

RFP for Selection of Consultant Agency for Social Media Management of Manipur State AIDS Control Society

Important Dates and Bidding details	
Published date	24-11-2020
Bid document download start date	25-11-2020
Clarification start date	26-11-2020
Bid submission start date	26-11-2020
Bid submission end date	05-12-2020
Date of Technical Bid opening	07-12-2020

Note: - Bid fee and EMD should be submitted as per the Process published.



SECTION 1: INVITATION FOR PROPOSAL

1.0 INTRODUCTION

1.1 Background

The Manipur State AIDS Control Society (MACS) has decided to hire IT firm to handle/manage its Social Media accounts (Facebook page, Twitter, Instagram, Youtube channel).

In pursuance of the above, MACS has decided to carry out the process for selection of an IT Firm in accordance with the Scope of Work and Deliverables mentioned in this Tender document.

1.2 Goals and Objectives:

The broad objectives that the MACS aims to achieve through the proposed project are:

- I. Establish a mechanism of generating content on a daily basis for various social media platforms based on HIV/AIDS related topics/themes/messages.
- II. Enhance and sustain MACS's effective presence on social media through innovative social media applications and promotion/advertisements IEC outreach activities to engage a wider audience for MACS.
- III. Integrate various social media platforms of MACS and provide a new outlook to MACS's social media presence and to help make its strong presence in social media.

1.3 Invitation to Applicants

(i) The invitation is for Selection of an IT Firm for Social Media Management of MACS. The selected Firm will closely work with IEC Division of MACS and MACS will issue work orders as and when required.

(ii) MACS may, at its own discretion, extend the date for submission of proposals. In such a case all rights and obligations of MACS and Applicants previously subject to the deadline will thereafter be subject to the deadline as extended.

1.4 Due diligence by Applicants

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Applicants are required to make themselves fully aware of present social media engagement of MACS and prepare a road map for further enhancing the social media engagement of MACS. They should also propose suitable monitoring mechanism so that MACS remains updated.

1.5 Tender Document

Tender document will be made available to the applicants through MACS website www.manipursacs.nic.in prior to the Proposed Due Date. A signed declaration stating that no alteration has been made in any form in the downloaded document shall be enclosed with the Proposal.

1.6 The Selection Process

MACS has adopted a two stage selection process (collectively the "Selection Process") in evaluating the Proposals comprising technical and financial bids submitted. In the first stage, a technical evaluation will be carried out, based on this technical evaluation, a list of short-listed applicants shall be prepared. In the second stage, financial evaluation will be carried out and the Lowest Bidder (L1) will be considered for Award of Work.

1.6 Communications

All communications including the submission of proposal should be addressed to:

The Project Director

Manipur State AIDS Control Society

Old Secretariat, Imphal, Manipur.

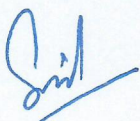
Email: manipursacs@gmail.com

The bids will be opened at Office Chamber of PD MACS.

The official website of MACS is: www.manipursacs.nic.in

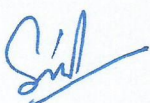
All communications, including the envelopes, should contain the following information, to be marked at the top in bold letters:

Tender for appointment of IT Firm for Social Media Management of the Manipur State AIDS Control Society.



Section 2: Scope of Work

- 2.0 Understand the MACS's current social media landscape and charting out a detailed social media strategy that would meet all the key objectives of MACS.
- 2.1 To develop a strategy to enhance MACS's presence on social media (MACS's Social Media handles on Facebook, Twitter, Instagram, Youtube etc.) and to engage a wider audience.
- 2.2 Identify a list of key performance indicators that will help MACS track the performance of its social media efforts. Integrate various social media platforms of MACS and work closely with IEC Division to make MACS social media presence effective and more engaging.
- 2.3 Maintenance of Official Facebook page, Twitter, Instagram, YouTube and any other social media tools and setup a complete social media management system and manage the same by deploying requisite number of persons with requisite qualifications and skill sets.
- 2.4 Creation, maintenance and updating of template, standardization of procedure and formats, creation of accounts for Facebook, Twitter, Slide Share, Flickr, Google+, YouTube and other social media tools in consultation with IEC Division, MACS as and when required.
- 2.5 To produce quality content such as graphics, videos (white board etc.), animations, Live events for use on the social media platforms of MACS, on demand.
- 2.6 The content created has to be edited/uploaded on MACS's Social Media/YouTube handles as per MACS's requirement on immediate basis.
- 2.7 Reshaping of content provided by MACS for generating greater social media impact. While creating or reshaping content, platform limitations should be given due care(e.g.- 140 character limitation on Twitter, image guidelines on Facebook/Instagram etc).
- 2.8 Implementation of Social Media Analytics (using Social media analysis) to gather useful and credible information on MACS's trending on social media at the local, regional, national and international level.
- 2.9 Manage response from MACS on social accounts in respect of Issues/topics identified by social media analysis, through setting up standard response management processes.



2.10 The agency shall have ability to convert all kinds of content (video/audio/files) from one format to another for given assignments as and when required by the MACS.

2.11 Enhancing reach of messages and on 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.

2.12 Run (#) Hash tag based discussion with Twitter/Facebook users, frequently.

2.13 The agency shall provide 24x7 Social Media management and analysis with on-site support.

2.14 Should have credible contingency plan to effectively handle crisis and emergencies.

2.15 Regular monitoring, feedback and reporting of the relevant trends (as identified in consultation with IEC Division, MACS) on social media sites.

2.16 Feedback/Comment Management on regular basis, moderation of pages on regular basis to keep the social media site free from spam/ advertisement/inappropriate contents, appropriate tagging etc.

2.17 Implementation of any new social media initiatives/modules etc. as and when required by MACS.

2.18 Maintenance of all the relevant Data having proper storage/ backup/ recovery facility.

2.19 Minimum Eligibility Criteria

a) Tender value is Rs. 2 lakh (Rupees Two Lakh) only.

b) Earnest Money Deposit (EMD): Earnest Money Deposit (EMD) of Rs. 2,000/- (Rupees Two Thousand) only through Demand Draft in favour of Project Director, Manipur State AIDS Control Society, at Imphal.

c) The Firm should be registered IT Firm and should hold valid PAN, Sales tax/GST registrations.

d) Preference will be given to the IT Firm having experience in the field of Social Media Management, analysis, working in conjunction with Central Ministries/Departments/private organizations of repute.

e) The agency should neither be blacklisted by any Govt. Department nor should any Criminal Case be registered against the firm or its owner or partners anywhere in India.

2.20 Key Deliverables

Sl. No.	Activity/ Report	Frequency/Timeframe
1	Conceptualize and Execute Social Media Campaigns in consultation with IEC Division, MACS	As per MACS requirement.
2	Create Monthly and Weekly Plan for Content to be posted on Social Media Platforms	Monthly/Weekly Plans based on MACS requirements

3	Doubling of Followers/ Likes from the date of commencement of Contract @manipuraids Face book, Twitter and other Social Media Pages of MACS	Every 6 months
4	Comprehensive analytics report of all MACS's social media channels with respect to audience / engagement	Monthly Basis

Section 3: Instructions to Applicants

3.1 Right to Accept or Reject any Proposal:

MACS reserves the right to annul the Tendering process, or to accept or reject any or all the proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Applicant(s) or any obligation to inform the affected Applicant (s) of the grounds for such decision. MACS also reserve the right to award the work to more than one company.

3.2 Earnest Money Deposit (EMD):

The earnest money of unsuccessful Applicants shall be refunded after final award of Contract. EMD of the successful Applicant will be released after the Applicant signs the final agreement.

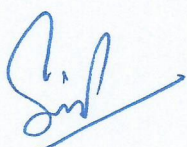
The Earnest Money will be forfeited on account of one or more of the following reasons:

- a. Applicant withdraws the Proposal during the validity period specified in Tender document.
- b. Applicant does not respond to requests for clarification of its Proposal.
- c. Applicant fails to provide required information during the evaluation process or is found to be non-responsive.
- d. In case of a successful Applicant, fails to sign the Agreement in time.

3.3 Preparation of Proposal:

The Applicant must comply with the following instructions during preparation of Proposals:

- A. The Applicant is expected to carefully examine all the instructions, guidelines, terms and condition and formats of the Tender document. Failure to furnish all the necessary information as required by the Tender document or submission of a proposal not substantially responsive to all the requirements of the Tender document shall be at Bidder's own risk and may be liable for rejection.



- B. The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the Proposal.
- C. The Proposal shall be in indelible ink and shall be signed by the Applicants or duly authorized person(s) to bind the Applicant to the Contract. The letter of authorization shall be indicated by written power of attorney and shall accompany the Proposal.
- D. In addition to the identification, the envelopes containing the Proposal shall mention the name, address and telephone number/email address of the Applicant to enable the Proposal to be returned in case it is declared late pursuant, and for matching purposes.
- E. No Applicant is allowed to modify, substitute, or withdraw the proposal after its submission.

3.4 Submission of Proposal: Applicants shall submit their Proposals in sealed envelope with properly mentioning "Tender for appointment of IT Firm for Social Media Management of the Manipur State AIDS Control Society".

3.5 Format of Proposal should be as per following:

The proposal should contain two separate parts, viz.:

Technical Bid: The bidding agencies are required to submit documents as detailed in **Annexure I**. Only the bids complying with the Minimum Eligibility Criteria shall be allowed to participate in the technical bid.

Financial Bid: to be submitted in the format as given in **Annexure II**.

3.6 Evaluation of Proposals:

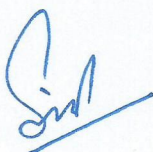
The Bid will be opened as per the schedule mentioned in the Data Sheet. Authorized representatives of the Applicants may be present during the Bid Opening, if desired. MACS may constitute Evaluation Committee to evaluate the Proposals submitted by Applicants for a detailed scrutiny.

3.7 Financial round:

1. Only the IT firms who qualify the Technical evaluation round will be eligible to participate in the financial bidding round.
2. No change in financial bids is allowed after the last date of submission of tender documents.
3. After evaluation of financial bids, the L1 (lowest responsive financial bid) bidder will be awarded the contract.

3.8 Payment Terms:

The price quoted shall remain fixed and not be subject to variations in exchange rate, duties, levies etc. The Firm/agency who has been awarded the contract shall submit the bills within a week of the subsequent month indicating full description.



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

3.9 Renewal of the contract:

The selected Agency/Firm shall begin Social Media Management for MACS within 30 days of the signing of the Contract, and the contract will be initially valid for 1 year. This contract can be extended/renewed based on the satisfactory performance of the Agency/Firm at the discretion of MACS, without any increase in the fee/remuneration.

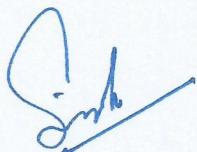
Section 4: General Terms & Conditions

NOTE: Applicants should read these conditions carefully and comply strictly while submitting the Proposals

- 4.1** Tender received after closing date and time will not be entertained.
- 4.2.** MACS reserves the right to extend the last date and time for submission of the bids as its own discretion.
- 4.3.** The bidder/agency shall bear all costs associated with the preparation and submission of its bids and MACS will in no way be held responsible or liable for these costs, regardless of the conduct or outcome of the bidding process. It is also clarified that no binding relationship will exist between any of the respondents and MACS until execution of a contractual agreement.
- 4.4.** Failure to furnish all the required information may result in rejection of the bid.
- 4.5.** Agencies applying for the tender will submit a certificate that the information submitted by them is correct and they will abide by the decision of MACS. In case the information submitted by the firm is found to be false and/ or incorrect in any manner, the agency can be suspended and/or debarred.
- 4.6.** To assist in Technical evaluation, MACS reserves the right to call for any clarification from any/ all bidder/ agency during the evaluation of the bids. Such clarification should be submitted only in writing. However, no other correspondence on bids will be entertained.
- 4.7.** Participation in this bid will imply that the bidder has accepted all the terms and conditions and subsequent modifications, if any, of this bid document.
- 4.8.** MACS shall have the sole proprietary rights over the content created/edited/provided by the agency who has been awarded the contract through this tender.
- 4.9.** In all matters related to dispute relating to this tender, the decision of this office will be final and binding upon the firm/agency.



- 4.10.** MACS reserve the right to accept or reject any or all proposals without assigning any reasons. No tenders shall have any cause or claim against MACS for rejection of his proposal.
- 4.11** Agency must procure and provide all the hardware required to its project team to enable them to meet the target assignment.
- 4.12** MACS require that the company engages professionals in the field of graphic designing, video-audio editing, social media analysis to undertake the project and reserves the right to call for the resumes, documents relating to their professional background, expertise and their achievements.
- 4.13 No Subcontracting:** The bidder/agency so selected should have the capability to perform the entire scope of the work without outsourcing the same to any third party in any manner.
- 4.14** Quality of creative and timely uploading them on the social media handles of MACS within the time schedule are of paramount importance and any lapse may lead to cancellation of the contract with the agency without any further notice.
- 4.15** The agency selected through this tender must provide MACS access to all the source code & material/data utilized for the scope of this tender.
- 4.16** Notwithstanding any of the provisions mentioned above, for rates and other terms and conditions, in case of any disagreement etc., decision of MACS will be final and binding on all bidders participating in this bid.
- 4.17 Agreement deed:** The successful bidder shall execute an agreement for the fulfillment of the contract on ₹ 100/- non-judicial stamp paper within 15 days from the date of award of the contract. The incidental expenses of execution of agreement/Contract shall be borne by the successful bidder.
- 4.18 Penalty Clause:** If at any future point of time it is found that the bidder has submitted information which is factually incorrect or if the bidder does not fulfill any of the contractual obligations, MACS may take a decision to cancel the contract with the immediate effect, and/or debar the bidder from bidding prospectively in this and all other tender procedures for a period to be decided by MACS and take and other action as deemed necessary. The penalty with respect to its time period shall be quantified by MACS at its own discretion/satisfaction.
- 4.19** The applicant shall furnish the following documents at the time of submission of the bid:
- i. Attested copy of Partnership Deed in case of Partnership Firms/JV or Memorandum of Association in case of Limited Company.
 - ii. Registration Number and year of registration in case partnership firm is registered with Registrar of Firms.
 - iii. Address of residence and office, telephone numbers in case of Sole Proprietorship.
 - iv. Registration issued by Registrar of Companies in case of Company.

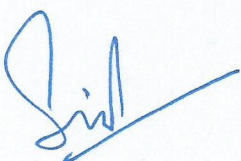


v. GST, if any, as imposed from time to time will be borne by the Applicant.

4.20 Termination: The Contract can be terminated at any time by the MACS, if the services are not up to the satisfaction after giving an opportunity to the selected Applicant of being heard and recording of the reasons for repudiation. In case of termination of the contract/non-renewal of the contract, all data, reports, logs, methodology of operation etc. assigned for or produced for this project will become the property of MACS and the Agency will not have any claim on it.

4.21 Disputes/Jurisdiction:


i. Any dispute, difference or disagreement whatsoever, arising between the Applicants/Firm and MACS, out of or relating to the construction meaning, scope, operation or effect of Project under this Tender document, or the validity or breach thereof, of Terms and Conditions or covering anything herein contained or arising out of this Tender document, shall be settled through mutual consultation at the level of Project Director MACS.

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Annexure I

DETAILS OF DOCUMENTS TO BE SUBMITTED

	Document	Type
	Earnest Deposit Money (EMD) of Rs. 2,000/- (Rupees Thousand) only in the form of Demand Draft.	Hard Copy
	Copy of Registration with Registrar of Companies.	Hard Copy
	Copy of PAN & GST number as applicable.	Hard Copy
	Copy of Latest Sales Tax/VAT/GST Clearance Certificate or copy of latest tax deposit challan.	Hard Copy
	Copy of Certificate to the effect that the firm is neither blacklisted by any Govt. Department nor any Criminal Case is registered against the firm or its owner or partners anywhere in India.	
	Copies of award of contracts along with Certificate of satisfactory performance from Central Ministries/ Departments/private organizations of repute.	
	Copy of proof of qualification/additional skills in respect of the team proposed to be employed by the Agency.	



FINANCIAL BID FORMAT

Consolidated Rate per month for a period of 1 year for Social Media Management as per Scope of work and the other terms and condition of contractor, including all taxes and expenditures.

Rates per month (X)

Total Cost (X*12)

The above rates are inclusive of taxes as applicable for providing the Social Media Management services to the Manipur State AIDS Control Society.

Date.....

Signature/ Designation

