



**DISTRICT RURAL DEVELOPMENT AGENCY  
CUTTACK**

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**TENDER DOCUMENT  
FOR  
ENGAGEMENT OF SOCIAL MEDIA AGENCY  
FOR  
DISTRICT ADMINISTRATION  
&  
DISTRICT RURAL DEVELOPMENT AGENCY,  
CUTTACK**

NIT No.: 1684 /DRDA,Dated: 24.06.21**NOTICE INVITING TENDER (NIT)**

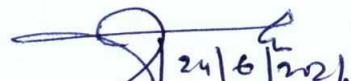
DRDA, Cuttack registered under Societies Act, is an agency working under Panchayati Raj and Drinking Water Department of Govt. of Odisha. The main role of DRDA is to ensure implementation of major flagship schemes of Govt. of India and Govt. of Odisha on Poverty elevation in rural area. The schemes like Rural Housing, MGNREGS, AGAB, OLM, DDU-GKY, CFC/SFC etc are implemented by the agency through the blocks, GPs and other line department agencies. The purpose is to extend the benefits of all such schemes to the eligible beneficiaries without being deprived for their entitlement.

For successful implementation of the above schemes, IEC play a major tool for reaching to the beneficiaries and communicating the benefits of the different schemes. With the emerging of social media and acceptance of the social media in rural areas, the platform will be effective for smooth communication of schemes agenda.

For the purpose, DRDA, Cuttack intends to engage an agency for "Social Media Management of District Administration & DRDA" to explore such opportunity in social media platform for disseminating the information on different scheme as per details furnished in bid paper.

Name of Work: **"Tender Document for Engagement of Social Media Agency for District Administration & DRDA, Cuttack"**

Sl. No	Description	Dates
1	Mode of submission of tender	Speed Post/ Regd. Post/ Courier (Available on : <a href="https://cuttack.nic.in/">https://cuttack.nic.in/</a> )
2	Date of Issue of Notice Inviting Bid	25.06.2021 at 10:00 AM
3	Period of availability of Bidding Documents From Website	From: Date: 25.06.2021 at 10:00 AM To: Date :09.07.2021 up to 3:00 PM
4	Deadline for Receiving Bids (Hard Copy)	Date :- 09.07.2021 up to 3:00 PM
5	Time ,Date for opening Technical Bids	09.07.2021 at 4:00 PM
6	Time ,Date for opening Financial Bids	To be intimated later
7	Bid Validity	90 days from the last date of submission
8	Officer inviting Bids/Tender Inviting Authority	Project Director, DRDA, Cuttack

  
24/6/2021  
**Project Director,  
DRDA, Cuttack.**

## **1. Introduction**

DRDA intends to appoint a 'Social Media Agency' for undertaking various jobs as defined at Scope of Work and other terms & conditions mentioned below, through 'Single Stage Two Bids System'.

## **2. Duration of Appointment**

The term / duration of engagement shall be initially for a period of **1 year**, which may further extendable by 2 Years on depending on the performance of the Social Media Agency and approval of competent authority. Decision of DRDA, Cuttack in this regard shall be final & binding on the Agency.

## **3. Goals and Objectives**

- a) To create a brand imagery for District Administration & DRDA, Cuttack on popular social media platforms.
- b) To widen the reach of District Administration, Cuttack among different communities on social media and online platforms.
- c) To disseminate information on different flagship schemes to the target beneficiaries using the different templates, Newsfeed, Success Story, Videos, Flash Message etc.
- d) To create communication between District Administration and people via positive conversations.
- e) To communicate with citizens via online platforms about new policies, initiatives, Govt. guidelines on different schemes and opportunities for the people particularly for the rural beneficiaries.
- f) To raise awareness about the latest and important events/ Govt. functions.
- g) To create a simple and user-friendly system for exchanging ideas and feedback online to reach to the administration.
- h) To allay apprehensions, misconceptions if any, prevailing amongst general public/ beneficiaries by addressing their grievances.

## **4. Scope of Work**

The detail scope of work is placed at Annexure-A

## **5. Instructions to bidders**

- a) Bidders/agencies who meet the above Criteria and intend to quote against this NIT may download the bidding document from our website <https://cuttack.nic.in/> and submit the hard copy of the bid complete in all respects to **Project Director, District Rural Development Agency (DRDA), Near Collectorate campus, Po- Chandinchowk, Cuttack, PIN – 753002** on or before the bid closing date and time through Speed Post/ Registered Post/ Courier only.
- b) All bids must be accompanied by Tender Document fee of Rs. 1000/- (Rupees One thousand) only and Earnest Money Deposit (EMD) for an amount of Rs. 30,000/- (Rupees Thirty Thousand) only in the form of bankers' cheque or demand draft in favor of "Project Director, DRDA, Cuttack" payable at

- Cuttack. Any bid not accompanied by the required Tender fee & Earnest Money Deposit (EMD) shall be out rightly rejected and no further clarification / query will be entertained in this regards from the bidders / agencies. EMD of successful bidders shall be retained as Performance Security Deposit. No interest payable EMD.
- c) Financial Bids of Technically Qualified bidders/agencies, who meet the pre-qualification criteria, will be opened in the presence of the bidders or their representatives.
  - d) No further discussion/ interface will be granted to bidders whose bids have been disqualified. DRDA, Cuttack reserves the right to accept or reject in part or full any or all the offers without assigning any reason whatsoever.
  - e) **DOCUMENTS COMPRISING THE BID:**

Interested bidders should submit their bids in 02(two) envelopes as below:

- Envelope-I Clearly super scribing " Technical Bid for Social Media Agency"

The bidder shall submit all necessary documentary evidence to establish that the Bidder meets the Qualification Requirements as detailed above in Technical evaluation Criteria at Annexure- B.

- Envelope-II Clearly super scribing " Financial Bid for Social Media Agency"

Financial Bid in Annexure-C

Both the envelopes shall be placed in single bigger envelop clearly super scribing **"Bid for engagement of Social Media Agency for District Administration & DRDA, Cuttack"**

## **6. General Terms & Conditions**

- 1) Refund of EMD:
  - i. To the unsuccessful bidders after acceptance of order by the successful bidder(s).
  - ii. To the successful bidder(s) the EMD will be deposited as performance security.

Note: No interest shall be payable on EMD.

  - iii. Security deposit shall be refunded after 90 days of completion of Contract after due fulfillment of the contractual obligations and adjusting the expenditure incurred by the Owner, if any, on account of any failure on the part of the contractor/bidder.
  - iv. If the successful Bidder fails to accept letter of award / purchase order, the EMD amount shall be forfeited. EMD amount may also be forfeited if a Bidder withdraws at any moment of time.

- 2) Period of validity of bids

Bids shall be kept valid for acceptance for a period of 3 (Three) calendar months from the date of submission of Bids.

3) Submission of bids to DRDA.

Any Bid received by the DRDA after the deadline for submission of Bids prescribed by DRDA in the Invitation to Bid shall be automatically rejected.

4) Withdrawal of bids

No Bid shall be withdrawn in the interval between the deadline for submission of Bids and expiry of the period of Bid validity. Withdrawal of a Bid during this interval shall result in the forfeiture of Bid Security of the Bidder.

5) Technical Evaluation of the bids

Bids shall be evaluated as per Technical Bid Eligibility Criteria at Annexure- B .

6) Financial evaluation criteria

Those bidders who fulfill all the conditions as per Technical Bid Eligibility Criteria will be called.

i. Financial Evaluation of Bids shall be done considering the quoted prices by the bidder in the Financial Bid i.e. Annexure-C along with taxes.

ii. Incomplete Financial Schedule will result into rejection of bid.

Total price quoted by the agency will be worked out based on rate quoted by them in Annexure-C (Financial bid).

7) Award of work

Bidder who has been evaluated overall lowest (L1) in Financial Bid & successfully qualify the performance analysis will be the successful bidder and Notification of Award of Contract will be made in writing by registered post or email to the successful Bidder. The notification of award shall constitute the formation of Contract.

DRDA reserves the right, to accept any Bid (not necessarily the Bid having lowest Bid prices) after performance analysis with the bidders or to reject any or all Bids or to cancel/withdraw the Invitation to Bid or to annul the Bidding process at any time prior to Award of Contract, without assigning any reason for such decision. Such decision by DRDA shall not be subject to question by any Bidder and DRDA shall bear no liability whatsoever consequent upon such a decision nor shall DRDA have any obligation to inform the affected Bidder or Bidders of the grounds for DRDA's action.

8) Tax deduction at source

i. Income tax, as applicable as per Income Tax Act, shall be deducted at source from the bills.

ii. TDS under GST shall also be deducted (if applicable).

9) Goods & Services Tax (GST):

i. GST shall be paid EXTRA as applicable as per GST law against GST Registration Number Only. Bidder shall clearly indicate the present applicable rate of GST in Percentage (%) in the price Bid. Bidders shall enclose copy of GST registration certificate in envelope-I.

ii. Bidder has to submit the proof of payment of GST paid to him by the DRDA, otherwise the same shall be recovered from Bidders' EMD.

#### 10) Payment Terms & Conditions

- i. The payment will be made on monthly basis to the agency. The monthly payment will be made only after Analyzing Satisfactory Work/Result at the end of every Month.
- ii. For any Special events by DRDA, the agency has to cover the events with no other extra Payment.
- iii. The Client's In-charge would check the agency invoice and will release the payment within 15 working days of receipt of invoice.

#### 11) Termination of Contract

The works may be terminated at any time by DRDA upon five days notice in writing being given to agency, if the agency work is not found to be satisfactory according to the terms of the agreement or fails to take action as per the directions of DRDA's official.

#### 12) Escalation/Price Variation

No claim on any account of any price variation/Escalation on whatsoever ground shall be entertained at any stage of works. All rates shall be firm and fixed for entire contract period.

#### 13) Jurisdiction

Contract shall be deemed to have been entered into at Cuttack and all cases of action in relation to the contract shall, therefore, be deemed to have been assigned within its jurisdiction at Cuttack only.

- 14) DRDA takes no responsibility for delay, loss or non-receipt of the offer. DRDA reserves the right to reject any or all offers without assigning any reason whatsoever. DRDA also doesn't bind itself to accept the lowest rate.

- 15) Agency or its persons engaged for the services shall act as an independent operating agency, not as an agent / employee of DRDA. The Agency's personnel deployed at DRDA premises shall be the employees of Agency for all legal purposes and consequences.

- 16) The contractor shall be liable for all costs, damages, expenses suffered or incurred by the DRDA due to the contractor's negligence or its employees which shall be recovered from the agency bill / security deposited. The decision of the DRDA regarding such failure of the Agency / its staff and their liability for the losses, etc. suffered by the DRDA shall be final and binding on the contractor.

17) Evaluation of Technical Bid will be based on the marks given below:

Sl. No.	Criteria	Maximum Score
1.	In last 5 years from last date of bid submission, Firms/ Agency must have successfully completed/ in progress 5 separate projects in Govt. Sector handling social media/ social media accounts: 10 Marks Each additional projects: 2 Marks	20
2.	The Firm/ Agency must have 10 experienced workman professionals on its payrolls as permanent employees: 10 Marks Each additional professionals: 2 Marks	20
3.	The Firm / Agency should have at least one year with financial annual turnover (gross) of Rs. 5, 00, 000/- in the last 3 years (FY 2017-18, FY 2018-19 and FY 2019-2020): 10 Marks Each additional Rs. 2,50,000 turnover: 5 Marks	20
4.	Experience of Projects as described above for other District Administration & DRDA in Odisha state.	10
5.	Approach, Methodology and Work plan (Submission & Presentation)	30
Total		100

**Technical Score (Ts):** The Technical marks of participants shall be as per the above point scoring methodology. DRDA may include a panel of experts to evaluate the technical presentation. The bidders shall be invited for a PowerPoint presentation in front of the committee.

\*The bidders who will obtain minimum 60 Marks will be considered as technically qualified bidder for opening of Financial Bid.

**Financial Score (Fs):** The lowest financial proposal will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:

$$Fs = 100 \times FM1/F1$$

(F1 = amount of Financial Proposal as proposed by the bidder; FM1 = Lowest financial quote)

**Combined and Final Evaluation:**

Proposals will finally be ranked according to their combined technical (Ts) and financial (Fs) scores as follows:

$$S = (Ts \times Tw) + (Fs \times Fw)$$

(Where S is the combined score, and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal that shall be 0.70 and 0.30 respectively).

The Selected Applicant shall be the First Ranked Applicant (having the highest combined score). The Second and third Ranked Applicant shall be kept in reserve and may be invited for negotiations and they shall be considered for engagement at the rate agreed by the selected agency in the event of withdrawal, failure of the selected agency or on the event of increase in volume of work, or for any other reason.

**Scope of Work**

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

**a) Strategy Formulation**

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

**b) Creation and management of Social Media platforms**

- I. The agency shall create and subsequently maintain the official WhatsApp, Facebook Page, Twitter Profile, You Tube Channel, and Instagram including any other social media platform of **District Administration & DRDA Cuttack (Two User Profile)** during the course of contract and hence set up a complete social media networking management system and manage the same by deploying requisite number of persons (min 1 person) with requisite qualifications and skill sets.
- II. The Agency would develop and upload on various social media platforms, creative content or adapt the already available creative content of different schemes, success stories and guidelines. The content includes but not limited to banners, videos, info graphics, graphics etc.
- III. The activities listed under this sub-section will have to be executed at periodic intervals, the frequency of which will be decided by District Administration.
- IV. Social Media Account will be verified /authenticated by the agency as per the norms of respective platforms.

**c) Dissemination of messages through Social Media platforms**

- I. The Agency would be responsible for enhancing reach of messages such as Scheme Benefits, Innovations, Initiatives and 5T and other activities on various social media platforms through non-paid media so that the content would reach to the last mile on internet domain in real time basis particularly to the rural masses. .
- II. The content will be initially drafted in two languages (English & Odia) and extended to other Indian languages as per need.
- III. Regularly upload posts on chosen social media platforms.
- IV. Regularly post original blog/ articles related to work, milestones, and achievements (Success Story) etc of schemes and institution as a whole.
- V. While creating content, platform limitations should be given due care (e.g. 140 character limitation on Twitter, image guidelines on Facebook/ Instagram etc.)
- VI. Compilation and coordination of news, events and community involvement postings within social media.
- VII. Select and upload images that increase curiosity and engagement amongst people/ beneficiaries.
- VIII. Design creative piece in accordance with campaigns and adapt them to platforms.
- IX. Curate topics on relevant (#) Hash tags on digital platform.
- X. All activities listed under this sub-section are continuous activities and will be executed at the intimation of District Administration from time-to-time.

**d) Conversation Management**

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

**e) Response Management**

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

**f) Monitoring and Reporting**

- I. Tracking conversations, links and blogs about District Administration and issues / topics relating thereto.
- II. Tracking sentiments - Positive, Neutral or Negative.
- III. Use effective third party tracking tools to track the progress of each network.
- IV. Reporting any discrepancy in sentiments.
- V. Channelizing and drafting a plan to work out and neutralize negative sentiments.
- VI. Submit 'Effectiveness Analysis Reports' to District administration on a weekly or monthly basis, as required.
- VII. The agency would employ requisite analytical and software tools, as required.

**g) Responsibilities**

<b>Daily Responsibilities</b>	<b>Weekly Responsibilities</b>	<b>Monthly Responsibilities</b>
<ul style="list-style-type: none"> <li>• Maintaining the goodwill of the institution.</li> <li>• Respond to any/all engagements from follower base</li> <li>• Sharing our quality content socially</li> </ul> <p>Regular posting on social media accounts:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Use local/native video/scheme videos</li> <li><input type="checkbox"/> Experiment posting</li> <li><input type="checkbox"/> Mix up posts Types</li> <li><input type="checkbox"/> Test post Length</li> <li><input type="checkbox"/> Include @Tags of other pages</li> <li><input type="checkbox"/> Repost popular post.</li> <li><input type="checkbox"/> Pre-self-target audience</li> <li><input type="checkbox"/> Drive traffic From other sources</li> <li><input type="checkbox"/> Embed posts &amp; on your blog</li> </ul> <p>Monitor for Keywords Follow Back &amp; Connect with one new person/ beneficiaries.</p> <p>Check Mentions Search Engine Activities:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Directory Submission</li> <li><input type="checkbox"/> URL Pinging</li> <li><input type="checkbox"/> Search Engine Submission</li> </ul> <p>3 Engaging Twitter posts per day</p> <p>3 Facebook Actions Share at least three relevant articles</p>	<p>1-2 YouTube videos per week</p> <p>Run non- paid campaigns for required post</p> <p>Check out stats</p> <p>Weekly goals Check-in Search Engine Activities:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Classified</li> <li><input type="checkbox"/> Business Listing</li> <li><input type="checkbox"/> Social Bookmarking</li> </ul>	<p>Analytics Reports Design &amp; change banners on social media accounts</p> <p>Increase followers &amp; subscribers on social media accounts</p> <p>Create channels like: YouTube</p> <p>Goal-Setting &amp; Come up with new experiments Create more channels and expand our video in other channels</p> <p>Design Newsletter &amp; share with targeted audience</p> <p>Monthly Analytic Reports</p>

- h) The agency shall ensure that the content and activities on social media platforms do not restrict accessibility of the platform on various mobile devices and different browsers.
- i) The agency must mark all electronic content (text, photo, video or otherwise) as copy right, wherever applicable; and monitor and report unauthorized use.

j) Archival Set Up

Agency would be responsible for storage of content and data by means of online/offline archival support. The archived content should be available to be made available to District administration.

Other anticipated activities but not limited to:

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

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**Technical Bid Eligibility Criteria**

The Bidders should meet the eligibility criteria defined hereunder:

<b>Sl. No.</b>	<b>Criteria</b>	<b>Documentary Evidence to be Submitted in technical Bid</b>
1	Bidders Agency/Firm/Company Name & Address/contact details	To be submitted
2	Registration details : The Firm/ Agency should be registered entity under MSME/Startup Odisha	<ul style="list-style-type: none"> <li>•Certificate of Incorporation/ Registration</li> <li>• PAN Card</li> <li>• GST Registration Certificate</li> <li>• Bank account &amp; RTGS details.</li> </ul>
3	In last 5 years, Firms/ Agency must have successfully completed/ in progress 5 separate projects in Govt. Sector handling social media/ social media accounts.	Work Orders/ Completion Certificates/Invoice issued by/to the Client
4	The Firm/ Agency must have 10 experienced workman professionals on its payrolls as permanent employees	Self-certified list of all such professionals along with name, date of joining, designation, etc. to be enclosed as an attachment along with Technical Bid.
5	The Firm / Agency should have at least one financial year with annual turnover (gross) of Rs. 5, 00, 000/- in the last 3 years (FY 2017-18, FY 2018-19 and FY 2019-2020)	Filed IT return of last 3 years
6	Brief write up of the relevant business activities undertaken so far and an overview of the expertise/potential available with the agency.	To be submitted
7	Details of desired equipment and project Management tools available.	To be submitted
8	Details of Quality work plan to deliver on the engagement as per the Scope of Work in terms of achieving Goals and objectives.	To be submitted
9	The Firm/ Agency should not have been blacklisted / banned by the Central/ State Governments & PSU/CPSEs	Self-Certification on letterhead to be furnished with stamp paper.
10	Submission of undertaking for Bid terms & conditions acceptance.	Submission on letter head
11	Non-refundable Tender Document Fee of Rs.1000/- (Rupees One Thousand) only along with Offer Document. On back side of DD, company name to be mentioned for identification purpose	To be submitted with the Offer Document in technical Bid.
12	Earnest Money Deposit (EMD) of Rupees 30,000/- (Rupees Thirty Thousand) only. On back side of DD, company name to be mentioned for identification purpose	To be submitted with the Offer Document in technical Bid.

**Authorised Signatory  
with Seal**

**FINANCIAL BID**

Name of the Bidder/ agency/ company/ firm: \_\_\_\_\_

Address: \_\_\_\_\_

S. No.	Description of items	Price Quoted per month including all charges and excluding GST applicable	
		Rs. in Figure	Rs. in Words
1.	Undertaking entire scope of work as per the tender as per Annexure- A		
2.	Rate of GST (as applicable) on Sl. No. 1 Rate @GST (on _____)		
Total (1+2)			

The quoted rates shall be inclusive of salary, wages, TA/DA, logistics etc to staff deployed for the job by the agency / bidder and training by the Agency / bidder imparted to DRDA employee.

**Undertaking:**

I/We have read & understood the terms & conditions of the Contract before quoting the above price. I/We confirm that the above quoted prices are inclusive of all except GST extra as applicable, Present GST Rate @\_\_\_% Sl. No. 1 (which shall be paid against GST Registration. No.....).

Name of the Contact Person: \_\_\_\_\_

Tel/Mobile No.: \_\_\_\_\_

Email-ID: \_\_\_\_\_

Date:

Authorized Signatory with Seal /Stamp of the Bidder

Place: