



# **REQUEST FOR PROPOSAL (RFP) FOR**

## **Selection of Agency for “Social Media Management”**

**May 2023**

**Reference no.: 2023\_IPR\_Social Media\_1**

**Department of Information and Public Relations (DIPR),**

**Government of Punjab**

Fifth Floor, Punjab Civil Secretariat,

Chandigarh – 160001

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

Notice Inviting Bid

**Government of Punjab**  
**Department of Information & Public Relations**

**RFP reference no.: 2023\_IPR\_Social Media\_1**

Online bids are invited from the interested bidders/ agencies/ companies for “Social Media Management”.

Interested bidders may download the RFP document from the e-tendering portal i.e. [www.eproc.punjab.gov.in](http://www.eproc.punjab.gov.in) and submit their bids latest by 5<sup>th</sup> June, 2023 before 1pm on the e-tendering portal.

Corrigendum (if any) related to this RFP will be published online at [www.eproc.punjab.gov.in](http://www.eproc.punjab.gov.in).

Director,  
Information and Public Relations, Punjab

## Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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### Disclaimer

The information contained in this Request for Proposal (RFP) or information provided subsequently to Bidder(s) or applicants whether verbally or in documentary form by or on behalf of the Department of Information and Public Relations (**Purchaser**), is provided to the Bidder(s) on the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided.

This RFP document is not an agreement and is not an offer or invitation by Purchaser to any parties other than the applicants who are qualified to submit the bids (“**Bidders**”). The purpose of this document is to provide the Bidder(s) with information to assist the formulation of their proposals. This document does not claim to contain all the information each Bidder may require. This RFP document may not be appropriate for all persons, and it is not possible for Purchaser and its employees or advisors or Department to consider the investment objectives, financial situation and particular needs of each Bidder. Certain Bidders may have a better knowledge of the proposed Project than others. Each recipient must conduct its own analysis of the information contained in this RFP document or to correct any inaccuracies therein that may appear in this RFP document and is advised to carry out its own investigation into the proposed Project, the legislative and regulatory regimes which applies thereto and by and all matters pertinent to the proposed Project and to seek its own professional advice on the legal, financial, regulatory and taxation consequences of entering into any contract or arrangement relating to the proposed Project.

Information provided in this RFP to the Bidder(s) is on a wide range of matters, some of which may depend upon Interpretation of law. The information given is not intended to be on exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Purchaser

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

The possession or use of this RFP in any manner contrary to any applicable law is expressly prohibited. The Bidders shall inform themselves concerning, and shall observe any applicable legal requirements. The information does not purport to be comprehensive or to have been independently verified. Nothing in this RFP shall be construed as legal, financial, regulatory or tax advice.

The Purchaser, its employees, department, advisors or consultants make no representation or warranty and shall have no liability to any person, including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way for participation in this Bid stage. Neither the information in this RFP nor any other written or oral information in relation to the Bidding Process for implementing the Project or otherwise is intended to form the basis of or the inducement for any investment activity or any decision to enter into any contract or arrangement in relation to the Project and should not be relied as such.

The Purchaser and also its advisors/ consultants/ representatives/ employees accept no liability of any nature whether resulting from negligence or otherwise, howsoever caused, arising from reliance of any Bidder upon the statements contained in this RFP. The Purchaser and also its advisors may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, data, statements, assessment or assumptions

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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contained in this RFP or change the evaluation or eligibility criteria at any time or annul the entire Bidding Process.

The issue of this RFP does not imply that the Purchaser is bound to select a Bidder or to appoint the Selected Bidder hereinafter defined, as the case may be, for the Project and the Purchaser reserves the right to reject all or any of the Bidders or Bids at any stage of the Bidding Process without assigning any reason whatsoever including the right to close the selection process or annul the bidding process at any time, without incurring any liability or being accountable to any person(s) in any manner whatsoever. The decision of Authority shall be final, conclusive and binding on all the parties.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Purchaser or any other costs incurred in connection with or relating to its Bid including costs relating to submission and maintenance of various fees, undertakings and guarantees required pursuant to this RFP and also any cost relating to updating, modifying or re-submitting its Bid pursuant to the RFP being updated, supplemented or amended by the Purchaser. All such costs and expenses will be incurred and borne by the Bidder and the Purchaser shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

The Bidders are prohibited from any form of collusion or arrangement in an attempt to influence the Selection and award process of the Bid. Giving or offering of any gift, bribe or inducement or any attempt to any such act on behalf of the Bidder towards any officer/employee/ advisor/ representative of Purchaser

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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or to any other person in a position to influence the decision of the Purchaser for showing any favor in relation to this RFP or any other contract, shall render the Bidder to such liability/penalty as the Purchaser may deem proper, including but not limited to rejection of the Bid of the Bidder and forfeiture of its Proposal Security. Laws of the Republic of India are applicable to this RFP.

This RFP document and the information contained herein are confidential and for use only by the person to whom it is issued. It may not be copied or distributed by the recipient to third parties (other than in confidence to the recipient's professional advisor). In the event that the recipient does not continue with the involvement in the Project in accordance with RFP, the information contained in the RFP document shall not be divulged to any other party. The information contained in the RFP document must be kept confidential. Mere submission of a responsive Bid/ Proposal does not ensure selection of the Bidder.

The information contained in this document is selective and is subjected to updation, expansion, revision and amendment. Authorities’ reserves the right of discretion to change, modify, add to or alter any or all of the provisions of this document and/or the bidding process, without assigning any reasons whatsoever.

# Request for proposal (RFP) for Selection of Agency for “Social Media Management”

## Contents

<b>Notice Inviting Bid</b> .....	2
<b>Disclaimer</b> .....	3
<b>1. Abbreviations and Definitions</b> .....	9
<b>1.1 Abbreviations</b> .....	9
<b>1.2 Definitions</b> .....	10
<b>2. Document Control Sheet</b> .....	14
<b>3. Instructions to Bidders</b> .....	16
<b>3.1 Earnest Money Deposit (EMD)</b> .....	16
<b>3.2 Clarification on RFP document</b> .....	16
<b>3.3 Preparation of Bid</b> .....	17
<b>3.4 Deviations</b> .....	18
<b>3.5 Validity of Bids</b> .....	18
<b>3.6 Amendment to the RFP document</b> .....	18
<b>3.7 Bid Opening</b> .....	19
<b>3.8 Bid Evaluation Process</b> .....	19
<b>3.9 Disqualifications</b> .....	20
<b>3.10 Issue of Letter of Intent (LOI)</b> .....	20
<b>3.11 Performance Security/ Performance Bank Guarantee</b> .....	21
<b>3.12 Issue of Letter of Award (LoA)</b> .....	21
<b>3.13 Signing of the Contract</b> .....	22
<b>3.14 Fraud and Corruption</b> .....	22
<b>3.15 Duties, Taxes and Statutory Levies</b> .....	23
<b>3.16 Joint Venture and Sub-letting</b> .....	23
<b>4. Scope of Work</b> .....	24
<b>4.1 Background:</b> .....	24
<b>4.2 Project Summary:</b> .....	24
<b>4.3 Statement of Work:</b> .....	25
<b>4.3.1 Strategic Services:</b> .....	25
<b>4.3.2 Below is the list of monthly deliverables based on the Scope of Work, which is indicative and not exhaustive:</b> .....	36
<b>4.3.3 Team:</b> .....	36
<b>4.3.4 Provision of Assets:</b> .....	44
<b>4.3.5 Development of Mobile based application (work flow based):</b> .....	45
<b>4.3.6 Assistance to be provided by the Purchaser would be as under:</b> .....	45

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

---

<b>5. RFP Evaluation</b> .....	46
<b>5.1 Technical Bid Evaluation:</b> .....	46
5.1.1 Eligibility / Pre-Qualification Criteria .....	46
5.1.2 Technical Bid Evaluation.....	50
<b>5.2 Financial bid Evaluation:</b> .....	56
<b>6. General Contract Conditions</b> .....	58
<b>6.1 Standards of performance</b> .....	58
<b>6.2 Confidentiality</b> .....	58
<b>6.3 Termination of contract for default</b> .....	59
6.3.1 Termination by Purchaser .....	59
6.3.2 Termination by Successful Bidder.....	60
<b>6.4 Rights of Purchaser on termination</b> .....	60
<b>6.5 Termination for convenience</b> .....	61
<b>6.6 Force Majeure</b> .....	61
<b>6.7 Resolution of disputes</b> .....	62
<b>6.8 Legal Jurisdiction</b> .....	63
<b>6.9 Amendment to the contract</b> .....	63
<b>6.10 Exit Management</b> .....	63
<b>6.11 Miscellaneous Provisions</b> .....	63
6.11.1 Governing Law and Jurisdiction .....	63
6.11.2 Applicability of RFP and Corrigendum.....	64
6.11.3 Waiver .....	64
6.11.4 Exclusion of Implied Warranties.....	64
6.11.5 Severability .....	65
<b>7. Payment Terms</b> .....	65
<b>8. SLA and Penalties</b> .....	66
<b>9. Annexures and References</b> .....	71
<b>9.1 Annexure A- Format for Employee Payroll</b> .....	71
<b>9.2 Annexure B- Format for Declaration on Blacklisting, Insolvency/ Bankruptcy and conviction against the criminal activities</b> .....	72
<b>9.3 Annexure C- Format for Authorisation Letter</b> .....	74



Request for proposal (RFP) for Selection of Agency for “Social Media Management”

## 1. Abbreviations and Definitions

### 1.1 Abbreviations

<b>S.No</b>	<b>Abbreviations</b>	<b>Full Form</b>
1.	CA	Chartered Accountant
2.	CMO	Chief Minister Office
3.	CV	Curriculum Vitae
4.	DIPR	Department of Information and Public Relations
5.	EMD	Earnest Money Deposit
6.	FRS	Functional Requirement Specification
7.	FY	Financial Year
8.	GoI	Government of India
9.	GoP	Government of Punjab
10.	GSTN	Goods and Service Tax Number
11.	HD	High Definition
12.	IA	Implementing Agency
13.	INR	Indian Rupee
14.	iOS	iPhone Operating System
15.	IPR	Intellectual Property Rights
16.	IT	Information Technology
17.	LCS	Least Cost Selection Method
18.	LOI	Letter of Intent
19.	MBA	Masters in Business Administration
20.	MeITY	Ministry of Electronics and Information Technology
21.	MIS	Management Information System
22.	PAN	Permanent Account Number
23.	PBG	Performance Bank Guarantee
24.	PR	Public Relations

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

25.	PSU	Public Sector Undertaking
26.	RFP	Request for Proposal
27.	SLA	Service Level Agreement
28.	SMS	Short Messaging Service
29.	T	Date of Signing of Contract
30.	TCV	Total Contract Value
31.	TEC	Tender Evaluation Committee
32.	UDIN	Unique Document Identification Number
33.	URL	Uniform Resource locator
34.	USB	Universal Serial Bus

**1.2 Definitions**

S.No	Acronym	Definition
1.	Assets	This means Hardware, Software, Tools, Servers, Storage, Operating System etc. along with the manpower required to be deployed for this Project.
2.	Authority	Secretary, Department of Information and Public Relations, Government of Punjab
3.	Authorized Representative	This means any person authorized by either of the Parties i.e. Bidder or Purchaser.
4.	Bidder	An Agency/ Company/ Firm that submits the bid, while competing with others, for providing services with respect to specific requirements as defined in this RFP Document.
5.	Central/ State Government Organization	Centre or State Government, Centre/State run PSUs, Statutory bodies or co-operative societies.

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

6.	COD	COD means the date on which successful bidder starts operations as per RFP.
7.	Contract	“Contract” means the Contract signed by the Parties i.e. Successful Bidder and the Purchaser including all the attached documents listed in respective clauses of this RFP document, Annexures, Corrigendum (if any), Letter of Intent, Letter of Award and the Performance Bank Guarantee.
8.	Day	Any day of 24 hours including Saturday or Sunday or a public holiday (As declared by Government of Punjab).
9.	Default Notice	This means the written notice of Default of the Agreement issued by the Authority/Purchaser/Department to the Successful bidder in terms thereof.
10.	Instructions to Bidders	“Instructions to Bidders” means the Instructions defined in this document for providing Bidders with all information needed to prepare their proposals.
11.	Law	This means any Act, notification, bye laws, rules and regulations, directives, ordinances, orders or instructions having the force of law enacted or issued by the Government of Punjab.
12.	Letter of Intent (LOI)	“LOI” means the Letter of Intent sent by the Purchaser to the Successful bidder.
13.	Parties	This means Purchaser/Department and Bidder, collectively
14.	Party	This means Purchaser/Department or Bidder individually

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

15.	Project	Selection of Agency for “Social Media Management”.
16.	Purchaser/ Department	Department of Information and Public Relations, Government of Punjab
17.	Quarter	Quarter here means monthly slots from January to March, April to June, July to September and October to December for the same Calender Year.
18.	RFP (Request for Proposal)	This means this complete document and its annexures and any other documents provided along with this RFP or issued during the course of the selection of bidder seeking a set of solution(s), services(s), materials and/or any combination of them.
19.	Similar work	Social Media/ Digital Marketing work executed by the bidder for any State/ Central Government Organization or any public sector enterprise.
20.	Successful Bidder	The Bidder to whom contract is awarded and is fully responsible towards Purchaser for providing Services as per the requirements and terms and conditions specified in this RFP. The term shall be deemed to include the Bidder's successors, representatives (approved by the Department), heirs, executors and administrators, as the case may be, unless excluded by the terms of the contract.
21.	Successful Project	Project for which work order and completion certificate of the work issued by the competent authority of the concerned department to the bidder.
22.	Technical Evaluation Committee	Departmental Officials Committee which will evaluate the bids submitted by the bidder as per the criteria defined in the RFP document.

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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23.	Week	Designated time frame consisting of all seven days including any Public Holiday (as declared by Government of Punjab), Saturday and Sunday.
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Request for proposal (RFP) for Selection of Agency for “Social Media Management”

## 2. Document Control Sheet

Summary of the important information is defined in the table below:

#	Particulars	Timeline
1.	Name of the Department	Department of Information and Public Relations, Punjab
2.	Document reference number	2023_IPR_Social Media_1
3.	Name of the Work	Request for proposal (RFP) for Selection of Agency for “Social Media Management”
4.	Publishing date and time on the e-tendering portal www.eproc.punjab.gov.in	11-05-2023 by 02:00 PM
5.	Document/ Tender Fees	Rs.10,000/- (Rupees Ten Thousand)
6.	Earnest Money Deposit (EMD)	Rs.20,00,000/- (Rupees Twenty Lakhs)
7.	Last date and time for submission of queries on the e-tendering portal eproc.punjab.gov.in	18-05-2023 by 10:00 AM
8.	Date, Time and Venue for pre-bid meeting	18-05-2023 at 12:30 PM Venue: Punjab Water Supply and Sewerage Board, Plot 1-B, Sector 27-A, Madhya Marg, Chandigarh -160019 Note: 1. Bidders may also join the Pre-bid meeting through Video Conferencing link: <a href="https://meet.google.com/ggs-tkoe-psk">https://meet.google.com/ggs- tkoe-psk</a>

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

9.	Release of corrigendum (if required) on the e-tendering portal www. eproc.punjab.gov.in	Any time before opening of the bids
10.	Last date and time for submission of bids on the e-tendering portal www.etenders.chd.nic.in	05-06-2023 by 01:00 PM
11.	Date, Time and Venue for opening of Technical bids	06-06-2023 at 11:00 AM Venue: Punjab Water Supply and Sewerage Board, Plot 1-B, Sector 27-A, Madhya Marg, Chandigarh -160019 Note: Bidders may also join through Video Conferencing link: <a href="https://meet.google.com/uii-uzgw-uae">https://meet.google.com/uii-uzgw-uae</a>
12.	Date, Time and Venue for opening of Financial bids	To be intimated later
13.	Key Contact details/ Nodal Officer and address for communication	Key Contact Person: Smt. Shikha Nehra Designation: Deputy Director Email: Socialmediaprpb@gmail.com Contact no: 97800-36106 Address for Communication: 5 <sup>th</sup> Floor, Main Secretariat, Chandigarh
14.	Method of Selection	Least Cost Selection Method
15.	Performance Bank Guarantee	5% of the Total Contract Value

**Note: All corrigendum /addendums /clarifications regarding this RFP shall be posted on the above-mentioned e-tendering portal only. No other communication or advertisement will be given. Purchaser shall not be responsible in case any bidder fails to upload the bid on the eProcurement portal [www.eproc.punjab.gov.in](http://www.eproc.punjab.gov.in) in stipulated time for any reasons.**

### **3. Instructions to Bidders**

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

1. The bidder shall furnish EMD through online mode, as part of the Eligibility Criteria, as per detail provided in the Document Control sheet.
2. EMD of the successful bidder will be released after the successful bidder signs the final agreement and furnishes the Performance Bank Guarantee (PBG).
3. EMD of all unsuccessful bidders would be refunded by Purchaser as promptly as possible after signing of the agreement with the successful bidders.
4. The EMD submitted shall be interest free and will be refundable to the bidders without any accrued interest on it.
5. The EMD shall be forfeited on account of one or more of the following reasons:
  - a) Bidder withdraws its bid during the validity period specified in the RFP document.
  - b) Bidder fails to provide required information during the evaluation process or is found to be non-responsive.
  - c) If a bidder makes misleading or false representations in the forms, statements and attachments submitted in the bid documents.
  - d) In case of a successful bidder, the said bidder fails to sign the Agreement in time; or furnish Performance Bank Guarantee within a maximum period of 21 days from the Letter of Intent.

#### **3.2 Clarification on RFP document**

The bidders requiring any clarification on the RFP document may submit its queries by the due date and time as mentioned in the Document Control Sheet in the following format on the e-tendering portal:



Request for proposal (RFP) for Selection of Agency for “Social Media Management”

SN	RFP No.	Clause	Page No.	RFP detail	Clause	Amendment Sought / Suggestion	Justification

### **3.3 Preparation of Bid**

1. The bidder is expected & deemed to have carefully examined all the instructions, guidelines, forms, requirements, appendices and other information along with all terms and conditions and other formats of the bid. Failure to furnish all the necessary information as required by the bid or submission of a proposal not substantially responsive to all the requirements of the bid shall be at bidder’s own risk and may be liable for rejection.
2. The bid shall be uploaded on the [www.eproc.punjab.gov.in](http://www.eproc.punjab.gov.in) website by the bidder or duly authorized person(s) to bind the bidder to the contract.
3. The bidder shall be responsible for all costs incurred in connection with participation in the bid process.
4. The bids submitted by fax / e-mail / envelope etc. shall not be accepted. No correspondence will be entertained on this matter.
5. All correspondences between the bidders and Purchaser shall be written in the English language.
6. All information supplied by bidders shall be treated as contractually binding on the bidders on successful award of the assignment by Purchaser on the basis of this RFP document.
7. Failure to comply with the below requirements shall lead to the bid rejection
  - a) Comply with all requirements as set out within this RFP document.
  - b) Submission of the forms and other particulars as specified in this RFP document and respond to each element in the order as set out in this RFP document.

## Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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- c) Submission of all supporting documentations specified in this RFP document, corrigendum or any addendum issued.

### **3.4 Deviations**

Bids submitted with any deviations to the contents of the RFP document will be considered as non-responsive. No deviation(s) / assumption(s) / recommendation(s) shall be allowed with the bid. Bidders will have option to seek any clarification as per the timelines given in the Document Control Sheet of this RFP.

### **3.5 Validity of Bids**

1. Bids shall remain valid till 90 days from the date of submission of bids. Purchaser reserves the right to reject a proposal valid for a shorter period as non-responsive.
2. If required, Purchaser may solicit the bidder’s consent to extend the period of validity. The request and the response thereto shall be made in writing. Extension of validity period by the bidder shall be unconditional. A bidder may refuse the request without forfeiting the Earnest Money Deposit. A bidder granting the request will not be permitted to modify its bid.
3. Purchaser reserves the right to annul the RFP process, or to accept or reject any or all the bids in whole or part at any time without assigning any reasons and without incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such decision.
4. Purchaser may, at its own discretion, extend the date for submission of proposals.

### **3.6 Amendment to the RFP document**

1. Amendments / corrigendums / addendums / clarifications necessitated due to any reasons, shall be made available on website only as provided in the document control sheet. No separate communication either in writing or

## Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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through email will be made to any interested/ participating bidders. It shall be the responsibility of the bidders to keep on visiting the website to amend their bids incorporating the amendments so communicated through the website.

2. In order to provide prospective bidders reasonable time for taking the corrigendum(s) or addendum(s) into account, Purchaser, at its discretion, may extend the last date for the receipt of bids.

### **3.7 Bid Opening**

1. Purchaser will constitute a Tender Evaluation committee to evaluate the bids submitted by bidders. No correspondence will be entertained outside the process of evaluation with the Committee.
2. The bids submitted will be opened at time & date as specified in the document control sheet by Committee or any other officer authorized by Committee, in the presence of bidders or their representatives who may wish to be present at the time of bid opening.

### **3.8 Bid Evaluation Process**

1. The bid evaluation shall be carried out in a two (2) stage process as under:
  - 1.1 Technical Evaluation (Pre-Qualification and Technical Qualification)
  - 1.2 Financial Evaluation
2. During process of evaluation of the bids, Purchaser may, at its discretion, ask bidders for clarifications on their bids. The bidders are required to respond within the prescribed time frame given for submission of such clarification otherwise Committee shall make its own reasonable assumptions at the total risk and cost of the bidder and the bid may lead to rejection.

### **3.9 Disqualifications**

1. Purchaser may at its sole discretion and at any time during the evaluation of bids, disqualify any bidder, if the bidder has:
  - 1.1 Made misleading or false representations in the forms, statements and attachments submitted in bid documents. The EMD of the bidder shall be forfeited in such cases.
  - 1.2 Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three Financial years.
  - 1.3 Failed to provide clarifications related thereto, when sought;
  - 1.4 Submitted more than one bid (directly / indirectly);
  - 1.5 Declared ineligible by the Government of India / State / UT Government / PSU's / any Government Society/Board/Corporation for corrupt and fraudulent practices or blacklisted.
  - 1.6 Submitted a bid with price adjustment/variation provision.
  - 1.7 Documents are not submitted as specified in the RFP document.
  - 1.8 Suppressed any details related to bid.
  - 1.9 Submitted incomplete information, subjective, conditional offers and partial offers submitted.
  - 1.10 Not submitted documents as requested in the checklist.
  - 1.11 Submitted bid with lesser validity period.
  - 1.12 Any non-adherence/non-compliance to applicable RFP document content.

### **3.10 Issue of Letter of Intent (LOI)**

Purchaser will issue a Letter of Intent (LoI) to notify the successful bidder in writing about acceptance of their bid. The LoI will constitute the formation of

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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the contract after submission of PBG to Purchaser as performance security by the successful bidder.

**3.11 Performance Security/ Performance Bank Guarantee**

1. As soon as possible, but not more than 14 days following receipt of letter of intent, the successful bidder shall furnish performance security in the form of Performance Bank Guarantee to Purchaser valuing @ 5% of the total contract value exclusive of the taxes.
2. This performance security shall be in the form of PBG only.
3. PBG against the work order shall remain valid for a period of 60 (Sixty) days beyond the expiry of the contract. Whenever the contract is extended, Successful Bidder will have to extend the validity of PBG proportionately.
4. In case the successful bidder fails to submit performance security within the time stipulated, Penalty will be applicable as per Section 8 of this RFP document.
5. The Successful Bidder will not be entitled for any interest on the performance security submitted.
6. Purchaser shall forfeit the performance security in full or in part in the following cases:
  - a. When the terms and conditions of contract are breached/ infringed.
  - b. When contract is being terminated due to non-performance of the Successful Bidder.
  - c. Purchaser incur any loss due to Successful Bidder’s negligence in carrying out the project implementation as per the agreed terms & conditions.

**3.12 Issue of Letter of Award (LoA)**

Post receiving of the PBG from the Successful Bidder, Purchaser shall issue a Letter of Award (LoA) within 3 days. This Letter of award shall constitute the formation of the contract.

### **3.13 Signing of the Contract**

The successful bidder shall sign the contract with Purchaser within 15 days from the issue of letter of Award to the Successful Bidder. After signing of the contract, no variation in or modification of the term of the contract shall be made except by mutual written amendment signed by both the parties.

### **3.14 Fraud and Corruption**

All the bidders must observe the highest standards of ethics during the process of selection of Selected Bidder and during the performance and execution of contract.

For this purpose, definitions of the terms are set forth as follows:

1. "Fraudulent practice" means a misrepresentation of facts, in order to influence a selection process or the execution of a contract, and includes collusive practice among bidders (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or non-competitive levels and to deprive the Purchaser of the benefits of free and open competition.
2. “Unfair trade practice” means supply of services different from what is ordered, or change in the Scope of Work.
3. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of the Purchaser or its personnel in contract executions.
4. “Coercive practice” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the selection process or execution of contract.

## Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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Purchaser shall reject a proposal for award, if it determines that the bidder recommended for award, has been determined to having been engaged in corrupt, fraudulent or unfair trade practices.

Purchaser shall declare a bidder ineligible, either indefinitely or for a stated period of time, for award of contract, if bidder is found to be engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing, the contract at any point of time.

### **3.15 Duties, Taxes and Statutory Levies**

1. All taxes, duties and any statutory levies etc. except GST payable by the Successful bidder during the currency of the contract shall be the sole responsibility of the Successful bidder only including Stamp duty on Registration of the agreement with the Purchaser.
2. In case of any statutory change in the Duties and taxes, the onus will lie on the Purchaser to accept the same from the date of its notification; however, the complete tax liability shall remain with the Successful Bidder only.

### **3.16 Joint Venture and Sub-letting**

Joint Venture and Sub-Letting is not allowed and failure to abide by the said condition shall lead to the penalties as defined in the agreement. This may also lead to cancellation of the contract.

## 4. Scope of Work

### 4.1 Background:

The Department of Public Relations is the nodal agency of the Punjab Government to disseminate information to the different media such as Print media, electronic media etc. on administration policies, Programme initiatives and achievements. Functioning as an interface between the Government and the public through media, the Department also provides feedback to the State as reflected in the media.

Press Conferences, Workshops and Seminars of Punjab Government are also arranged and covered by this Department. The Department also covers all the visits of National and International dignitaries in the State.

As the information dissemination department for the State, communications and outreach is an important function of the Department.

With an aim to increase the outreach and spread awareness of the Programmes, policies and activities of the Government of Punjab, Department intends to seek services of a Digital Amplification and Social Media Management Agency capable of developing and executing a strategic marketing and communications plan for wide dissemination of numerous initiatives undertaken by the Government of Punjab. The services of the agency should be available round the clock.

The Project will be for a period of 2 years and further extendable on year to year basis with a maximum period of two years at the discretion of the Competent Authority.

### 4.2 Project Summary:

The Successful Bidder shall be responsible for the end to end process of Social Media Management including creation and Maintenance of new social media platforms, creative designing and repackaging, enhancing reach of content on



## Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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Social Media sites, making the uploaded content viral, storage and submission of the content, advertisement and promotion, pre and post establishment support, data security and prevention of fraud, ensuring copy-right of the content etc along with Digital Amplification for Government of Punjab during the entire currency of the contract.

### **4.3 Statement of Work:**

The Successful Bidder shall ensure the following:

#### **4.3.1 Strategic Services:**

##### **a. Define Communication Strategy for Government of Punjab using Social Media Platforms:**

1. Prepare and support the execution of a proactive communication strategy for Punjab, based on long-term and short-term objectives.
2. Identify outreach/communication opportunities to help in increasing the outreach and spread awareness of the Programmes, policies and activities etc. of the Government of Punjab by use of digital media.
3. Build networks with key influencers and stakeholders to amplify the impact of initiatives taken by Government of Punjab.
4. Support for event management steered by Government (including conferences/ seminars/ campaigns/ other events etc.).
5. Online reputation management in relation to relevant stakeholders including the government, private players, multilateral organizations, think-tanks and public.

##### **b. Creation & Maintenance of New and Existing Social Media Platforms for Government of Punjab:**

1. Creation and/or Maintenance of Official accounts/pages of the CMO and Government Departments on Twitter, Facebook, YouTube and other

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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social media platforms which may be required or may emerge in the future. The Successful Bidder shall create and/or subsequently maintain Social Media Platform for GoP including but not limited to, Facebook Page, Twitter Profile, YouTube Channel, Blogs and Instagram.

2. Creation of relevant blogs and forums wherein the participation of targeted audience can be invoked.
3. Develop important Web Pages as specified by the Government of Punjab.
4. Developing e-Books and e-periodicals as specified by the Government of Punjab.
5. **New Look:** Give all Social Media Platforms a new look every month (if required) by putting up new creative features, theme lines, links etc.
6. **Updates:** Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz, etc.
7. **Press Releases:** Publishing online press releases (of the Government of Punjab at Press Information Bureau Site, if required).
8. **Engage with users:** Regularly organize online surveys, quizzes, contests on all platforms in consultation with the Purchaser.
9. **Publicity:** Publicize all festivals, cultural events, National and International events using these social media platforms.
10. **Query Management:** All queries received on all platforms which need not require inputs from Purchaser must be replied to within 24 hours and all queries which require a consultation with the Purchaser should be answered within two working days.
11. **Gate Keeping:** Moderation of all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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- 12.**Media Tracking:** Use a good industry standard monitoring tool for analysing comments / remarks about Government of Punjab in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international.
- 13.**Tagging:** Create relevant tagging & linkages of content on all platforms.
- 14.**Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored.
- 15.**Presentations:** Prepare promotional presentations with multi-media content for the Government, as and when required.
- 16.**Live Coverage of the Event:** Perform live coverage of events through Live Tweeting, Facebook Live & Live Webcasting (along with archival recordings) of the Event at various social media platforms of Government of Punjab.
- 17.Enhance audience engagement on all social Media channels through designing and implementing contests, campaigns & promotions, etc. for generating awareness among people on government initiatives, policies, programmes, generate buzz about Government activities and engage citizens.
- 18.Successful Bidder shall support the Government in conducting webinars on a regular basis. For conducting webinars, an online platform will be provided by the Government. Recorded videos of the webinars shall be edited and reproduced in desired format within stipulated timelines decided by the Purchaser.
- 19.Successful Bidder shall be responsible for providing transcripts of thoughts shared by eminent personalities during the webinar in desired format.
- 20.Successful Bidder shall also be responsible for content management of any interactive platform website/portal shared by the Purchaser from

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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time to time. Translation of related content from English to Hindi/ Punjabi or vice versa as per the requirement of the Purchaser.

21. Ensure through promotional activities that the viewership over social media platforms of the Government increases substantially (minimum 5% within their actual accepted bid price) and increase its reach every month from the date of start of operation.
22. Ensure that significant posts made by the public on the Social Media handles is monitored on a real time basis and is brought to the notice of the Purchaser on daily basis as per the defined process after discussion with the Purchaser.
23. Round the clock running of Government of Punjab entities on the agreed upon Social Media handles, updating, analysing social media trends, moderation and intervention as and when required.
24. Ensure that the quick response to these posts is provided on the social media handles under the supervision of the designated official of the Purchaser. Prepare and upload a weekly bulletin on significant social media efforts in the Government of Punjab as well as events/media reports etc. related to the issues dealt by the Purchaser/ Government.
25. To provide training, skill up-gradation and capacity building of the officers of Government/ Purchaser to handle social media sites through lecture, seminar, workshop, class room online teaching etc. To provide quality trainers (with quality content) for at least one training programme of upto minimum 25 participants per month.
26. Shall provide credible contingency plan to effectively handle crisis and emergencies.
27. Any other works entrusted by Government of Punjab for sensitizing Government Officials and the public through social media Platform.

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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28.To ensure that viewing and uploading on the managed Social Media sites (i.e. Twitter, Facebook etc.) is smooth and uninterrupted.

29.To do webcast (i.e. Webcast URL and Short link, HD Quality Videos, etc.) and live streaming of events of the GoP on all Social Media Platforms and provide archival recordings along with all requisite support for internet connectivity at the venue. Purchaser will bear cost of internet connectivity on actual basis if any.

**c. Content Development and Management:**

1. Creating and amplifying content for Government of Punjab:

- a. Social Media platforms
- b. Website/ Portal
- c. Blogs/e-Magazine
- d. Initiatives, campaigns, events

**Note:**

- Content includes regular posts, graphics, videos etc. Formats includes .doc, .docx, pdf, ppt, gif's, tiff, svg, png, xls, xlsx, txt, mp4, avi, mov, flv etc.
- Purchaser may provide Press notes for helping the Successful bidder create the correct content.

2. Assist GoP in identifying communication opportunities (within and outside of the government) and help design a strategic communication plan for the GoP:

- a) Planning and Executing a Key Influencer Program on Digital platforms

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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- b) The Social Media Monitoring Program will undertake monitoring across 150-200 keywords. These keywords shall be part of the overall project plan to be submitted by the Successful Bidder to the Purchaser and can be updated from time to time.
- c) Social Media Monitoring Program that will create and manage a Monitoring platform, which will be both predictive and reactive in approach.

**d. Creative Designing and Repackaging:**

- 1. Creative content generation, recreate or convert the content and repackaging the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of Government schemes and programs and policies etc.
- 2. Repackaging of the content (videos and photographs) into suitable formats (video packages and others)
- 3. Uploading of repackaged and creative content on various social media platforms such as Twitter, Facebook, and YouTube etc.
- 4. Above is to be done without any infringement of Intellectual Property Rights (IPR).
- 5. Quality writing skills to be ensured in such activities

**e. Enhancing Reach of content on Internet and Social Media Sites**

- 1. The Successful Bidder shall be responsible for enhancement of the reach of the messages and other schemes of Government on various social media platforms through non-paid means so that the content would reach to the last mile on internet domain on real time basis. The Successful Bidder should have capability to multiply the reach of content and promote content organically on various social media platforms.

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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2. The Successful Bidder shall be able to develop meaningful, interesting and innovative content, campaigns, competitions, so as to have proper communication strategy for various social media platforms to enhance the reach of content in real time basis.

**In case there is a need to go for a paid promotion/ campaigns, Successful bidder shall submit a proposal to the Purchaser by defining the tentative outreach, message to be communicated, suitable reason, area of coverage etc. Purchaser reserves the right to accept or reject the proposal. Payments for such campaigns shall be made as per actuals.**

**f. Making the uploaded content viral**

1. The Successful Bidder shall be responsible to make the content appealing, with potential to go viral on the internet and other social media sites. This will make the schemes, policies of Government to reach on various social media platforms to the last mile on internet domain in real time basis.
2. The Successful Bidder shall have capability to multiply the reach of content and promote content and make it viral, following fair and legitimate methods.

**g. Storage and submission of Content:**

1. Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archive in digital formats, and submission of same in easily retainable format to the Purchaser every quarter.
2. Availability of archive content should be for at least 180 days.
3. The Successful Bidder shall submit the archived content to this Purchaser within specified time in 3 copies of USB or in the external hard drive

#### **h. Advertisement and Promotion**

The Successful Bidder shall also be responsible for advertising and promotion of Punjab Government various schemes, acts and related activities on the social media platforms as approved by the Purchaser.

#### **i. Pre and Post establishment support**

The Successful Bidder shall be fully responsible for providing any kind of support with regard hardware equipment/software/ tools and ensure that it is working properly at all times. The Successful Bidder should provide technical support 24 x 7 for maintenance of Social Media Platforms through inhouse staff.

#### **j. Online Response Management**

1. The Successful Bidder shall provide accurate, complete, polite and prompt feedback mechanism to users via social media platforms. The Successful Bidder shall gather inputs from users and respond back to their requests, queries, suggestions etc. and also pass on to authorized officials of the Purchaser on regular basis.
2. User Interaction option should be available in Hindi/ Punjabi/ English only. This will be based on the language used by the user. In case any other language is used apart from the three mentioned, English to be used by default.
3. The Successful Bidder would also moderate the Content/ Social Media platforms to avoid spam, advertisements and inappropriate content.
4. The Successful Bidder 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 handles.



Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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5. The Successful Bidder shall also be responsible to immediately contradict any fake news/ wrong information being circulated on any of the social media platform.

**k. Monitoring and Reporting**

1. The Successful Bidder must submit fortnightly, “Effectiveness Analysis and MIS Reports” to Purchaser on the effectiveness of the social media strategy. The Successful Bidder must submit a detailed analysis on the steps undertaken for overall promotion of Government of Punjab Initiatives on the Social Media Platforms and the results achieved.
2. The Successful Bidder should suggest the no. of MIS reports along with the FRS document of the software and mobile application eliciting periodicity, format and content of such report which should help the Purchaser to know the exact position of the efforts undertaken. In addition to the approved reports, Purchaser may ask for additional reports/ data and Successful Bidder shall be bound to provide with the additional reports at no extra cost to the Purchaser.
3. The Successful Bidder shall be responsible for tracking the sentiments - Positive, Neutral or Negative and submit the fortnightly analysis report to the Purchaser.
4. The Successful Bidder shall also be responsible for tracking the progress of each network using effective third-party tracking tools.
5. The Successful Bidder shall be fully responsible for deploying the requisite analytical and software tool for monitoring of the social media handles and providing the requisite reports.

**l. Amplification**

1. Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Social Media

## Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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Marketing activity across both Paid Media and Non-Paid Media avenues. Media planning & providing professional inputs for Social Media Campaigns (Online and Mobile) for running banners, advertisements etc. during the period of contract on themes / subjects to be decided in consultation with the Purchaser.

2. Executing the digital campaigns based on the Social Media strategy and plan and undertaking activities like optimization of campaign, reporting etc.

### **m. Legal Matters, including copyright of content**

1. The Successful Bidder shall have the responsibility of ensuring that all content featured/published on the basis of this assignment is free of legal encumbrances including of copyright issues. The Government of Punjab/ Purchaser will not be responsible for any of the issues arising due to copyright of the content.

### **n. Data Security and Prevention of Fraud**

1. The Successful Bidder shall undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

### **o. Compliance to Social Media Policy and Framework**

1. The Successful Bidder shall ensure compliance to Social Media Policy and Framework issued by the MeITY/GOI or any other policy defined by GoP from time to time.

### **p. Social Media Integration**

1. Integrate social media with the official portal (web-based and mobile-based) and vice-versa; as well as integrate with each other where ever possible. The solution provider shall ensure that the content & activities on the social media platforms do not restrict accessibility of the platform on mobile devices.

**q. Analytics**

1. Collect, monitor, leverage social media site analytics (for example, Facebook Insights) to improvise Social Media Optimization. Submit analytics and their interpretation to the Purchaser as supporting document with the bill raised by the bidder. Additionally, purchaser / procurement entity may ask to successful bidder to provide analytics and their interpretation as and when required.

**r. Media Strategy and Direction**

1. Execute campaigns/ events of State Government both online and offline, and conduct a situation analysis by identifying target audiences.
2. Develop media strategies and plans for State Government campaigns, supported by media analyses and consumer insights, focus group discussions and relevant research.
3. Monitor, track and analyse relevant news media reports.
4. Enhancing followers / impressions/ views on Facebook/ Twitter/ other platforms.
5. Initiating Government of Punjab presence on newer platforms and relevant channels.
6. Ensure strategies are actionable with validated support and ideas that are aligned.
7. Identify strategic partners and liaise with different media platforms/professionals (online and offline), to widen dissemination of Government of Punjab activities/ events/ reports.
8. Develop key products, messages, communication plans, creative concepts and briefs for dissemination across social media platforms.

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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9. Review, analyse and provide feedback on campaigns/ events, as required, to determine if activities are having the desired outcome. Data Analytics reports for all parameters to be submitted every fortnight.

**s. Fact Checking**

The Successful Bidder has to ensure that great care must be taken to avoid propagation of unverified facts and frivolous misleading rumours which tend to circulate often through miscreants on social media platforms.

**4.3.2 Below is the list of monthly deliverables based on the Scope of Work, which is indicative and not exhaustive:**

<b>S.No</b>	<b>Task</b>	<b>Monthly Deliverables</b>
1.	Tweets/posts across social media platforms	At least 1000 tweets/ posts (without retweet/ retagging)
2.	Graphics across social media platforms	At least 175 Graphics
3.	Videos across social media platforms	At least 175 Videos
4.	Onboarding influencers to engage with State Government initiatives/campaigns on social media	As & when required
5.	Tracking Punjab Government through online media	Daily
6.	Social Media Trends	Daily

**4.3.3 Team:**

The Successful Bidder shall be bound to atleast depute the below mentioned team with the requisite skill set and qualification for selection, management and delivery covering the entire range of activities as outlined in the scope of work. The number of resources being deployed may be increased or decreased as per requirement of Purchaser with mutual agreement. The Successful Bidder shall be

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

required to open his office in Mohali within 30 days from the date of award of contract and depute the requisite team in that office. Rest of the team, as deemed fit by the Successful Bidder and is required for the project can work from remote location. The Successful Bidder shall arrange Laptops, licensed Softwares, licensed Tools, Mobiles and high-speed internet etc for team members for smooth functioning of the project. All deliverables shall be sent to Purchaser electronically, unless otherwise specified.

S.No	Resource Profile	Quantity	Education Qualification and Experience
1.	Project Manager	1	<ul style="list-style-type: none"><li>• Should possess a Master’s degree in Media and Communication/ Journalism/ Mass Communication / Political Science / International Relations / Public Relations/ Digital Marketing / PR/ Advertising or an MBA, from a recognised university with atleast 60% of the aggregate</li><li>• At least 7 years of relevant experience out of which atleast 3 years should be within the government sector</li><li>• Good command of English and Punjabi Language</li></ul>

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

			<ul style="list-style-type: none"> <li>• Must have Knowledge of using Social Media Tools and related computer apps/software.</li> </ul>
2.	Sr. Social Media Experts	6	<ul style="list-style-type: none"> <li>• Should possess a Graduate degree in Media and Communication/ Journalism / Mass Communication / Political Science / International Relations / Public Relations/ Digital Marketing / PR/ Advertising/ Marketing or an MBA or any Graduate with a Digital/ Social Media Marketing Certificate, from a recognised university with atleast 60% of the aggregate</li> <li>• At least 4 years of relevant experience out of which atleast 1 year should be within the government sector</li> <li>• Good command of English and Punjabi Language</li> <li>• Must have Knowledge of using Social Media Tools and related computer apps/software.</li> </ul>

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

3.	Social Media Experts	12	<ul style="list-style-type: none"> <li>• Should possess a Graduate degree in Media and Communication/ Journalism / Mass Communication / Political Science / International Relations / Public Relations/ Digital Marketing / PR/ Advertising/ Marketing or an MBA or any Graduate with a Digital/ Social Media Marketing Certificate, from a recognised university with atleast 60% of the aggregate</li> <li>• At least 1 year of relevant experience</li> <li>• Good command of English and Punjabi Language</li> <li>• Must have Knowledge of using Social Media Tools and related computer apps/software.</li> </ul>
4.	Content Editor (Punjabi)	6	<ul style="list-style-type: none"> <li>• Should possess any Graduate degree from a recognised university with atleast 60% of the aggregate</li> <li>• Atleast 2 years of relevant experience</li> </ul>

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

				<ul style="list-style-type: none"> <li>• Good command in reading, writing and speaking Punjabi Language</li> <li>• Must have Knowledge of using Social Media Tools and related computer apps/software.</li> </ul>
5.	Content Editor (Hindi)	3		<ul style="list-style-type: none"> <li>• Should possess any Graduate degree from a recognised university with atleast 60% of the aggregate</li> <li>• Atleast 2 years of relevant experience</li> <li>• Good command in reading, writing and speaking Hindi Language</li> <li>• Must have Knowledge of using Social Media Tools and related computer apps/software.</li> </ul>
6.	Content Editor (English)	3		<ul style="list-style-type: none"> <li>• Should possess any Graduate degree from a recognised university with atleast 60% of the aggregate</li> <li>• Atleast 2 years of relevant experience</li> </ul>



Request for proposal (RFP) for Selection of Agency for “Social Media Management”

			<ul style="list-style-type: none"> <li>• Good command in reading, writing and speaking English Language</li> <li>• Must have Knowledge of using Social Media Tools and related computer apps/software.</li> </ul>
7.	Graphics Designer	6	<ul style="list-style-type: none"> <li>• Should possess any Graduate degree from a recognised university with atleast 60% of the aggregate along with a certificate in web designing</li> <li>• At least 3 years of relevant experience out of which atleast 1 year should be within the government sector</li> <li>• Good command of English and Punjabi Language</li> <li>• Must have Knowledge of using Social Media Tools and related computer apps/software.</li> </ul>
8.	Video Editor	6	<ul style="list-style-type: none"> <li>• Should possess any Graduate degree from a recognised university with atleast 60% of the aggregate along with a certificate in Video/ Audio Editing</li> </ul>

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

			<ul style="list-style-type: none"> <li>• At least 3 years of relevant experience out of which atleast 1 year should be within the government sector</li> <li>• Good command of English and Punjabi Language</li> <li>• Must have Knowledge of using Social Media Tools and related computer apps/software.</li> </ul>
9.	Ad Manager cum Data Analyst	3	<ul style="list-style-type: none"> <li>• Should possess any Graduate degree from a recognised university with atleast 60% of the aggregate</li> <li>• At least 2 years of relevant experience wherein paid and nonpaid campaigns both were managed.</li> <li>• Good command of English and Punjabi Language</li> <li>• Must have Knowledge of using Social Media Tools and related computer apps/software.</li> </ul>
10.	Motion Designer	1	<ul style="list-style-type: none"> <li>• Should possess any Graduate degree from a recognised university with atleast 60% of the aggregate along with the</li> </ul>

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

			<p>certificate in Motion Designing</p> <ul style="list-style-type: none"> <li>• At least 3 years of relevant experience.</li> <li>• Good command of English and Punjabi Language</li> <li>• Must have Knowledge of using Social Media Tools and related computer apps/software.</li> </ul>
11.	3D Animator	1	<ul style="list-style-type: none"> <li>• Should possess any Graduate degree from a recognised university with atleast 60% of the aggregate along with the certificate in 3D Animation</li> <li>• At least 3 years of relevant experience.</li> <li>• Good command of English and Punjabi Language</li> <li>• Must have Knowledge of using Social Media Tools and related computer apps/software.</li> </ul>

**Note: In case the resource for which CV is shared during the Technical evaluation fails to join due to any reasons, Successful Bidder needs to provide with the resource having equivalent or higher skill set as defined in this document, after taking the approval from the Purchaser. Failure to not providing with the resource in time shall lead to penalty as defined in Section 8 of this document.**

#### **4.3.4 Provision of Assets:**

The Successful Bidder shall deploy their solution along with requisite manpower and provide their services through a public cloud of a MeITY empanelled Organization.

The Purchaser will not be providing any Data Centre or Disaster Recovery Space. The bidder should must include all Infrastructure requirements while submitting the financial bid as these shall not be provided by the Purchaser:

- Hardware (Virtual Machines/ Servers)
- Computers (Desktops/ Laptops)
- Database
- Operating System
- Storage
- Social Listening and Management Software
- Social Banking (Twitter, Facebook, Instagram etc.) integration capabilities
- Social Media Analytical Tools
- Content Creation and Curation Tools
- Social Media Monitoring Tools
- Social Media Advertisement Tools
- Influencer Marketing Tools
- Any other application/ Tool required to meet the Project requirement.

**In addition, Tools to be used should also have the following capabilities:**

- Aggregate the content from various Social Media Sites and relevant platforms across the web.
- Real-time filtering and monitoring of the posts.
- To track the response end to end.
- To prioritize responses to posts.
- Provide In-depth Dash-Board reports as per requirement.

## Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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- Ability to integrate with State Government other channels like E-mail, Public Grievance Redressal System, SMS Gateway, Chat Bot, WhatsApp etc. to have an automated and integrated approach.
- Ability to create and manage social media campaigns on various platforms.
- Handle crisis situations and Crisis Management.
- Any other customization of the tool as per the requirements of the Bank.

### **4.3.5 Development of Mobile based application (work flow based):**

1. The Successful Bidder shall ensure to design and develop a work flow based mobile application (android and Ios) for the said project.
2. All the content needs to be approved by the Departmental officials for which the mapping of the categories to be done by the Successful Bidder.
3. This application should have the option to push and pull notification.
4. The Successful Bidder shall submit the detailed FRS document to the Purchaser within 15 days from the date of letter of award and post approval shall start with the development. This should include all deliverables, complete work flow and include approval, rejection, send back, forward to options etc. as required for the project.
5. The Successful Bidder shall be fully responsible for the IT compliances as per the IT Act, for hosting of the application, for publishing it on the respective play stores, for storage etc. In addition, The Successful bidder shall also be fully accountable for ensuring compliance with regards to Social Media Framework and Guidelines issued by GoP/GoI.
6. The Successful Bidder shall organize proper trainings for the Stakeholders so that the usage shall be ensured properly. Training venue shall be provided by the Purchaser.

### **4.3.6 Assistance to be provided by the Purchaser would be as under:**

1. Provide the necessary information on events / festivals/ Functions etc. from time to time.

## Request for proposal (RFP) for Selection of Agency for “Social Media Management”

2. Provide relevant (basic information/pictures/approvals/ Videos/ Press Releases etc.) content as available from time to time.
3. Assist in obtaining any other permissions / information as required.
4. All Intellectual Property displayed on the social media platforms shall belong to the Purchaser exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with Government of Punjab.
5. Overall Monitoring and control of the social media platforms.

### 5. RFP Evaluation

RFP Evaluation will be done in two stages:

1. Technical bid Evaluation
2. Financial bid Evaluation

#### 5.1 Technical Bid Evaluation:

##### 5.1.1 Eligibility / Pre-Qualification Criteria

The evaluation of the bidders shall be carried out by the Technical Evaluation Committee as per the Pre-Qualification/ Eligibility criteria defined in this RFP document followed by Technical Evaluation and the Financial Evaluation. Bids of the bidders, who do not meet the required Eligibility / Pre-Qualification criteria mentioned in this RFP shall be treated as non-responsive and shall not be considered further. The Eligibility criteria is given as below:

SN	Eligibility Criteria	Supporting documents
1.	Bidder should be either: <ul style="list-style-type: none"><li>• A company registered under the Indian Companies Act, 2013 / 1956 OR</li></ul>	Any relevant document to prove that the bidder is a legal entity like Certificate of Incorporation, Certificate of Registration, Partnership deed, etc.

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

SN	Eligibility Criteria	Supporting documents
	<ul style="list-style-type: none"> <li>• A partnership firm registered under the Limited Liability Partnerships (LLP) Act, 2008 OR</li> <li>• A partnership firm registered under the Indian Partnership Act, 1932</li> </ul>	
2.	<p>The bidder should have successfully completed at least one Project of “Similar Works” for at least INR 7 Crores (excluding taxes) in the last 7 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23</p> <p>OR</p> <p>The bidder should have successfully completed at least two Projects of “Similar Works” for at least INR 4.5 Crores each (excluding taxes) in the last 7 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23</p> <p>OR</p> <p>The bidder should have successfully completed at least three Projects of “Similar Works” for at least INR 3.5 Crores each (excluding taxes) in the last 7 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23</p> <p><b>Note: Extension of the Work Orders executed prior to FY 2016-17 shall not be considered by the Purchaser.</b></p>	<ul style="list-style-type: none"> <li>• Work orders along with the completion certificate/satisfactory client certificate confirming year, cost and area of activity.</li> </ul> <p><b><u>Note: Completion here means completed/ongoing works for which the payment equivalent or more than as defined in this section of the technical criteria has been released to the bidder between 1<sup>st</sup> April 2016 till 31<sup>st</sup> March 2023.</u></b></p>

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

SN	Eligibility Criteria	Supporting documents
3.	Bidder should have minimum annual average turnover of Rs. 3 Crores in any three (3) of the last four (4) financial years i.e. 2018-19, 2019-20, 2020-21, 2021-22 for which bidder’s accounts have been audited.	<ul style="list-style-type: none"> <li>• Audited Financial Statements OR</li> <li>• Certificate from statutory auditors clearly certifying the turnover requirements</li> </ul> <p style="text-align: center;">AND</p> <ul style="list-style-type: none"> <li>• UDIN</li> </ul>
4.	The Bidder should have positive net worth for each of the last 3 (Three) audited financial years i.e. 2018-19 & 2019-20, 2020-21, 2021-22 for which Turnover is submitted.	Certificate duly signed by statutory auditor of the bidder confirming the net-worth and profit after tax.
5.	The bidder should provide the solvency certificate for a minimum value of 2 Crores. Solvency certificate should not be more than 03 months old prior to the last date of submission of Bid.	Solvency certificate from a Nationalized/ Scheduled bank of the bidder.
6.	The Bidder should have atleast 100 employees on company payroll for last 6 months from the date of submission of bid.	Self-Certification by the bidder with Challan copies ( <b>Annexure – A</b> )
7.	The bidder shall submit the undertaking that the bidder including its Directors, Partners and Officers: <ol style="list-style-type: none"> <li>a. Has not been under a declaration of ineligibility for corrupt or fraudulent practices and have not been blacklisted/ Debarred by any State Govt. / Central Govt.</li> </ol>	Self-Certified letter ( <b>Annexure – B</b> )



Request for proposal (RFP) for Selection of Agency for “Social Media Management”

SN	Eligibility Criteria	Supporting documents
	<p>/ Board, Corporations and Government Societies / PSU for any reason as on date.</p> <p>b. Has not been insolvent, in receivership, bankrupt or being wound up, not have its affairs administered by court or judicial officer, not have its business activities suspended and must not be the subject of legal proceedings for any of the foregoing reasons as on date.</p> <p>c. Have not been convicted of any criminal offence related to their professional conduct or the making of false statements or misrepresentations as to their qualifications within a period of five years as on date of submission of bid or not have been otherwise disqualified pursuant to debarment proceedings as on date.</p>	
8.	The bidder should have valid GST registration certificate, PAN, EPF registration certificate, ESI registration certificate.	<p>Self-certified copy of relevant valid certificates</p> <p><b><u>Note for Successful Bidder:</u></b></p> <p>1) GST number of Punjab is mandatory for release of payments.</p>

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

SN	Eligibility Criteria	Supporting documents
9.	The bidder must ensure to deposit the tender document fees and EMD on the e-Tendering portal i.e. <a href="http://www.etenders.chd.nic.in">www.etenders.chd.nic.in</a>	Any relevant proof
10.	The signatory signing the bid on behalf of the bidder should be duly authorized by the Board of Directors / Partners of the bidder to sign the bid on their behalf.	Authorization letter ( <b>Annexure – C</b> )
11.	Scanned copy of this tender document, corrigendum (if any), clarification issued by Purchaser (If any), duly signed and stamp on each page by the authorized signatory of the bidder as a mark of acceptance of all conditions of this RFP.	Signed and stamped copy by the authorized signatory.

**Note: All the above-mentioned documents have to be scanned and uploaded on the State eProcurement portal i.e. [eproc.punjab.gov.in](http://eproc.punjab.gov.in) only.**

#### 5.1.2 Technical Bid Evaluation

1. The second stage shall be the Technical bid wherein evaluation will be done for Bidders who have been found eligible as per the Pre-Qualification Criteria defined in section 5.1.1 of this document.
2. Bidders who qualify as per the Technical Criteria will be eligible for Financial Bid Evaluation. Decision of the Purchaser will be final regarding the eligibility and it will be binding on all the bidders. Financial bid needs to be submitted as per the format on the e-tender portal only i.e. [www.eproc.punjab.gov.in](http://www.eproc.punjab.gov.in). No hard copies or Scanned copies will be accepted.
3. Technical Evaluation will be done on the following basis:

<b>Technical Evaluation Criteria</b>
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Request for proposal (RFP) for Selection of Agency for “Social Media Management”

1.	Organizational Financial Strength	Maximum Marks	Supporting Document Required
	<p>Average Annual Turnover (AAT) of Bidder in any three (3) of the last four (4) financial years i.e. 2018-19, 2019-20, 2020-21, 2021-22 for which bidder’s accounts have been audited.</p> <p>a) INR &gt; Rs. 5 Crore: 20 Marks</p> <p>b) INR &gt; Rs. 4 Crore and upto Rs. 5 Crore: 18 Marks</p> <p>c) INR &gt; Rs. 3 Crore and upto Rs. 4 Crore: 15 Marks</p>	20	<ul style="list-style-type: none"> <li>• Audited Financial Statements OR</li> <li>• Certificate from statutory auditors clearly certifying the turnover requirements</li> </ul> <p align="center">AND</p> <p align="center">UDIN</p>
2.	Past Experience	Maximum Marks	Supporting Document Required
	<p>The bidder should have successfully completed at least one Project of “Similar Works” for at least INR 7 Crores (excluding taxes) in the last 7 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23</p>	15	

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

	<p>OR</p> <p>The bidder should have successfully completed at least two Projects of “Similar Works” for at least INR 4.5 Crores each (excluding taxes) in the last 7 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23</p> <p>OR</p> <p>The bidder should have successfully completed at least three Projects of “Similar Works” for at least INR 3.5 Crores each (excluding taxes) in the last 7 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23</p> <p>Note: Extension of the Work Orders executed prior to FY 2016-17 shall not be considered by the Purchaser.</p> <p>a) Completed more than One Similar Work of atleast 7 Crore (excluding taxes) or</p>		
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Request for proposal (RFP) for Selection of Agency for “Social Media Management”

	<p>more than Two Similar Works of atleast 4.5 Crore (excluding taxes) or more than Three Similar works of atleast 3.5 Crore (excluding taxes) – 15 Marks</p> <p>b) Completed One Similar Work of atleast 7 Crore (excluding taxes) or Two Similar Works of atleast 4.5 Crore (excluding taxes) or Three Similar works of atleast 3.5 Crore (excluding taxes) – 10 Marks</p>		
3.	Manpower	Maximum Marks	Supporting Document Required
	<p>Manpower on Company Payrolls for atleast last 6 months from the date of submission of the bid</p> <p>a) Above 200: 20 Marks</p> <p>b) Between 150 to 200: 18 Marks</p> <p>c) Minimum 100 to 150: 15 Marks</p>	20	<p>Self-Certification by the bidder with Challan copies. This copy needs to be sign and stamped by HR of the company also.</p> <p><b>Note: Purchaser reserves the right to do the background verification of the resource.</b></p>

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

	<p>Education Qualification and Experience of the Team defined in the RFP</p> <p>Note: For any CV not matching the Education Qualification and Experience, 0.5 marks shall be deducted with maximum deduction capping of 15 Marks.</p>	15	<p>CV’s signed by the Individual team member and sign and stamped by HR of the company.</p>
<b>2.</b>	<b>Technical Presentation</b>	<b>Maximum Marks</b>	<b>Supporting Document Required</b>
	<p>Following Points shall be examined at the time of presentation:</p> <p>a) Company Profile</p> <p>b) Understanding of the work domain</p> <p>c) Approach and Methodology for implementation of the Project</p> <p>d) Proposed vision for Punjab and digital marketing strategy</p> <p>e) Content Development Strategy</p> <p>f) Software and Mobile application development and implementation</p> <p>g) Demonstration of the Previous developed</p>	30	<p>Technical Presentation on parameters to be evaluated.</p>

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

	<p>contents, designs, advertisement, videos, short films, theme based campaigns, awareness campaigns etc.</p> <p>h) Plan for Crisis Management</p> <p>i) CV’s of the Key Resources (Project Manager, all Sr. Social Media Experts, all Graphic Designers and Video Editors)</p> <p>j) Monitoring and Execution Plan</p> <p>k) Deployment of Tools for Social Listening</p> <ul style="list-style-type: none"> <li>•Innovativeness in approach and quality:</li> <li>•Experience in social media dealing with Government Sector</li> </ul> <p>l) Experience in monitoring/ facilitating response, spam and abuses on social media. Please show examples / live issues handled.</p> <p>m) Anything additional beyond proposed requirements</p>		
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**Note: Only those bidders whose absolute technical score is 65 or more and who scores atleast 20 marks in the technical presentation shall be considered by Purchaser for further evaluation i.e. Financial bid Evaluation. In addition, Evaluations will be based on documentary evidence submitted by the Bidders and presentation before the Purchaser.**

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

**5.2 Financial bid Evaluation:**

The second stage shall be the Technical bid wherein evaluation will be done for Bidders who have been found eligible as per the Technical Bid evaluation defined in section 5.1.2 of this document.

Bidders who qualify as per the Technical Criteria will be eligible for Financial Bid Evaluation. Decision of the Purchaser will be final regarding the eligibility and it will be binding on all the bidders. Financial bid needs to be submitted as per the format on the e-tender portal only i.e. [www.eproc.punjab.gov.in](http://www.eproc.punjab.gov.in). No hard copies or Scanned copies will be accepted.

<b>Bill of Quantities for “Social Media Management”</b>		
<b>S.No.</b>	<b>Description of Item</b>	<b>Cost per month (Exclusive of the GST but inclusive of all other taxes)</b>
<b>1.</b>	<b>Consolidated cost for Social Media services, Mobile and software application, Maintenance of the tools, social media platform, infrastructure as defined in the Scope of the work section including deployment of manpower as stated in the Scope of Work on full time basis for a period of 2 years</b>	
<b>Cost in Words</b>		
<b>Cost in Figures</b>		



Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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**Note:**

1. The bids will be evaluated on the basis of Least Cost Based Selection method (LCS).
2. If there is a discrepancy between words and figures in the financial bid, the amount in figures shall prevail.
3. The bidder quoting the Lowest Monthly Amount inclusive of all the taxes and exclusive of the GST shall be selected as Successful Bidder (L1) and shall be called for further process leading to the award of the Project.
4. In case, L1 refuses to accept the work order after final evaluation, his EMD will be forfeited and he shall be debarred for all future tenders of Government of Punjab for a period of 3 years. In such case, L2 shall be given the offer to match the L1 rates. In case L2 also refuses, offer shall be given to L3 and so on. In case no bidder accepts the work, tender shall be called again.
5. The Successful Bidder needs to submit the detailed breakup of the monthly cost including manpower cost, hardware cost, software cost, development cost etc. submitted for this RFP before award of the contract to the Purchaser which shall be included as part of the agreement.
6. Since Financial bid is without the GST, hence, GST will be paid extra as applicable.

## 6. General Contract Conditions

### 6.1 Standards of performance

The Successful Bidder shall deliver the services and carry out its obligations under the contract with due diligence and efficiency in accordance with generally accepted professional standards and practices. The Successful Bidder shall always act in respect of any matter relating to this contract as faithful Successful Bidder to the Purchaser. The Successful Bidder shall always support and safeguard the legitimate interests of the Purchaser, in any dealings with a third party. The Successful Bidder shall conform to the standards laid down in the RFP document in totality.

### 6.2 Confidentiality

1. Confidential information shall mean and include any and all confidential or proprietary information furnished, in whatever form or medium, or disclosed verbally or otherwise by the Successful Bidder and/ or the Purchaser to each other including, but not limited to, the services, plans, financial data and personnel statistics, whether or not marked as confidential or proprietary by the parties.
2. The Successful Bidder shall ensure that while providing services, all the details and information created/ designed/ developed/ shared/ exchanged for the project is kept confidential.
3. During the execution of the project except with the prior written consent of the Purchaser, the Successful Bidder or its personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the contract.
4. The Successful Bidder will maintain the confidentiality of the data stored on the computer systems of Purchaser. The Successful Bidder will be

## Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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required to take appropriate actions with respect to its personnel to ensure that the obligations of non-use & non-disclosure of confidential information are fully satisfied. In case of failure, the Purchaser has right to take legal action against the firm.

### **6.3 Termination of contract for default**

#### **6.3.1 Termination by Purchaser**

The Purchaser may terminate the contract due to any of the following events of default by the Successful Bidder (hereinafter called the “Successful Bidder Event of Default”):

1. The Successful Bidder has failed to perform or discharge any of its obligations in accordance with the provisions of the contract, unless such event has occurred because of a Force Majeure Event.
2. Any representation made or warranties given by the Successful Bidder under this Contract is found to be false or misleading.
3. The Successful Bidder has been adjudged as bankrupt or become insolvent.
4. The Successful Bidder has created any encumbrance, charges or lien in favor of any person or agency, over the facility, save and except as otherwise expressly permitted under this contract.
5. Resolution for voluntary winding up has been passed by the Shareholders/partners of the Successful Bidder.
6. It has been proved beyond reasonable doubt that the Successful Bidder has allowed any unlawful activity during the Contract Period.
7. The Successful Bidder has abandoned the Facility provided that in the event of application of sub-articles 1. and 2. above, Purchaser shall give to the Successful Bidder 30(Thirty) days time to cure the default prior to considering the events specified therein as Successful Bidder’s Event of Default and in the event, the Successful Bidder remedies the default to the satisfaction of the Purchaser within the Cure period, the event will not be

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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considered as Successful Bidder Event of Default. In case of Sub-article 7. Above, Purchaser reserves the right to terminate the Contract without any notice period to the Successful Bidder.

In such case, the provisions under Exit Management clause shall apply.

### **6.3.2 Termination by Successful Bidder**

The Successful Bidder may terminate this Contract due to any of the following Events of Default by the Purchaser (hereinafter called the “Purchaser Event of Default”):

1. Material breach by the Purchaser of its obligations under this Contract which is not remedied within 30(thirty) days of receipt of written notice from the Successful Bidder specifying such breach and requiring Purchaser to remedy the same.
2. Any defect in the title, ownership and possession of the Purchaser with respect to the Facility that has a material adverse effect on the project.
3. A breach of any express Representation or Warranty by the Purchaser which has material adverse effect and such breach is not remedied within 30 (thirty) days of the receipt of written notice from the Successful Bidder specifying such breach and requiring Purchaser to remedy the same. Provided that in the event of application of sub-articles above, Successful Bidder shall give to Purchaser, 30 (thirty) days time to cure the default prior to considering the events specified therein as Purchaser Events of Default, and in the event the Purchaser remedies the default to the satisfaction of the Successful Bidder within the cure period, the event will not be considered as a Purchaser event of Default.

### **6.4 Rights of Purchaser on termination**

Notwithstanding anything contained in this Contract, Purchaser shall not, as consequence of Termination or otherwise, have any obligation whatsoever

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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including but not limited to obligations as to compensation for loss of employment, continuance or regularization of employment, absorption or re-employment on any ground, in relation to any person in the employment of or engaged by the Successful Bidder in connection with the Project.

### **6.5 Termination for convenience**

The Purchaser reserves the right to terminate the contract, by prior written 1 months' notice, the whole or part of the contract, at any time for its convenience. The notice of termination shall specify that termination is for Purchaser's convenience, the extent to which performance of work under the contract is terminated, and the date upon which such termination becomes effective. In such case, the provisions under Exit Management clause shall apply.

### **6.6 Force Majeure**

1. For purposes of this clause, “Force Majeure” means an event beyond the control of the Successful Bidder and not involving the Successful Bidder's fault or negligence, and not foreseeable. Such events may include, but are not restricted to, wars or revolutions, riot or commotion, earthquake, fires, floods, epidemics, and quarantine restrictions.
2. If a Force Majeure situation arises, the Successful Bidder shall promptly notify the Purchaser in writing of such condition and the cause thereof. Unless otherwise directed by Purchaser in writing, the Successful Bidder shall continue to perform its obligations under the contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.
3. The PBG of the Successful Bidder shall not be forfeited or the contract shall not be terminated for default if and to the extent that delays in

performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.

## **6.7 Resolution of disputes**

1. If any dispute arises between parties, then these would be resolved in following ways:
  - a. Amicable Settlement: 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 that party fails to respond within 30 days, or the dispute cannot be amicably settled within 60 days following the response of that party, then the second Sub-clause of resolution of disputes shall become applicable.
  - b. Arbitration: In case dispute arising between the Purchaser and the Successful Bidder, which has not been settled amicably, the Successful Bidder can request the Purchaser to refer the dispute for Arbitration under Arbitration and Conciliation Act, 1996 and amendments thereof. The Indian Arbitration and Conciliation Act, 1996 and any statutory modification or re-enactment thereof, shall apply to these arbitration proceedings. Arbitration proceedings shall be held only in Chandigarh. 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 arbitrator shall be borne equally by the Purchaser and the Successful Bidder. However, the expenses incurred by each party in connection with the preparation, presentation and litigation shall be borne by the party itself.

## **6.8 Legal Jurisdiction**

All legal disputes between the parties shall be subject to the jurisdiction of the Courts situated in Chandigarh only.

## **6.9 Amendment to the contract**

The contract signed thereof can be amended by mutual consent of both the parties, provided such amendment is made in writing and signed by both the parties.

## **6.10 Exit Management**

On expiry or premature termination of the contract, the Successful bidder shall ensure proper handover of all the source code of the software application and the mobile application, user name and password of all the social media handles, Ad Manager details, Creatives, Videos etc. with proper training to the Stakeholders as defined by the Purchaser along with the Detailed Project Report on the work done during the currency of the contract to the Purchaser or to the new Service provider, except fair wear and tear, failing which the Successful Bidder shall pay to the Purchaser such damages, which shall be deducted from the pending payments or from the PBG.

The faults pointed out by the new service provider (if any) during the inspection before taking over of the complete project are to be rectified within five working days by the outgoing service provider, and for any delay in rectification of faults thus pointed out, the Purchaser can get it rectified at its own level and at the risk and cost of the outgoing service provider.

## **6.11 Miscellaneous Provisions**

### **6.11.1 Governing Law and Jurisdiction**

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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This Contract shall be construed and interpreted in accordance with and governed by the laws of India, and the Courts of Chandigarh only and shall have jurisdiction over all matters arising out of or relating to this Contract.

**6.11.2 Applicability of RFP and Corrigendum**

The terms and conditions provided in the RFP and corrigendum's issued in this regard from time to time, which are not explicitly mentioned in this contract, shall be deemed to be part of this contract.

**6.11.3 Waiver**

Waiver by either Party of any default by the other Party in the observance and performance of any provisions of or obligations under this Contract:

- (a) Shall not operate or be construed as a waiver of any other or subsequent default hereof or of other provisions of or obligations under this Contract.
- (b) Shall not be effective unless it is in writing and executed by a duly authorized representative of the Party.
- (c) Shall not affect the validity or enforceability of this Contract in any manner.

Neither the failure by either Party to insist on any occasion upon the performance of the terms, conditions and provisions of this Contract, any obligation there under nor time or other indulgence granted by a Party to the other Party shall be treated or deemed as waiver of such breach or acceptance of any variation or the relinquishment of any such right hereunder.

**6.11.4 Exclusion of Implied Warranties**



## Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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This Contract expressly excludes any warranty, condition or other undertaking implied at law or by custom or otherwise arising out of any other Contract between the Parties or any representation by either Party not contained in a binding legal Contract executed by both Parties.

### **6.11.5 Severability**

If for any reason whatever any provision of this Contract is or becomes invalid, illegal or unenforceable or is declared by any court of competent jurisdiction or any other instrumentality to be invalid, illegal or unenforceable, the validity, legality or enforceability of the remaining provisions shall not be affected in any manner, and the Parties will negotiate in good faith with a view to agreeing upon one or more provisions which may be substituted for such invalid, unenforceable or illegal provisions, as nearly as is practicable. Provided failure to agree upon any such provisions shall not be subject to dispute resolution under this Agreement or otherwise.

## **7. Payment Terms**

The payment shall be made as under:

1. The work shall be validated in terms of monthly deliverables as defined in the Scope of work section and as asked by Purchaser in writing from time to time.
2. The successful bidder shall be required to quote in the financial format defined in this RFP document and Payment shall be made strictly as per actuals and as per the commercial breakup submitted by the Successful Bidder to the Purchaser and approved by the Purchaser.
3. The Successful Bidder shall be required to submit the monthly invoices along with all the reports as desired in this RFP document. Payment will be made minus the penalty (if any) every month.

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

4. In case Purchaser decides to increase/ decrease any manpower or scope of the work, Payment shall be calculated based on the actual increase/ decrease and as per the L1 rates.

## 8. SLA and Penalties

S.NO	Title	Description	Penalty in case of violation
1.	Kick off meeting	Within three days of issue of Letter of Intent to the Successful Bidder.	Rs. 1,000/- per day with a maximum penalty for 10 days.
2.	Submission of PBG	14 days from the issue of letter of Intent to the Purchaser	Rs. 5,000/- per day with a maximum penalty for 7 days; else, EMD will be forfeited.
3.	Signing of contract	10 days from the issue of letter of Award to the Successful Bidder	Rs. 5,000/- per day with a maximum penalty for 7 days; else, EMD/ PBG will be forfeited.
4.	Creation and Maintenance of the New/ Existing Social Media Platforms	Failure to create and maintain New/ Existing Social Media Platforms as per the approved plan or as decided by the Purchaser beyond 30 days from the signing of the agreement.	500/- per day per social media handle per Platform

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

<b>S.NO</b>	<b>Title</b>	<b>Description</b>	<b>Penalty in case of violation</b>
5.	Define Communication Strategy for Government of Punjab using Social Media Platforms	Failure to submit detailed Communication Strategy plan for the project within 15 days from the date of signing of the agreement or Monthly Communication Strategy plan before 25 <sup>th</sup> of the previous month to the Purchaser.	Rs. 1,000 per day.
6.	Software application and mobile application (Ios/ Android)	Failure to provide with the software application and mobile application within 30 days from the date of signing of the agreement	Rs. 1000 per day per platform.
7.	Trainings	Non-Compliance to Training Programmer every month	Rs 5,000 per Training Programme
8.	Crisis Management Plan	Failure to provide with the Crisis Management Plan per program/ theme defined every month	Rs 1,000 per day
9.	Monthly Deliverable Targets	Non-Compliance to Monthly deliverables as defined in the Scope of Work section of this RFP	Rs. 10,000 per task per month

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

S.NO	Title	Description	Penalty in case of violation
10.	Team	Non-availability of the team member without approval from the Purchaser	Rs. 5,000 per team member per day
11.	Team	Any team member deployed whose education qualification and experience doesn't match with the criteria defined in this RFP	Rs. 500 per team member per day
12.	Team	Non-Compliance to Education Qualification and Experience of the Team Member	Rs 20,000 per team member. For such scenarios, Purchaser may call for explanation of the Successful Bidder and this may lead to forfeiture of the PBG.
13.	Provision of the Assets	Failure to provide requisite assets to the Team or as required for smooth running of the project	Rs. 10,000 per asset item per resource per day.
14.	Setting up of the office in Mohali	Failure to not open proper office in Mohali within 30 days from the date of signing of the agreement non- information to the Purchaser for shifting of the Local Office within 7 days.	Rs. 5,000 per day with a maximum capping of Rs. 1,00,000. In case of any further delay, Purchaser may call for explanation of the Successful Bidder

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

S.NO	Title	Description	Penalty in case of violation
			and this may lead to forfeiture of the PBG.
15.	Submission of the reports	Failure to non-submission of the reports every fortnight as defined in the Scope of Work or as requested by the Purchaser from time to time.	Rs.1000/- per instance per day
16.	Release of the salaries to the team members along with the timely submission of the EPF, ESI	Failure to disburse the salaries of the team members by 7 <sup>th</sup> of every month and deposit of the EPF, ESI by 15 <sup>th</sup> of every month. Successful Bidder needs to submit the complete challan details along with invoice every month.	Rs.1000/- per instance per team member
17.	Shortage of the Manpower	Failure to deploy manpower as defined in the RFP after 30 days from the date of signing of the agreement during the currency of the contract.	Rs. 2,000/- per manpower per day
18.	Work halted due to constitution of	Halting of the Project work due to constitution of Unions/	Rs. 50,000/ per day

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

S.NO	Title	Description	Penalty in case of violation
	the Unions/ Associations/ Society etc. by the workers/ staff of the Successful Bidder	Associations/ Society etc. by the workers/ staff of the Successful Bidder	
19.	Respond to online tagged queries	Failure to not respond to online tagged queries within 24 hours and 2 days where Consultation with the Purchaser is required.	Rs. 50 per query per day
20.	General	The Successful Bidder shall indemnify, defend and hold harmless the Purchaser, during the term of this Contract, from and against all liabilities, damages, actions, proceedings, and claims of any nature whatsoever, as suffered by the Successful Bidder due to such accidents. In case of any such incident, showcause notice shall be given to the Successful Bidder and in addition, Penalty shall be applicable as defined in	Rs. 2,00,000/- per instance

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

S.NO	Title	Description	Penalty in case of violation
		the SLA section of this document.	

**Note: Only and only Competent Authority i.e. Secretary, Information and Public Relations, Government of Punjab reserves the right for reviewing/relaxing the penalties imposed in the case of deviation and violation.**

## 9. Annexures and References

### 9.1 Annexure A- Format for Employee Payroll

#### **On company Letter head**

Date: XX/XX/XXXX

To,

Director,

Department of Information and Public Relations, Punjab

Room No 7, Fifth Floor, Punjab Civil Secretariat,

Chandigarh – 160001

Subject: Declaration for staff on company payroll

Dear Sir/Madam,

I/We hereby declare that as on date, (Name of the firm/company) consists of <number> employees on company payroll for last 6 months. Month wise Summary Details for the same is attached.

Request for proposal (RFP) for Selection of Agency for “Social Media  
Management”

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Sincerely Yours,

(Signature of Authorized Signatory)

Name:

Title:

**9.2 Annexure B- Format for Declaration on Blacklisting, Insolvency/  
Bankruptcy and conviction against the criminal activities  
On company Letter head**

Date: XX/XX/XXXX

To,

Director,

Department of Information and Public Relations, Punjab

Room No 7, Fifth Floor, Punjab Civil Secretariat,

Chandigarh – 160001

Subject: Declaration on not being blacklisted, insolvency/ bankruptcy and conviction against the criminal activities

Dear Sir/Madam,

I/We hereby declare that as of date, (Name of the firm/company) including our Directors, Partners and Officers

1. Has not been ever under a declaration of ineligibility for corrupt or fraudulent practices and should not be blacklisted by any State Govt. / Central Govt. / Board, Corporations and Government Societies / PSU for any reason.
2. Has not been ever insolvent, in receivership, bankrupt or being wound up, not



Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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have its affairs administered by court or judicial officer, not have its business activities suspended and must not be the subject of legal proceedings for any of the foregoing reasons.

3. Have not been convicted of any criminal offence related to their professional conduct or the making of false statements or misrepresentations as to their qualifications within a period of five years as on date of submission of bid or not have been otherwise disqualified pursuant to debarment proceedings.

Sincerely Yours,

(Signature of Authorized Signatory)

Name:

Title:

Request for proposal (RFP) for Selection of Agency for “Social Media Management”

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**9.3 Annexure C- Format for Authorisation Letter**  
**On company Letter head**

Date: XX/XX/XXXX

To,

Director,  
Department of Information and Public Relations, Punjab  
Room No 7, Fifth Floor, Punjab Civil Secretariat,  
Chandigarh – 160001

Subject: Declaration for authorized signatory

Dear Sir/Madam,

<Name> ----- <Designation>-----  
----- is hereby authorized to sign & stamped relevant documents on behalf of  
the <Company> in dealing with this RFP <RFP No. and Date>-----  
----- . He is also authorized to attend meetings and submit Technical and  
Commercial information as may be required by you in the course of processing  
above said tender.

Authorized Signatory (s) of the Company <Name> <Designation> <Seal>	Signature of the person authorized by the bidder <Name> <Designation> <Seal>
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