to be made with another resource of similar educational & professional credentials.

A: STATE LEVEL REQUIREMENT

SN	PROFILE	WORK	ELIGIBILITY & EXPERIENCE	NUMBER
1	Project Leader	Leading the social media mandate and coordination with the Chhattisgarh Samvad/DPR & other offices, client servicing & project delivery)	Graduate in any discipline. Preferably post-graduate in communications/marketing; with digital media certification. 5 years of work experience in social & digital media management, knowledge of digital trends, command over digital ad formats, digital media buy, social media copywriting, social media tools, content development & client servicing. 1 social media project for a government client.	2
2	Content Writer	Content development & copywriting for social media outreach, in Hindi/English)	Graduate, preferably in Hindi/ English language/literature, post- graduate in communications/marketing; digital media certification preferred. 3 years of content/copywriting	6 (Hindi-4, Eng-2)

			<p>experience (Hindi-02, English-1)</p> <p>5 years of content/copywriting experience (Hindi-02, English-1)</p> <p>excellent writing and editing skills in Hindi.</p>	
3	Graphic Designer	Producing artwork, graphic & visualization work to develop content for social media outreach	<p>Graduate (any discipline), Degree/Diploma/Course in graphic designing/animation, or similar academic field.</p> <p>5 years of experience in designing & developing social media creative, video/image editing skills & developing new-age social content.</p> <p>Working expertise in Canva, Corel, Adobe Photoshop, Illustrator and In-design to manage design work.</p> <p>Excellent working skills on different software required for designing social media content.</p>	4
4	Video Editor	Producing artwork, Videos, Motion Graphics & visualization work to develop content for social media outreach	<p>Graduate (any discipline), Degree/Diploma/Course in Video Editing/Animation, or similar academic field.</p> <p>5 years of experience in designing & developing social media creative, video/image editing skills & developing new-age social content.</p> <p>Working expertise in Adobe Premiere Pro, After-effect, Final Cut Pro, DaVinci Resolve to manage design work.</p> <p>Excellent working skills on different software required for designing social media content.</p>	3
5	Cartoonist	To Create Illustration and Cartoons required for social media outreach.	Degree/diploma in graphic designing/animation, or similar academic field.	1

			<p>3 years of experience in designing & developing social media creative, with working experience in developing cartoons.</p> <p>Working expertise in Canva, Adobe, Corel, Photoshop, and Illustrator to manage design work.</p> <p>Excellent working skills on different software required for designing social media content.</p>	
6	Web Designer & Developer	To design and develop website and online media platforms and software, format and content in digital format for website & social media platforms.	<p>Degree/diploma in Web designing and web development or similar academic field.</p> <p>5 years of experience in web development and web designing.</p> <p>Excellent working skills on different programming language and web designing software and tools.</p>	2
7	Social Media Executive	Social Media Management Work	<p>Graduate (any discipline), digital media certification preferred.</p> <p>3 years of work experience in social & digital media management, with knowledge of copywriting, digital performance analytics, content research and reporting.</p>	6
8	Social Media Analyst	<p>For analysis of social media data/ insights.</p> <p>Preparation of reports.</p>	<p>Graduate (any discipline), digital media certification preferred.</p> <p>3 years of work experience in social & digital media management, with knowledge of copywriting, digital performance analytics, content research and reporting.</p>	3
9	Coordinator	Daily coordination at District level, with content teams and	Graduate (any discipline), digital media certification preferred.	3

		other government departments for content sourcing.	3 years of work experience in social & digital media management, with knowledge of copywriting, digital performance analytics, content research and reporting.	
10	HCM Camp Office	To manage social media operation at HCM Camp Office	Graduate (any discipline), digital media certification preferred. 3 years of work experience in social & digital media management, with knowledge of copywriting, digital performance analytics, content research and reporting.	10
11	Researchers	To conduct research for social media outreach.	Ph.D. in Journalism/Social Science with knowledge of copywriting, digital performance analytics, content research and reporting. 3 years of work experience in research/ report writing / Publication Experience of presentation of atleast 2 reports.	2
12	Trend Team	For delivering hashtag and trend campaigns on social media platforms	Graduate (any discipline), digital media certification preferred. 3 years of work experience in social & digital media management, knowledge of digital trends, command over digital ad formats, digital media buy, social media copywriting, social media tools, content development & client servicing.	3
13	Amplification Team	To amplify the content on various initiatives of the government of Chhattisgarh on social media platforms, for maximum reach at regional, national and international	Graduate (any discipline), digital media certification preferred. 3 years of work experience in social & digital media management, knowledge of digital trends, command over digital ad formats, digital media buy, social media copywriting, social media tools, content development &	4

		level to include a mix of influencers also.	client servicing. Social media profile for influencers, their account followership and past achievements required to be added in the technical bid.	
14	Social Media Reporter	To cover various events for of the government of Chhattisgarh	Graduate (any discipline), digital media certification preferred. 3 years of work experience in social & digital media management, with knowledge of copywriting, digital performance analytics, content research and reporting.	4

B. DISTRICT LEVEL REQUIREMENT

15	District Coordinators	To cover various events, create success stories for of the government of Chhattisgarh and manage social media at district level.	Graduate (any discipline), with Multimedia Skills	33
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*The above manpower numbers are tentative; this may vary in future as per requirement

The resume of all proposed resources needs to be attached in the technical bid. The final deployment of resources will only happen after they have been personally interviewed by the Chhattisgarh Samvad/DPR for fitment.

IMPORTANT: The Chhattisgarh Samvad/DPR will notify the successful bidder of the number of resources to be deployed for the project from time-to-time. The Chhattisgarh Samvad/DPR, as and when required, will notify the successful bidder to deploy additional resources or reduce the deployed resources by giving a prior notice of 15 days. The agency will produce monthly invoices basis the actual manpower deployment for the particular month. The cost of per man month against each of the proposed profile will be derived from the itemized costing of the lumpsum financial quote (which will be submitted to the Chhattisgarh Samvad/DPR by the successful bidder after the award of the tender). The location of deployment of the proposed resources will be at the discretion of the Chhattisgarh Samvad/DPR and will be notified to the successful bidder. The Chhattisgarh Samvad/DPR will demand additional manpower, if need be, on the same terms and conditions. The Chhattisgarh Samvad/DPR will provide seats for

80% of the above listed resources at an appropriate physical office in Raipur/Naya Raipur. The agency will have to setup their own office facility in the vicinity of the office of the Chhattisgarh Samvad/DPR in Raipur. The agency must ensure that the onsite deployed resources have their own technology supplies like laptop, necessary software, etc., to perform day-to-day tasks. The proposed team should not be changed during the execution of the project. If needed, replacement to be made with another resource of similar educational & professional credentials.

NOTE: The bidders must study the current/past content strategy of all listed social media handles to understand the scale, vision, purpose & the positioning and identify new ways to elevate its social media outreach efforts.

NOTE: The team must be available, capable and equipped to respond 24x7, keeping in mind the mandate & objective of social media outreach efforts and its time sensitive ecosystem. The agency is expected to perform tasks as listed in the 'scope of work' above. In addition to the above scope of work, the agency will also be responsible for any additional work assigned under the ambit of social media management.

NOTE: Few on-site deployed resources (maximum of 2 members, including 1 photo/videographer) will be required to travel regionally to cover events on social media (in form of live stream, content creation, posting, etc.). The agency will have to undertake an average of 3 such visits each month and the estimated cost of such travel must be factored in the financial quote of the bidder. The eligible expenses for any additional travel, over and above the projected 3 visits per month (to be approved by the Chhattisgarh Samvad/DPR in advance) will be reimbursed on actuals by the Chhattisgarh Samvad/DPR.

NOTE: The agency in the financial quote must provide total cost of providing social media management services to the Chhattisgarh Samvad/DPR, for a period of one (1) year, the quote must include cost of all specific and broad deliverables listed in the scope of work, manpower deployment in Raipur, any travel cost for the period of the contract for covering events, logistics expenses and any other direct or indirect cost for delivering the scope of work, as listed in the tender document. The Chhattisgarh Samvad/DPR, for the purpose of calculation will prorate the financial quote for one (1) year to arrive at the financial quote for 1 year. The amount quoted in the financial bid must be inclusive of all applicable taxes. In future, if there are any changes in the tax structure, it will not affect the base award value. The tax transactions will be done on the basis of the applicable tax rates.

NOTE: The successful bidder, upon selection, will be required to furnish an itemized costing of the lumpsum financial quote to the Chhattisgarh Samvad/DPR. The heads for itemized costing will be provided by the Chhattisgarh Samvad/DPR to the successful bidder.

NOTE: All content/asset created as part of the project will be the sole property of the Chhattisgarh Samvad/DPR.

PERIOD OF CONTRACT:

The social media agency would be appointed for a period of 02 (two) years, subject to an annual review and with the provision that services of the agency may be dispensed with at any time, giving a maximum of three months' notice, in the event of non-performance, under performance or any other reason which would be specified. The contract may be extended on mutual consent for a maximum period of one year + one year on same terms and conditions of payment.

PAYMENT

The agency shall be paid on a monthly basis for its services at the completion of each month, against an itemized invoice for each month. The payment will be based on rates finalized for the award of contract to the successful bidder. The Chhattisgarh Samvad/DPR will evaluate the performance of the agency based on the quality & quantity of the services rendered, validation by the Chhattisgarh Samvad/DPR verification committee and feedback received by the officials concerned at the department. Any work done for offices apart from the Chhattisgarh Samvad/DPR will first be validated by concerned officers from such offices. The decision of the Chhattisgarh Samvad/DPR shall be binding in this regard.

For any published incorrect/misleading information, which hampers the image of the government of Chhattisgarh will attract a penalty of the award value for the particular month. Such incidents include, but not limited to, factually incorrect information about the state government, incorrect artwork/creative, any social media account hack, compromising the social media accounts against any digital attack, etc. The decision of the Chhattisgarh Samvad/DPR shall be binding in this regard.

INSTRUCTION TO BIDDERS

The selected bidder shall function as the social media agency for the department of public relations, government of Chhattisgarh and its scope would be extended to items listed in the scope of work. The proposal will be evaluated on the basis of the evaluation criteria set out in this tender document in order to identify the successful bidder ('successful bidder'). The successful bidder will be issued a work order by the Chhattisgarh Samvad/DPR.

Any bidder who submits more than one proposal for the assignment shall be disqualified. Any joint venture/consortium is not eligible for this tender process. The proposal shall remain valid for a period of not less than 180 days from the proposal due date (proposal validity period). The Chhattisgarh Samvad/DPR reserves the right to reject any proposal, which does not meet this requirement.

The bidding is governed by all general terms and conditions of the gem portal. If any bidder has any objection/grievance against any clause or otherwise on any aspect of this bid, they can raise their representation against the same by using the representation window provided in the bid details field in the seller dashboard, after logging in as a seller within 1 week of bid publication on gem.

PERFORMANCE SECURITY

The successful bidder shall at his own expense will deposit with the Chhattisgarh Samvad , within ten (10) days after the receipt of notification of award of the work order (letter of award) from the Chhattisgarh Samvad, an unconditional and irrevocable performance security in form of Bank Guarantee (BG) amounting to 5% of the award value from a scheduled commercial bank acceptable to the Chhattisgarh Samvad, payable on demand, for the due performance and fulfilment of the agreement by the bidder. This performance guarantee will be for an amount equivalent to 5% of the award value. All incidental charges whatsoever such as premium, commission, etc. With respect to the performance security shall be borne by the bidder. The performance security shall be valid at least for 1 month post completion of the project satisfactorily. Subject to the terms and conditions in the performance security, at the end of 1 month, the performance bank guarantee may be discharged/returned by the Chhattisgarh Samvad upon being satisfied that there has been due performance of obligations of the bidder under the agreement. In case the contract is extended, the agency will have to provide a new performance security equivalent to 5% of the award value of the extension term, valid for at least 1 month post completion of the project, however, no interest shall be payable on the performance security.

Failure of the successful bidder to comply with the requirements of performance security clause shall constitute sufficient grounds for the annulment of the work order/LOA and forfeiture of the EMD. In such an event, the Chhattisgarh Samvad reserves the right to:

- A. Either invite the next best bidder to match with the financial proposal of the successful bidder, or;
- B. Take any such measures as may be deemed fit in the sole discretion of the Chhattisgarh Samvad, including annulment of the bidding process and blacklisting of the firm from the Chhattisgarh Samvad for any future work.

Notwithstanding anything contained in this tender document, the Chhattisgarh Samvad reserves the right to accept or reject any proposal, or to annul the bidding process or reject all proposals, at any time without any liability or any obligation for such rejection or annulment.

The bidding process shall be governed by, and construed in accordance with, the laws of India and the courts in Chhattisgarh shall have exclusive jurisdiction over all disputes arising under, pursuant to and or in connection with the bidding process.

BID SUBMISSION

EACH PROPOSAL SHALL COMPRISE THE FOLLOWING:

- A. Scanned copy of the evidence for deposit of EMD and Tender fees
- B. Covering letter in the format set out in appendix
- C. Details of the bidder in the format set out in appendix b. The bidder shall declare the company profile such as memorandum& article of association of the company, etc. The documents to be submitted should also include the following:

1. Self-attested copy of bidder's entity registration (firm/company/LLP etc. Registered under applicable act in India).
 2. Self-attested copy of pan card.
 3. Self-attested copy of the GST registration certificate.
 4. Copy of GST Return of Financial year (i.e. 2021-22, 2022-23 and 2023-24)
 5. Self-attested copy of the company profile, along with the list of significant clients.
 6. Chartered accountant certified alongwith UDIN mentioned annual turnover certificate for the last three financial years in the format set out in appendix e.
 7. Audited balance sheet and profit and loss statement for the last three financial years (i.e. 2021-22, 2022-23, and 2023-24).
 8. CA/Auditor certificate certifying the net worth in the last three financial years (i.e. 2021-22, 2022-23, and 2023-24).
- D. Power of attorney as per appendix c, authorizing the signatory of the proposal to commit the bidder on RS. 100/- non- judicial notarized stamp paper.

E. Technical proposal comprising:

1. Project data sheets & technical capacity of the bidder in the format set out in appendix d, with supporting proofs as indicated in clause eligibility criteria and evaluation methodology.
2. Technical presentation per guidelines prescribed in appendix f.
3. Affidavit (appendix g) regarding the non-debarment by any state/central government or their agencies on RS. 100/- non-judicial notarized stamp paper.

FINANCIAL SUBMISSION:

- A. Financial proposal are opened for only the eligible and technically qualified offers.
- B. The amount quoted must be inclusive of all applicable taxes.
- C. In future, if there are any changes in the tax structure, it will not affect the base award value. The tax transactions will be done on the basis of the applicable tax rates.

Each page of the technical e-bid shall be numbered and signed by an authorized signatory of the bidder.

EVALUATION

The criteria for pre-qualification, technical evaluation and selection of bidders are set out under section 'eligibility criteria and evaluation methodology'. As part of the evaluation, the technical submission shall be checked for responsiveness with the requirements of the tender document and only those proposals which are found to be responsive would be further invited to give a presentation in accordance with the criteria set out in this tender document.

PART I — Submission would be considered to be responsive if it meets the following conditions:

- A. The amount towards the EMD has been received on or before the proposal due date including any Extension thereof.
- B. It contains information in formats specified in this tender document.
- C. It conforms to the bid validity period as set out in the tender.

- D. It provides information in reasonable detail. ("reasonable detail" means that, but for minor deviations, the information can be reviewed and evaluated by the Chhattisgarh Samvad/DPR without communication with the bidder). The Chhattisgarh Samvad/DPR reserves the right to determine whether the information has been provided in reasonable detail.
- E. There are no inconsistencies between the proposal and the supporting documents.
- F. The e-bid document shall be properly indexed with page numbers and signed by the authorized signatory.

A proposal that is substantially responsive is one that conforms to the preceding requirements without material deviation or reservation. A material deviation or reservation is one:

- A. Which affects in any substantial way, the scope, quality, or performance of the assignment, or
- B. Which limits in any substantial way, inconsistent with the tender document, the Chhattisgarh Samvad/DPR rights or the bidder's obligations under the work order, or
- C. Which would affect unfairly the competitive position of other bidders presenting substantially responsive proposals.

The responsive proposals shall be evaluated as per the criteria set out in section 'eligibility criteria and evaluation methodology'.

Quality Cum Cost Based Selection (QCBS), method shall be adopted for selection of the agency, which has been fully described in section eligibility criteria and evaluation methodology of this tender document. The bidder achieving the highest combined technical and financial score as described in section 'eligibility criteria and evaluation methodology' will be considered to be the successful applicant and will be invited for negotiations, if required before the final contract signing (the "successful applicant").

In case there are two or more bidders with the same combined score, the Chhattisgarh Samvad/DPR may in such case call all such bidders for negotiations and select the preferred bidder on the outcome of the negotiations. The selection in such cases shall be at the sole discretion of the Chhattisgarh Samvad/DPR.

The Chhattisgarh Samvad/DPR reserves the right to reject any proposal, if:

- A. At any time, a material misrepresentation is made or discovered.
- B. The bidder does not respond promptly and diligently to requests for supplemental information required for the evaluation of the proposal.
- C. In the event of acceptance of the proposal of the preferred bidder, the Chhattisgarh Samvad/DPR shall declare the preferred bidder as the successful bidder. The successful bidder(s) shall be issued the work order on priority.

ELIGIBILITY CRITERIA AND EVALUATION METHODOLOGY

Bidders which are registered on the gem portal are eligible to participate in this tender process. E-bids submitted by any other bidders will be treated as non-responsive and will not be considered against this tender. New bidders who wish to participate should initiate new registration on the gem portal to be able to participate in the process.

PRE-QUALIFICATION CRITERIA

NOTE: Qualitative comparative evaluation of work credentials amongst the participating bidders may be applied. Work credentials will be considered as on last date of submission of e-bids. Since the characteristics of the project is critical in nature, the Chhattisgarh Samvad/DPR will perform sufficient analysis & checks on the technical capability, credentials of the bidders and qualitative assessment of the proposed team members.

SN	CRITERIA	DOCUMENTARY EVIDENCE
1.	A registered entity with minimum 5 years of existence on the day of the submission of e- bid and should have ISO Certification in System Management and Data Security. If a firm has applied for this certificate, it will be also considered for eligibility criteria but at the time of contract this certificate must be available with successful bidder. (Proprietorship firm, associations, trusts, societies and industry associations are not eligible. Government of India societies, established under relevant act are eligible to participate, having experience in the specific mentioned field)	<ul style="list-style-type: none"> ➤ INCORPORATION CERTIFICATE UNDER COMPANIES Act 1956/2013, AND/OR PARTNERSHIP ACT 1932 ➤ PAN CARD & GST DETAILS ➤ ARTICLE OF ASSOCIATION & MEMORANDUM OF ASSOCIATION, AS APPLICABLE ➤ OTHER RELEVANT DOCUMENTS SUPPORTING THE INCORPORATION STATUS ➤ Valid iso certificate or applied application status.
2	MINIMUM AVERAGE ANNUAL TURNOVER OF INR 50 CRORE OR MORE IN THE LAST THREE FINANCIAL YEARS (IE. 2021-22, 2022-23 AND 2023-24).	<ul style="list-style-type: none"> ➤ CA Certified turnover certificate with valid UDIN. ➤ Audited balance sheets for the last three financial years (i.e. 2021-22, 2022-23 and 2023-24) to support the claim ➤ It return of last 03 financial years (i.e. 2021-22, 2022-23 and 2023-24) ➤ Profit and loss statement for the last three financial years (i.e. 2021-22, 2022-23 and 2023-24).
3	The bidding entity must have positive net worth in the last three financial years (i.e. 2021-22, 2022-23 and 2023-24).	CA/auditor certificate certifying the net worth in last in the last three financial years (i.e. 2021-22, 2022-23 and 2023-24).
4	GST Return of financial year (i.e. 2021-22, 2022-23, and 2023-24).	Copy of the GSTR-9
5	Minimum 2 projects in the field of social media management of duration 1 year+ and value INR 1 crore +, in the last 5 years.	<ul style="list-style-type: none"> ➤ LOA / agreement / contract / work order, duly certified by the authorized signatory of the bidding company ➤ Appendix D detailing the scope of

	copywriting, posting, monitoring and overall management of social media Touchpoints. (Project with digital media buy only will not be considered as eligible)	work and other required information to establish ➤ Supporting literature, public pages to validate the work credential
6	The bidding entity must not be blacklisted / terminated / debarred by any state or central government or their agencies and should not have been found guilty of any criminal offence by any court of law, in the last 5 years.	➤ Affidavit (Appendix G format only) by the authorized signatory
7	The in-bidding entity must have an house facility for production and editing of content in all forms for social media outreach, technology support, industry approved in-house available software for social listening and analytics tools. The bidding entity must not support/promote any of the following content, either in digital/physical space: A. Anti-national content B. Pornographic and trafficking content C. Political association D. Malicious content E. Content hurting religious sentiments F. Promoting piracy in any form	➤ Undertaking on company's letterhead

The agency fulfilling the above pre-qualification criteria will be considered eligible bidder. Failure to comply with pre-qualifications criteria shall render the bidder ineligible. The technical and financial proposal of in- eligible bidder shall not be considered.

SN	EVALUATION CRITERIA	SCORE
TOTAL MARKS		100
1	<p>➤ Minimum average annual turnover of INR 50 crore or more in the last three financial years (i.e., 2021-22, 2022-23 and 2023-24).</p> <p><u>MARKING:</u> INR 50-60 crore: 10 marks INR 60-75 crore: 15 marks INR 75 crore+: 20 marks</p> <p>DOCUMENTRY EVIDENCE:</p>	20

	<ul style="list-style-type: none"> CA certificate (original) Audited balance sheets for the last three financial years (i.e., 2021-22, 2022-23 and 2023-24) to support the claim. Profit and loss statement for the last three financial years (i.e. 2021-22, 2022-23 and 2023-24). 	
2	<p>Projects in the field of government/PSU social media management of duration 1 year+ and value INR 1 crore+, in the last 5 years Scope to include social media management, content development, copywriting, posting, monitoring and overall management of social media touchpoints. (Project with digital media buy only will not be considered as eligible)</p> <p><u>MARKING:</u> 1 Project: 5 Marks (Up to a maximum of 20 marks for 4 projects)</p> <p><u>DOCUMENTARY EVIDENCE:</u></p> <ul style="list-style-type: none"> LOA / agreement / contract / work order, duly certified by the authorized signatory of the bidding company Appendix D detailing the scope of work and other required information to establish the fulfilment of the criteria Supporting literature, creative, public pages to validate the work credential Experience certificate/Completion certificate from Client OR CA certificate, indicating the total payment received by the bidding company 	20
3	<p>Total years of experience of the firm from bid submission date.</p> <p><u>MARKING:</u> 5 - 7 Years: 5 Marks 7 - 10 Years: 7 Marks 10+ Years: 10 Marks</p>	10
4	MANPOWER DEPLOYEMENT	20
	<p>(Resume of each of the proposed resource, fulfilling the required eligibility criteria and professional experience need to be attached in the technical bid for evaluation. Supporting degrees and experience letter should also be attached as part of resume. the final deployment of resources will only happen after they have been personally interviewed by the Chhattisgarh Samvad/DPR for fitment)</p> <p><u>MARKING:</u> Project Leader: 2 Marks for Each Resource (Total 4 Marks) Social Media Analyst: 1 Marks for Each Resource (Total 3 Marks) Researcher: 0.5 Marks for Each Resource (Total 1 Marks) Co-Ordinator: 0.5 Marks for Each Resource (Total 2.5 Marks) Trend Team: 0.5 Marks for Each Resource (Total 2.5 Marks) Content Writer: 0.5 Marks for Each Resource (Total 3 Marks) Amplification Team: 0.5 Marks for Each Resource (Total 4 Marks)</p>	

5	TECHNICAL PRESENTATION	30
5.1	<p>Technical PPT to include, but not limited to:</p> <ul style="list-style-type: none"> • Past similar work experience • Company credentials, capabilities & achievements • Understanding of the assigned social media handles and the current social media content strategy • Comprehension of the scope of work, its sanctity, approach to elevate content outreach for each of the assigned social media handle • Detailed project plan for a period of 1 year • Social listening & reporting strategy • Social media outreach plan for the Government of Chhattisgarh on the theme of up is the "Vishnu Ka Sushasan". <p>(Resume of all proposed resources need to be made available (in print hardcopy) on the days of the technical presentation)</p>	30

THE TECHNICAL SCORE (PE) FOR THE TECHNICAL PROPOSAL WILL BE THE ARITHMETIC SUM OF THE MARKS ASSIGNED TO THE BIDDERS UNDER EACH OF THE PARAMETERS LISTED ABOVE. THE BIDDER IS REQUIRED TO ACHIEVE A MINIMUM TECHNICAL SCORE OF 70 MARKS (BENCHMARK SCORE) FOR OPENING OF FINANCIAL BIDS.

EVALUATION METHODOLOGY

THE FINANCIAL PROPOSALS SHALL BE GIVEN SCORES AS FOLLOWS:

$$\text{FINANCIAL SCORE (PF)} = 100 \times \text{FINANCIAL PROPOSAL OF LOWEST BIDDER} / \text{FINANCIAL PROPOSAL OF BIDDER UNDER CONSIDERATION}$$

THE COMPOSITE SCORE SHALL BE COMPUTED AS FOLLOWS:

$$\text{COMPOSITE SCORE} = (\text{PE} \times 0.80) + (\text{PF} \times 0.20)$$

THE EVALUATION METHODOLOGY WILL BE BASED ON QUALITY AND COST-BASED SELECTION METHOD (Q.C.B.S.), WITH 80% WEIGHTAGE ON TECHNICAL SCORE AND 20% WEIGHTAGE ON FINANCIAL SCORE. THE BIDDER OBTAINING THE HIGHEST COMPOSITE SCORE WOULD BE DECLARED AS THE PREFERRED BIDDER.

EXAMPLE: IF IN RESPONSE TO THIS TENDER, THREE BIDS, A, B & C WERE RECEIVED AND THE EVALUATION COMMITTEE AWARDED THEM 75, 80 AND 90 MARKS ON TECHNICAL BID RESPECTIVELY, ALL THE THREE BIDS WOULD BE TECHNICALLY

SUITABLE. FURTHER, IF THE QUOTED PRICE OF BIDS A, B & C WERE INR 120, 100 & 110 RESPECTIVELY, THEN THE FOLLOWING POINTS FOR FINANCIAL BIDS MAY BE GIVEN:

A: $100/120 \times 100 = 83$ POINTS
B: $100/100 \times 100 = 100$ POINTS
C: $100/110 \times 100 = 91$ POINTS

FOR COMBINED EVALUATED POINTS, THE PROCESS WOULD BE AS FOLLOWS:

BID A: $75 \times 0.8 + 83 \times 0.2 = 76.6$
BID B: $80 \times 0.8 + 100 \times 0.2 = 84.00$
BID c: $90 \times 0.8 + 91 \times 0.2 = 90.20$

BID C, IN THIS CASE WOULD BE CONSIDERED AS HI (HIGHEST TOTAL POINTS). THE EVALUATION COMMITTEE WILL CORRECT ANY COMPUTATION ERRORS, IN CASE OF DISCREPANCY.

the evaluation methodology will be based on quality and cost-based selection method (Q.C.B.S.), with weightage on technical score and 20% weightage on financial score. the bidder obtaining the highest composite score would be declared as the preferred bidder.

Non-Eligibility

- bids of those bidders against whom any criminal case is pending before court of competent jurisdiction or who have been convicted by court of competent jurisdiction shall not be considered.
- bids of those bidders, who will found to be involved in theft or in non-payment of government dues of taxes, will be out rightly rejected and will not be considered for the opening of the financial bid.
- the bids of those bidders who have been blacklisted or debarred by the central government or any central government authority or any state government or any state government authority, shall not be considered.
- bidders shall submit affidavit for the aforesaid purpose.

Negotiations: CEO, Chhattisgarh Samvad/Commissioner of Directorate of Public Relation has right to Negotiation with H1 Bidder.

COMPETENT AUTHORITY'S RIGHT TO VARY ITEMS/ACTIVITIES AT THE TIME OF AWARD: The competent authority shall have the right to make any alterations, omissions, additions or subtractions in items/services at the time of award of contract. The competent authority will give such intimation to the successful bidder, and additional cost/deduction in the bid prices, based on the price schedule submitted by him, will be worked out with the bidder. In case, the bidder does not agree for such alterations, the competent authority will be free to award the contract to the next eligible bidder.

IMPORTANT NOTE: The financial quote must not be quoted anywhere in the technical bid. Submission of forged documents will also result in summary rejection of the bid.

APPENDIX-A

COVERING LETTER (ON THE LETTERHEAD OF THE BIDDER)

Date:

To:

.....
.....
.....

Ref: 'Selection of a social media agency'

Dear sir,

Being duly authorized to represent and act on behalf of. (Hereinafter referred to as 'the bidder') and having reviewed and fully understood all of the proposal requirements and information provided and collected, the undersigned hereby submits the proposal on behalf of (name of bidder) for the captioned project in one (1) original, with the details as per the requirements of the tender document, for your evaluation. We confirm that our proposal is valid for a period of 180 days from (insert proposal due date).

We also hereby agree and undertake as under:

Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our proposal, we hereby represent and confirm that our proposal is unqualified and unconditional in all respects and we agree to the terms of the proposed scope of work, which forms a part of the tender document provided to us. We hereby certify and confirm that in the preparation and submission of our proposal, we have not acted in concert or in collusion with any other bidder or other person(s) and also not done any act, deed or thing which is or could be regarded as anti-competitive.

Yours faithfully,

For and on behalf of (name of bidder)
Duly signed by the authorized signatory of the bidder
(Name, title and address of the authorized signatory)

APPENDIX-B

DETAILS OF BIDDER (ON THE LETTERHEAD OF THE BIDDER)

1	Name of the project		
2	Name of the bidder firm		
3	Registered office	Address with pin code	
		Telephone Nos.	
		Email Id	
		Website	
4	GSTIN (Copy to be enclosed)		
5	Pan card no (copy to be enclosed)		
6A	Name and designation of the chief executive of the firm		
6B	Address		
7A	Name and designation of the authority that is authorized to sign the e- bid document		
7B	Address		
8	EMD amount (details of the FDR)		
9	Other eligibility documents attached:		

9 A	Documents in evidence of past experience	
9A I	List of important clients	
9A II	Proof of association like accreditations, memberships and certificates from important past clients	

APPENDIX-C

POWER OF ATTORNEY (ON STAMP PAPER OF INR 100/-)

Know all men by these presents, we.....(Name and address of the registered office) do hereby constitute, appoint and authorize Mr. / Ms. (name and address) who residential presently employed with is and holding the position us ofAs our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our proposal for 'selection of a social media agency' including signing and submission of all documents and providing information/responses to the department of public relations, government of Chhattisgarh in all matters in connection with our proposal for the said assignment.

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

Dated this the Forday of2025

(Name and designation of the person(s)
Signing on behalf of the bidder)

Accepted

.....(Signature)
(Name, title and address of the attorney)
Date.....

NOTE:

- 1.To executed only if the bidder is a company, agency or firm.
2. The mode of execution of the power of attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required

procedure. copy of such document should be submitted along with the power of attorney. Also, wherever required, the bidder should submit for verification the extract of the charter documents and documents such as a resolution / power of attorney in favor of the person executing this power of attorney for the delegation of power hereunder on behalf of the bidder.

APPENDIX-D

FORMAT FOR PROJECT DATA SHEET

Name of the firm:.....

Project Name:		Country
Project Location with Country		Professional staff provided by the Firm : No. of Staff: No. of Person Month :
Nature of Client		
Start date (month/year)	Completion date (month/year)	Approx. Value of services (in INR):
Name of senior staff involved and functions performed:		
Description of the project:		
Description of actual services provided:		

APPENDIX-E

FINANCIAL CAPACITY OF THE BIDDER
(CHARTERED ACCOUNTANT CERTIFICATE)

BIDDER	ANNUAL TURNOVER			
	2021-22	2022-23	2023-24	AVERAGE ANNUAL TURNOVER

Name & address of bidder:

Instructions:

The bidder shall submit a chartered accountant certificate only. The certificate should mention:

1. CA certification regarding annual turnover for the last three financial years (2021-22 ,2022-23 and 2023-24).

APPENDIX-F

GUIDELINES FOR TECHNICAL PRESENTATION

Technical ppt to include, but not limited to:

- Past similar work experience with government & private clients
- Company credentials, capabilities & achievements
- Understanding of the assigned social media handles and the current social media content strategy Comprehension of the scope of work, its sanctity, approach to elevate content outreach for each of the assigned social media handle
- Detailed project plan for a period of 1 year
- Social listening & reporting strategy
- Social media outreach plan for the government of Chhattisgarh on the theme of “Vishnu Ka Sushasan”

(Resume of all proposed resources need to be made available (in print hardcopy) on the days of the technical presentation)

APPENDIX-G

NON-DEBARMENT AFFIDAVIT (ON STAMP PAPER OF INR 100/-)

Date:

To: The CEO, Chhattisgarh Samvad
Department of Public Relations,
Government of Chhattisgarh

Reference: selection of a social media agency

Dear sir,

I/we hereby declare that statements, project documents, credentials, documentary evidence, financial statements and other tender documents in the proposal are true, authentic to the best of my/our knowledge. I/we have not incorporated any information not undertaken by us, in the proposal. I/we, for the purpose of the said tender, have not forged, misrepresented & misled any information that has not been undertaken by us. For the purpose of the evaluation, the department of public relations, government of Chhattisgarh, has the right to verify the authenticity of the proposal submitted by us.

I/we fully understand that in case of furnishing any false documents or statements, forging, misrepresentation & producing misleading information in the proposal, and failure to abide by the terms and conditions of the tender, I/we are liable to any actions that may be taken against us by the department of public relations, government of Chhattisgarh.

I/we, also declare that I/ We have not be blacklisted / terminated / debarred by any state or central government or their agencies, and have not been found guilty of any criminal offence by any court of law, in the last 5 years.

All abovementioned points are true, authentic to the best of my/our knowledge.

Yours faithfully,
 Name of the bidder
 Signature of the authorized person
 Name of the authorized person

APPENDIX H

Financial Tender Proposal (To be submitted online)

Table: A

S. No.	Description	Flat monthly rate (Exclusive of all taxes)
		Amount Rs. (In figures and words)
1	Consolidated monthly rate for works as mentioned in this scope of work	

Table: B

S. No.	Description	Flat monthly rate (Exclusive of all taxes)
		Amount Rs. (In figures and words)
1	Team Leader	
2	Content Writer (5 Years' Experience) (Hindi/English)	
3	Content Writer(3Years' Experience) (Hindi/English)	
4	GraphicDesigner	
5	Video Editor	
6	Cartoonist	
7	Web Designer &Developer	
8	Social MediaExecutive	
9	Social MediaAnalyst	
10	Coordinator	
11	HCM CampOffice	
12	Researchers	
13	Trend Team	
14	AmplificationTeam	

15	Social MediaReporter	
16	DistrictCoordinators	

Signature
(Full name)

Name and seal of the organization

GENERAL TERMS & CONDITIONS

Selection of a Social Media Agency

Department of public relations, government of Chhattisgarh (DPR)

APPLICATION: These general conditions shall apply to the extent that provisions in other parts in this tender do not supersede them. For interpretation of any clause in the contract agreement, the interpretation of the Chhattisgarh Samvad/DPR shall be final and binding on the agency.

RELATIONSHIP BETWEEN PARTIES: Nothing mentioned herein shall be construed as relationship of master and servant or of principal and agent between the 'agency' and 'Chhattisgarh Samvad/DPR'. The agency has complete charge of personnel performing the services executed by the agency from time to time. The agency shall be fully responsible for the services performed by it at all times.

STANDARDS OF PERFORMANCE: The agency shall provide services and carry out its obligations under the contract with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The agency shall always act in respect of any matter relating to this tender as faithful to the Chhattisgarh Samvad/DPR and abide by all the provisions/acts/rules etc. Of government processes prevalent in the country. The Chhattisgarh Samvad/DPR shall evaluate the performance of the agency based on the quality of the services rendered as well as feedback received by the officials concerned at the Chhattisgarh Samvad/DPR.

DELIVERY AND DOCUMENTS: As per the time schedule agreed between parties for specific projects given to the agency from time to time, the agency shall submit all the deliverables to the Chhattisgarh Samvad/DPR. The agency shall not, without Chhattisgarh Samvad/DPR'S prior written consent, disclose contract, literature, drawings, specifications, plans, patterns, samples or other documents to any person or organization other than an entity employed by the agency for the performance of the contract, in consultation with the Chhattisgarh Samvad/DPR.

In case of the termination of the tender, all the documents prepared by the agency under the contract shall become property of the Chhattisgarh Samvad/DPR. The agency must not use any of the material or content anywhere, without taking permission, in writing, from the Chhattisgarh Samvad/DPR. The Chhattisgarh Samvad/DPR reserves the right to grant or deny any such request.

AGENCY PERSONNEL: The agency shall employ and provide such qualified and experienced personnel as may be required to perform the services under the specified project, the personnel, who have adequate knowledge and experience in the domain related with this project. It is desirable that the agency shall utilize the services of domain specialists, if required, to work on the project effectively. **APPLICABLE LAW:** Applicable law means the laws and any other instruments having the force of law in India as they may be issued and in force from time to time. The contracts shall be interpreted in accordance with the laws of the union of India and that of state of Chhattisgarh.

INTELLECTUAL PROPERTY RIGHTS: The agency shall insure itself against all third-party claims of infringement of copyright, patent, trademark or industrial design rights arising from use of the press clippings, photographs, av material or any part thereof in India or abroad. In the event of any claim asserted by a third party of infringement of copyright, patent, trademark or industrial design rights arising from the use of any material or any part thereof in India, the agency shall act expeditiously to extinguish such claim. If the agency fails to comply and the Chhattisgarh Samvad/DPR is required to compensate third party resulting from such infringement, the agency shall be responsible for the compensation including all expenses, court costs, lawyer fees and will be liable for penalty/termination by the Chhattisgarh Samvad/DPR. The agency shall provide the Chhattisgarh Samvad/DPR with a notice of such a claim, if made, without delay.

SUSPENSION: The Chhattisgarh Samvad/DPR may, in written notice to the agency, suspend all payments to it hereunder if the agency fails to perform any of its obligations under the contract including the carrying out of the services, provided that such notice of suspension,

- Shall specify the nature of failure.
- Shall request the agency for a remedy of such failure after issuing the notice by the agency.

TERMINATION: Under the contract, the Chhattisgarh Samvad/DPR may, by written prior notice of 1 month can terminate the services the agency in the following ways:

- Termination by default for failing to perform obligations under the contract or if the quality is not up to the specification or in the event of non-adherence to any time schedule that may be mentioned by the Chhattisgarh Samvad/DPR.
- The Chhattisgarh Samvad/DPR by written notice sent to the agency, may terminate the contract, in whole or in part, at any time for its convenience. the notice of termination shall specify that termination is for the Chhattisgarh Samvad/DPR'S convenience, the extent to which performance of the agency under the contract is terminated, and the date upon which such termination becomes effective.
- The Chhattisgarh Samvad/DPR may at any time terminate the contract by giving a written notice to the agency, if the agency becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the agency, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the Chhattisgarh Samvad/DPR.

- If Chhattisgarh Samvad/DPR finds unsatisfactory performance of the agency or breach of any term and condition laid down in this tender, the performance security will be forfeited.

RESOLUTION OF DISPUTES: If any dispute arises between parties, then there would be two ways for resolution of the dispute under the contract.

- **AMICABLE SETTLEMENT:** The performance of the contract is governed by the terms & conditions of the contract. however, at times dispute may arise over the interpretation of any term or condition of contract including the scope of work, etc. in such a situation either party of the contract may send a written notice of dispute to the other party. the party receiving the notice of dispute will consider the notice and respond to it in writing within 30 days after receipt. if the dispute cannot be amicably settled within 45 days following the response of that party, then clause 'resolution of dispute' below, for resolution of disputes shall become applicable.
- **RESOLUTION OF DISPUTES:** In the case of dispute arising between the Chhattisgarh Samvad/DPR and the agency, which has not been settled amicably, any party can refer the dispute for arbitration under the arbitration and conciliation act, 1996, as amended from time to time, and any statutory modification or re-enactment thereof, shall apply to these arbitration proceedings.

The decision of the arbitrator shall be final and binding upon both the parties. All arbitration awards shall be in writing and shall state the reasons for the award. The expenses of the arbitration as determined by the arbitrators shall be shared equally by the Chhattisgarh Samvad/DPR and the agency. However, the expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself. Arbitrator shall be appointed by the government of Chhattisgarh on recommendation of Chhattisgarh Samvad/DPR.

CONFLICT OF INTEREST: The agency is required to provide professional, objective and impartial advice and at all times holds the Chhattisgarh Samvad/DPR'S interest's paramount, strictly avoid conflicts with other assignment/jobs or their own Corporate Interest and act without any consideration for future work. Without limitation on the generality of the foregoing, agency and any of its affiliates, shall be considered to have a conflict of interest under any of the circumstances set forth below:

- **CONFLICTING ACTIVITIES:** An agency or any of its affiliates selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.
- **CONFLICTING ASSIGNMENT/JOB:** An agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the agency to be executed for the same or for another employer.

- **CONFLICTING RELATIONSHIPS:** An agency that has a business or family relationship with a member of the Chhattisgarh Samvad/DPR staff who is directly or indirectly involved in any part of the project shall not be awarded the contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Chhattisgarh Samvad/DPR throughout the selection process and the execution of the contract.

The agency has an obligation to disclose any situation of actual or potential conflict that impacts its capacity to serve the best interest of Chhattisgarh Samvad/DPR, or that may reasonably be perceived as having this effect. Any such disclosure shall be made to Chhattisgarh Samvad/DPR, immediately. If the agency fails to disclose such situations and if the Chhattisgarh Samvad/DPR comes to know about any such situation at any time, it may lead to the disqualification of the agency during bidding process or the termination of its contract during execution of the assignment.

LEGAL JURISDICTION: All legal disputes between the parties shall be subject to the jurisdiction of the courts situated in Raipur, Chhattisgarh only.

SUBLETTING: The bidder shall not, without the prior approval of the competent authority in writing, sublet or assign to any other party or parties, the whole or any portion of the work under the contract. Where such approval is granted, the contractor shall not be relieved of any obligation or duty or responsibility which he undertakes under the RFP.

PENALTY CLAUSE: The Chhattisgarh Samvad/DPR will evaluate the performance of the agency based on the quality & quantity of the services rendered, validation by the Chhattisgarh Samvad/DPR verification committee and feedback received by the officials concerned at the department. Any work done for offices apart from the Chhattisgarh Samvad/DPR will first be validated by concerned officers from such offices. The decision of the Chhattisgarh Samvad/DPR shall be binding in this regard.

All the documents/ code / application etc. Prepared and developed by the bidder will be the property of the Chhattisgarh Samvad/DPR. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the Chhattisgarh Samvad/DPR, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the Chhattisgarh Samvad/DPR, together with a detailed inventory thereof. If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfil any of the contractual obligations, the Chhattisgarh Samvad/DPR may take a decision to cancel the contract with immediate effect. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.

In case of late/unsatisfactory/ no services on a specific activity, in which the agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the agency shall be liable to penalty. The timeline/schedule of

deliverables will be decided as and when the requirement/ tasks /activities arise. The Chhattisgarh Samvad/DPR will have the right to cancel the contract at any time without assigning any reason thereof.

For any published incorrect/misleading information, which hampers the image of the government of Chhattisgarh will attract a penalty of 10% of the award value for the particular month. Such incidents include, but not limited to, factually incorrect information about the state government, incorrect artwork/creative, etc. The decision of the Chhattisgarh Samvad/DPR shall be binding in this regard.

LIQUIDATED DAMAGES: In case of delay in completion/error of Services or breach of contract terms and conditions, liquidated damages not exceeding an amount equal to 10% of the Contract Value per month, subject to a maximum of 10% (ten per cent) of the Contract Value shall be imposed and shall be recovered by appropriation from the Performance Security or otherwise. Once the 10% amount of the total contract value shall be achieved, Chhattisgarh Samvad shall have the right to terminate the contract at the risk and cost of the agency/bidder.

FORCE MAJEURE: Notwithstanding anything contained in the scope of work, the agency shall not be liable for liquidated damages or termination for default, if and to the extent that, its delay in performance or other failures to perform its obligations under the agreement is the result of an event of force majeure. For purposes of this clause "force majeure" means an event beyond the control of the agency and not involving the agency's fault or negligence and which was not foreseeable. Such events may include wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargos. The decision of the Chhattisgarh Samvad/DPR regarding force majeure shall be final and binding on the agency. If a force majeure situation arises, the agency shall promptly notify the Chhattisgarh Samvad/DPR in writing, of such conditions and the cause thereof. Unless otherwise directed by the Chhattisgarh Samvad/DPR in writing, the agency shall continue to perform its obligations under the agreement as far as reasonably practical and shall seek all reasonable alternative means for performance not prevented by the force majeure event.

PROCESS CONFIDENTIALITY: Information relating to the examination, clarification and comparison of the proposals shall not be disclosed to any bidders or any other persons not officially concerned with such process until the selection process is over. The undue use by any bidder of confidential information related to the process may result in rejection of its proposal. Except with the prior written consent of the Chhattisgarh Samvad/DPR, no party, shall, at any time communicate to any person or entity any confidential information acquired in the course of the contract.

DATA CONFIDENTIALITY: The agency shall maintain full confidentiality of the data provided to it or data generated while providing services. Under no circumstances will the agency divulge /reveal/share such data for the purpose other than for meeting the Chhattisgarh Samvad/DPR'S requirements. Any violation of this confidentiality clause may result in instant termination of the

contract and blacklisting of the agency's services from the government of Chhattisgarh. The decision of the client shall be final in this regard and binding on the agency.

CHANNELS OF COMMUNICATIONS:

- The Chhattisgarh Samvad/DPR, at all stages, will be the first point of contact for all communication from the social media agency.
- All communication that may require references or proof of Occurrence of communication shall be made to the Chhattisgarh Samvad/DPR via electronic mail. Communication from the Chhattisgarh Samvad/DPR to the social media agency could be made telephonically, in writing, verbally or email.
- The point of contact on behalf of the Chhattisgarh Samvad/DPR for the social media agency or anyone representing the agency shall be a nominated officer of the department of information and public relations, government of Chhattisgarh.

FRAUD AND CORRUPT PRACTICES

The bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the bidding process and subsequent to the issue of the LOA and during the entire project duration. Notwithstanding anything to the contrary contained herein, or in the LOA, the Chhattisgarh Samvad/DPR may reject a bid, withdraw the LOA, or terminate the association with the selected bidder, as the case may be, without being liable in any manner whatsoever to the bidder, if it determines that the bidder, has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the bidding process. In such an event, the authority shall be entitled to forfeit and appropriate performance security, as damages, without prejudice to any other right or remedy that may be available to the Chhattisgarh Samvad/DPR under the bidding documents and/or the loa, or otherwise.

Without prejudice to the rights of the Chhattisgarh Samvad/DPR under the clause 'fraud and corrupt practices' hereinabove and the rights and remedies which the Chhattisgarh Samvad/DPR may have under the loa, or otherwise if a bidder, is found by the Chhattisgarh Samvad/DPR to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the bidding process, or after the issue of the LOA or the project duration, such bidder shall not be eligible to participate in any tender or RFP issued by the Chhattisgarh Samvad/DPR

For a period of 2 (two) years from the date such bidder, is found by the authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practices, as the case may be.

For the purposes of this clause 'fraud and corrupt practices', the following terms shall have the meaning hereinafter respectively assigned to them:

- 'Corrupt Practice' means offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any person connected with the bidding process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Chhattisgarh Samvad/DPR who is or has been associated in any manner, directly or indirectly, with

the bidding process or the LOA or has dealt with matters concerning or arising therefrom, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the Chhattisgarh Samvad/DPR, shall be deemed to constitute influencing the actions of a person connected with the bidding process); or (ii) save and except as permitted under the clause 'performance security' (b) of this tender, engaging in any manner whatsoever, whether during the bidding process or after the issue of the LOA or during the project duration, as the case may be, any person in respect of any matter relating to the project or the LOA, who at any time has been or is a legal, financial or technical adviser of the Chhattisgarh Samvad/DPR in relation to any matter concerning the project;

- 'Fraudulent Practice' means a misrepresentation or omission of facts or suppression of facts or disclosure of incomplete facts, in order to influence the bidding process;
- 'Coercive Practice' means impairing or harming, or threatening to impair or harm, directly or indirectly, any person or property to influence any person's participation or action in the bidding process;
- 'Undesirable Practice' means establishing contact with any person connected with or employed or engaged by the Chhattisgarh Samvad/DPR with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the bidding process; or (ii) having a conflict of interest; and;
- 'Restrictive Practice' means forming cartel or arriving at any understanding or arrangement among bidders with the objective of restricting or manipulating a full and fair competition in the bidding process.

ROLES & RESPONSIBILITIES OF STAKEHOLDERS

CHHATTISGARH SAMVAD / DPR

- Provide necessary guidance, support, approvals and strategic suggestions as and when required, through Periodic review for the duration of the contract.
- Ensure that the agency conducts work as specified in the scope of work.
- Validate the work performed by the agency, based on monitoring the scope of work for payments.

SOCIAL MEDIA AGENCY

Over and above the mentioned pre-requisites of the agency in the 'scope of work', the agency shall have to ensure optimal performance by dispersing key responsibilities as follows:

- The agency will appoint 'project leader' to be the nodal point for coordinating with the client. The person identified must be available over phone/email at all times.
- The agency will sign a 'non-disclosure agreement' with the Chhattisgarh Samvad/DPR for running the project.
- The non-disclosure agreement will cover all the data that has been provided by the Chhattisgarh Samvad/DPR for operations along with the data that is generated during the operation of the project.
- The agency will arrange, install and maintain equipment for transmission of data and images to the Chhattisgarh Samvad/DPR or anywhere, as instructed by Chhattisgarh Samvad/DPR.
- The agency will provide all relevant clippings, av recordings, hard drives and content repository and data as and when required by the Chhattisgarh Samvad/DPR.
- Any expenses pertaining to the manpower deployed in the process along with maintenance cost of hardware/software, facility charges etc. Will be borne by the agency.
- The agency is solely responsible for managing the activities of its personnel and will hold itself responsible for any misdemeanors.
- The agency will treat as confidential all data and information obtained during execution of its responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of the Chhattisgarh Samvad/DPR.

