

A-42/1/2020-Estt.
Government of India
Ministry of Steel
Establishment Division

Udyog Bhawan, New Delhi
January 13, 2020

OPEN TENDER NOTICE

Subject: Tender Notice for services for managing Social Media Activities of Ministry

Online bids are hereby invited under Two-Bid system(Technical Bid and Financial Bid) on 'Quality and cost based selection' basis on Central Public Procurement Portal (www.eprocure.gov.in) from reputed, experienced and financially sound firms for hiring an agency for managing social media presence of the Ministry of Steel.

2. The bids will be accepted as e-Tender only and intending bidders must be registered with the Central Public Procurement(CPP) portal.

3. Important dates for the process are as following:-

Start Date and time for view/ downloading tender Document	14/01/2020 11:00AM
Start Date and time for submission of bid	15/01/2020 11:00AM
Last Date & Time for Submission of Technical and Financial Proposals	4/2/2020 11:00AM
Date & Time for opening of Proposals: Technical Bid	6/2/2020 11:00AM

4. In case any holiday is declared by the Government of India on the day of opening, the tender will be opened on the next working day at the same time. The Ministry reserves the right to accept or reject any or all of the bids without assigning any reason thereof.



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Under Secretary to the Govt. of India
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Data Sheet

S.NO.	PARTICULAR	DETAILS
1	Document Reference Number	A-42/1/2020-Estt.
2	Start Date and time for view/ downloading tender Document	14/01/2020 11:00AM
3	Pre-Bid Meeting (if required)	NA
4	Start Date and time for submission of bid	15/01/2020 11:00AM
5	Last Date & Time for Submission of Technical and Financial Proposals	4/2/2020 11:00AM
6	Date & Time for opening of Proposals: Technical Bid	6/2/2020 11:00AM
7	Presentation on proposals by bidders	Will be informed later
8	Website	Steel.gov.in
9	Method of selection	Quality cum Cost Based Selection <ul style="list-style-type: none"> To qualify technically, a proposal must secure minimum technical score of 75. Only technically qualified proposals shall be considered for Financial bid Opening. The Technical and Financial Scores secured by each Bidder will be added using weightage of 80% and 20% respectively to compute a Composite Bid Score. In the event the Composite Bid Scores are tied, the Bidder securing the highest Technical Score will be adjudicated as the most responsive Bidder for award of the Project.

Section 1: Invitation for Proposal

1.1. Introduction

The main functions of the Ministry of Steel are:

- Coordination of data from various sources for the growth of the iron and steel industry (including Re-rolling Mills, Alloy Steel and Ferro Alloy industries, Refractories) both in Public and Private Sectors;
- Formulation of policies in respect of production, pricing, distribution, import and export of iron & steel and ferro alloys;
- Planning and development of and assistance to the entire iron and steel industry in the country; and
- Development of input industries relating to iron ore, manganese ore, refractories, etc required mainly by the steel industry.

Ministry of Steel wants to empanel the services of an agency having rich & relevant experience in the field of Social Media management, through multiple channels. The response to this RFP will be evaluated as per Techno-commercial criteria and the most responsive bidder will be awarded the contract for executing the Social Media Management related activities for Ministry of Steel. As the Social Media handling is a creative activity

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involving inputs, contents, presentation in innovative manner, only highly experienced agencies would be desirable.

1.2. Invitation to Bidders

Ministry of Steel intends to invite online bids through the Central Public Procurement Portal (CPP) (<https://www.eprocure.gov.in/eprocure/app>) in two bid format to hire a Social Media Management Agency, initially for a period of one year for Scope of Work given in this document, from agencies having long experience and good reputation in this field. Tender Form containing Terms & Conditions and detailed numerical criteria for evaluation of Technical Bids, Eligibility Criteria, Marking Scheme and Financial Bid Format may please be seen on CPP portal and Ministry website www.steel.gov.in under Tenders section. The work would be awarded to the bidder identified as most responsive bidder based on Quality cum Cost Based Selection (QCBS). Interested agencies may submit bids online through <https://www.eprocure.gov.in/eprocure/app> and required documents along with a copy of bank Draft/Pay Order of Rs. 3,00,000/- as Earnest Money Deposit (Rupees three lakh only) and Rs. 1000 (Rupees one thousand) as cost of tender in favor of "Pay and Accounts Officer, Ministry of Steel" payable at Delhi, latest by February 4, 2020, 11:00Hrs.

Section 2: Instructions to Bidders

2.1 Conflict of interest

- a) The selected Firm/Agency shall not deploy former Government employees who have served Ministry of Steel in any capacity during the last one year.
- b) The selected Firm/Agency shall not downstream or outsource any part of the scope of work.
- c) Non-disclosure of such an association will lead to termination of the contract with the agency.

2.2 Validity of Proposal

The following will be considered for the validity of the proposals deemed submitted:

- I. Proposals shall remain valid for a period of 120 days from the date of opening of Proposal.
- II. Ministry of Steel reserves the right to reject a proposal valid for a shorter period as non-responsive.
- III. In exceptional circumstances Ministry of Steel may solicit the Bidder's consent to an extension of the period of validity. The request and the response thereto shall be made in writing.

2.3 Right to Accept or Reject any Proposal

Ministry of Steel reserves the right to annul the Tender Document process, or to accept or reject any or all the proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Bidder(s) or any obligation to inform the affected Bidder(s) of the grounds for such decision. Ministry of Steel may for any reason, modify the Document from time to time. The amendments(s) to the Document would be clearly spelt out and the Bidders may be required to amend their proposal due to such amendments.


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2.4. Fraud & Corruption

It is required that the Bidders submitting Proposal and Agency selected through this open Tender Document observe the highest standards of ethics during the process of selection and during the performance and executing of the Work Order.

2.5 Earnest Money Deposit (EMD)

- i. The Bidder shall furnish Earnest Money Deposit (EMD) & Cost of Tender along with the technical bid. Scanned copies of the EMD & cost of tender documents shall be uploaded and physical copies handed over on or before February 4, 2020 11:00Hrs to Under Secretary (Establishment), Room No. 64, Udyog Bhawan, New Delhi-110011.
- ii. As per Para 10 of the "Public Procurement Policy for Micro & Small Enterprises (MSMEs) Order 2012" as notified by the Government of India, Ministry of Micro Small & Medium Enterprises, New Delhi vide Gazette Notification dated 23.0.2012, all registered vendors are exempted from depositing the EMD & Tender Document cost. However, such bidders claiming exemption will have to submit necessary documents in their bid.
- iii. The EMD shall be in Indian Rupees and shall be in the form of Bankers Cheque or Demand Draft from any of the Nationalized / Scheduled Bank in favor of "Pay and Accounts Officer, Ministry of Steel" payable at New Delhi.
- iv. The earnest money of unsuccessful bidders shall be refunded after final award of the Work Order.
- v. EMD of the successful Bidder will be released after the Bidder signs the final agreement and furnishes the performance Bank Guarantee (PBG). The PBG will be 10% of the amount mentioned in the Work Order.
- vi. The PBG will be returned after the period of sixty days without interest beyond the date of satisfactory completion of all contractual obligations by the party.

2.6. Preparation of Proposal

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

- I. The Bidder is expected to carefully examine all the instructions, guidelines, terms and condition and formats of this Tender Document. Failure to furnish all the necessary information as required by the Tender Document or submission of a proposal not substantially responsive to all the requirements of the Tender Document shall be at Bidder's own risk and may be liable for rejection.
- II. The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the Proposal.
- III. The Proposal shall be signed in indelible ink by the Bidder or duly authorized person(s) to bind the Bidder to the Work order. The letter of authorization shall be indicated by written power of attorney and shall accompany the Proposal.
- IV. No Bidder is allowed to modify, substitute, or withdraw the proposal after its submission.


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2.7. Submission of Proposal

- a) Interested agencies may submit bids online through <https://www.eprocure.gov.in/eprocure/app> and required documents along with a scanned copy of Bank Draft/Pay Order of Rs. 3,00,000/- as Earnest Money Deposit and Rs. 1,000 as cost of tender document drawn in favor of "Pay and Accounts Officer, Ministry of Steel" payable at Delhi, latest by February 4, 2020 11:00 Hrs. No physical bids will be accepted. The tender will be opened on February 6, 2020 at 11.00 Hrs. In Ministry of Steel, Udyog Bhawan, New Delhi-110011.
- b) Complete proposal should be page numbered along with an index, before uploading. The Check Lists should contain complete information as asked for.

2.9 Evaluation of Proposals

The Bid will be opened as per the schedule mentioned in the Data Sheet. Authorized representatives of the Bidders may be present during the Bid Opening, if desired. Ministry of Steel will constitute Evaluation Committee to evaluate the Proposals submitted by Bidders for a detailed scrutiny. Subject to terms mentioned in Tender Document, a two-stage process, as explained below, will be adopted for evaluation of Proposals submitted by the specified date and time.

2.10. Eligibility

Scrutiny of the proposals for responsiveness will be done to determine whether the Bidders meet the eligibility criteria as defined under: -

S.No.	Criteria	Documentary Evidence
1.	The Firm/ Agency should be a registered entity with minimum 3 years of existence on the day of the submission of bid. In case of consortium the lead agency/firm shall be the bidder, however supporting documents for all partners are to be attached	Certificate of Incorporation/Registration, PAN Card, GST Registration Certificate for the Firm & for all Consortium partners.
2.	The Firm/Agency (all members put together in the case of a Consortium) should have an turnover of INR 5 crores each during the last three financial years from the Media communications Services / Creative Services / Promotional Services	Audited Balance Sheets and Profit & Loss Statements for the last three financial years countersigned by Chartered Accountant.
3.	In last 3 years, Firm/Agency (Any member of the Consortium) must have completed/in progress minimum 3 projects of Social Media Management in Government Sector/PSU.	Work Order / Client Completion Certificate
4.	The Firm / Agency (Any member of the Consortium) must have minimum 20 experienced professionals in the area of Social Media Management.	Self/HR Certificate
5.	The Firm/ Agency (All member of the Consortium) should not have been	Self-Certification

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	black listed by Central or State Governments & PSUs. Details of any litigation / arbitration cases that firm / agency be presently engaged against Gol.	
6.	EMD & Tender Fees	DD/Pay order

All bidders to complete the Eligibility checklist specified in Form-3P. The form has to be filled and submitted as a part of Bid document.

NOTE: Proposals not conforming to the above eligibility criteria requirements shall be treated as non-responsive and will be rejected. It may be ensured that all relevant documents mentioned have been submitted with the bid.

2.11. Evaluation of Technical Proposal

- The Technical Evaluation shall be based on the parameters and weightage as mentioned in the Tables below.

NOTE: The Technical Proposal must not include any financial information falling which the Proposal will be rejected.

S.No.	Parameters	Maximum Points	Point System
1	Profile of the bidder: - Experience in Social Media Management for State or Central Government or any PSU or Public Sector Company with documentary evidence	10 points	7 years or more – 10 points 5-7 years – 9 points 4-5 years – 7 points 3 years- 5 points
2	a. Experience on project-wise For State or Central Government b. Experience on project-wise for any PSU or Public Sector Company	10 Points 10 points	a. 1 project - 2 points 2 projects- 4 points 3 projects- 6 points 4 projects- 8 points 5 or more projects– 10 points b. 1 project- 2 point 2 projects – 4 points 3 projects-6 points 4 projects- 8 points 5 or more projects- 10 points
3	Profile or CVs of the professionals to be deployed for this work	20 points [#]	Committee will evaluate as per submitted CVs.
4	Overall average financial strength of the bidder in terms of turnover, in last three years	20 points	More than Rs. 10 crore- 20 points Rs. 7-10 crore- 15 points Rs. 5-7 crore- 10 points

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5	Power Point Presentation (15 minutes) giving following details: 1. Evaluation of Social Media Presence (across Government Department) in Government of India 2. Ideas/Strategic initiatives that could be taken up by Ministry of Steel as part of its initiatives 3. Best practices/examples of initiatives used by Government in India	15 points 10 points 5 points	Committee will evaluate.
	Total	100 points	

These marks will be given based on detailed CVs and the Matrix attached for the six team members proposed, to be submitted as part of Technical Bid.

- All bidders have to submit the checklist for Technical Evaluation as per Form-3T.
- Evaluation Committee may, at its discretion, call for additional information from the Bidder(s). Such information has to be supplied within the set out time-frame, otherwise the Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of the Bidders and the Proposal is liable to be rejected. Seeking clarifications cannot be treated as acceptance of the proposal.
- For verification of information submitted by the Bidders, the Committee may visit Bidder's offices at its own cost. The Bidders shall provide all the necessary documents, samples and reference information as desired by the Committee. The Bidders shall also assist the Committee in getting relevant information from the Bidders references, if desired.
- For calculating the Technical Score (TS) the individual scores, as per respective weightage specified above, will be summed up. In order to qualify technically bidders must secure minimum TS of 75.
- The Final Normalized technical score of the Bidder shall be calculated as follows:

Normalized Technical Score of a Bidder = (Technical Score of that Bidder/Score of the Bidder with the highest technical score) x100(adjusted to 2 decimals)

Example:

Bidder Technical Score Calculation Normalized Technical Score:

Bidder-1	88	$(88/95)*100$	92.63
Bidder-2	90	$(90/95)*100$	94.73
Bidder-3	80	$(80/95)*100$	84.21
Bidder-4	95	$(95/95)*100$	100

- Only technically qualified Proposals shall be considered for Financial bid Opening.

2.12 Evaluation of Financial Proposal

- All the technically qualified bidders will be notified to participate in Financial Bid opening process.
- The financial bids for the technically qualified bidders will then be opened on the notified date and time in the presence of representatives of qualified bidders who attend the process and reviewed to determine whether the Financial bids are in

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accordance with the RFP requirements. Bids that are not substantially responsive are liable to be disqualified at Ministry of Steel's discretion.

- c. The Normalized Financial score of the technically qualified bidders will be calculated, while considering the Financial quote given by each of the Bidders in the Financial Bid as follows:

Normalized Financial Score of a Bidder = (Lowest Financial Quote of Bidder/ Financial Quote of Bidder under consideration) x100 (adjusted to 2 decimals)

Example:

Bidders	Financial Quote (In lakhs)	Calculation	Normalized Financial Score
Bidder-1	110	(110/110)*100	100
Bidder-2	140	(110/140)*100	78.57
Bidder-3	160	(110/160)*100	68.75
Bidder-4	130	(110/130)*100	84.61

- d. The bid price will include all taxes and levies and shall be in Indian Rupees and mentioned separately.
e. Any conditional bid would be rejected.

2.13 Final score calculation through QCBS

- a. The final score will be calculated through Quality and Cost selection method based with the following weight-age:

Technical:80%

Financial:20%

Final Score=(0.80* Normalized Technical Score)+(0.20* Normalized Financial Score)

Example

Bidder	Normalized technical score	Normalized Financial	Final Score(80.20)
Bidder-1	92.63	100	94.10
Bidder-2	94.73	78.57	91.49
Bidder-3	84.21	68.75	81.11
Bidder-4	100	84.61	96.92

- b. The bidder with the highest Final score shall be treated as the Successful bidder. In above example, Bidder-4 will be treated as successful bidder.

- c. In the event the Final scores are 'tied', the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Project.

An Evaluation Committee formed by Ministry would examine both the technical and financial bids based on the details provided in this tender document.

In case R1 bidder fails to sign the agreement within a specified period for any reasons, R2 bidder will be made an offer to match the quote of R1 bidder, falling which the tender will be cancelled.


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2.14 Performance Bank Guarantee (PBG)

The successful bidder will be required to deposit a Performance Security of 10% of the total order value by way of Bank Guarantee from a Scheduled Commercial Bank or a Fixed Deposit Receipt. It should remain valid for a period of sixty days beyond the date of completion of all contractual obligations.

2.15. Payment Terms

Advance payment will not be made in any case. Payment will be made as per the following schedule:-

Payment in Percentage	Time
25% of the total work order	Completion of 1 st Quarter
25% of the total work order	Completion of 2 nd Quarter
25% of the total work order	Completion of 3 rd Quarter
25% of the total work order	After completion of work

- All payments will be subject to issuance of successful and satisfactory deliverables for the period by the concerned controlling officer. All payments shall be made on receipt of invoice with all supporting documents within 30 days by the Ministry.
- No payments for any additional work (other than the contracted as per scope of work of the RFP) which has not been approved in writing by the competent authority in the Ministry will be made.

Section 3: Scope of Work & Deliverables

3.1. Scope of Work.

- Agency will be responsible for complete takeover of the existing Social Media channels of the Ministry of Steel and Ministers of Steel & may be required to create new channels and accounts in collaboration with respective division/component and manage as and when required, set up by deploying persons with requisite qualifications and skills-set.
- The Agency will be responsible for creation of aesthetic and meaningful content in the form of digital slides, graphs/charts, presentations, editing of video/audio clips etc. from the raw inputs received from various components of the Ministry of Steel and other sources so as to upload this in all types of social media platforms. Agency will give all the Social Media Platforms a new look every week by putting up new creative in line with overall theme/strategy approved by end users for the period of engagement.
- The agency will also be required to create on an average one creative audio/video clip of 30 seconds to 6-minute duration, once a week (52 Videos in a year) on any of the subjects either indicated by the Ministry or suggested by the agency on the issues related to Steel Sector. The content should be such that it could be uploaded or played on all social media platforms.
- Uploading of new & creative contents on various social media platforms such as Facebook, YouTube, Twitter etc. or any new platforms/tools emerging in future and ensure enhanced market reach digital marketing. Daily informative and promotional updates (at least three posts every day on Facebook/Twitter, one on other platforms) in the form of relevant text, photos, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with Ministry of Steel.
- Create social media strategy to increase traffic to sites and applications for primary and secondary stakeholders for Ministry of Steel.

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- f) Agency will regularly interact with MyGov team on behalf of Ministry of Steel and ensure all the information, blogs etc are submitted after approval by Ministry in due time and all Ministry of Steel contents are updated.
- g) Awareness/recall across all social media platforms
- h) Create conversations about the trending topics and publicize events on all the social media platforms.
- i) Ideate and execute regular topical campaigns related to various Steel sectors
- j) Getting to know newer platforms for social media engagement and suggesting strategies to Ministry of Steel accordingly.
- k) Agency has to be regularly involved in populating, publishing and updating the content as and when required on 24x7 basis. The frequency of information will be on a continuous and daily basis.
- l) Generate awareness and buzz about Ministry's activities and engage citizens over initiatives and probe them for participation and spreading it. The persons deployed will have to be in regular touch with concerned officers of divisions for any planned event, new report releases and new schemes launched and so as to publish them online.
- m) Round the clock running of social media sites, updating, analyzing social media trends, moderation and intervention as and when required
- n) Feedback/comment management on daily basis, moderation of pages on daily basis to keep the social media site free from spam/advertisement/ inappropriate contents, appropriate tagging etc.
- o) Expanding the reach & penetration of activities, citizen participation via social media & SEO.
- p) Manage response on social accounts through setting up standard response management processes in coordination of Ministry's Officials. Feedback, message and any other communication received from visitors to the sites shall be responded only in consultation with respective department heads or officers concerned from time to time by regular follow ups.
- q) Agency should be able to develop interesting and domain related content in a meaningful way targeting all sort of stake holders.
- r) Agency should ensure that significant posts made by the public on all the Ministry's social networking platforms are monitored on a real time basis and is brought to the notice of the designated Ministry's official on daily basis.
- s) Agency should coherently plan and design campaigns, competitions with other divisions and departments, so as to have correct information to be broadcasted with better social outreach.
- t) Agency should be able to provide detailed analytics & report about Social Media activities on all platforms and people engagements.
- u) Agency should be able to provide detailed analytics & reports about Social Media activities on all platforms and people engagements. Agency shall use a good industry standard monitoring tool for analyzing comments / remarks about Ministers of Steel and Ministry of Steel in various online media like e-newspapers, e-magazines, blogs, social media platforms at national & international level.
- v) Agency would also be responsible for advertising of Ministry's various schemes acts and related activities on the social media platforms.
- w) Gate Keeping: Moderation of the all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- x) Tagging: Create relevant tagging & linkages of content on the all platform.
- y) Photo Bank: A still Photo Bank with cataloguing needs to be developed consisting of at least 1000 high quality and high-resolution aesthetic photographs (Corbis or Getty images quality) of relevant activities and events.

ab) Copyright: Content shared online must be copyright protected and unauthorized use of this must be monitored. All copyright will retain with Ministry of Steel. All the


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media content created; photo & videos collected will bear the copyright of the Ministry. The interest of Ministry of Steel is pertaining to IDR/copyright will be governed by intellectual Property Law and any of unauthorized disclosure will attract Penal Provision as per rule.

ac) Reports: The agency must submit monthly Effectiveness Analysis and MIS Reports" to Ministry of Steel on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of Ministry of Steel in the Social Media Platforms and the results achieved, including Buzz report and Influencer report.

ad) Archives. Maintenance and indexation of archives in user friendly electronic formats to facilitate easy retrieval. The Ministry will have complete access to the records at all times and all material will be the sole property of the Ministry. (Bidders to indicate how the archive would be available).

ae) Amplification:

- I. Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Social Media Marketing activity across both Paid Media and non-paid Media avenues. Media planning & providing professional inputs and support in buying of media for Social Media Campaigns (Online and Mobile) for running banners, adverts etc. during the period of Work Order on themes/ subjects to be decided in consultation with Ministry of Steel. This would entail preparing proposals by the agency for buying of the media slots by Ministry of Steel to ensure best of rates and negotiations directly from the media owner. Payments for media and any other work would be made only for approved proposals by the ministry.
- II. Executing digital campaigns basis, the Social Media strategy and plan and undertaking activities like optimization of campaign, reporting etc.
- III. Planning and Executing a "Key influencer Program" on Social Media platforms.
- IV. The influencer program will aim at engaging Top 100 influencers related to Steel sector.
- V. The influencer program will focus on blogs & forums and other social channels.
- VI. The Influencer program will need to generate content for social channels and blogs, web listings, directory submissions etc and spread awareness about Ministry of Steel and the Social Media campaign.
- VII. Planning and Executing a "Social Media Monitoring Program" on Social Media platforms.
- VIII. Social Media Monitoring Program will create and manage a Monitoring platform which will be both predictive and reactive in approach.
- IX. The key Languages to be monitored will be Hindi and English, however, there may be certain very specific requirements for targeted campaigns in regional languages Such requirements will be few and the ministry would provide help in content translation from within.
- X. Providing feedback on best practices in marketing and promotion in countries across the world on Social Media.
- XI. The Social Media Platforms Content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc, failure of any one of which shall be considered an incomplete execution of the Work Order.
- XII. The Agency must also be advised that the operation of the Social Platforms shall fall under the purview of the Right to information Act 2005. Thus, it


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must understand the laws provided there under and must answer such queries only after due consultation with Ministry of Steel.

3.2 Assistance to be provided by Ministry of Steel

- a) Provide the necessary information on events/activities being conducted by Ministry of Steel from time to time.
- b) Provide all the necessary information such as logo of Ministry / event/ press releases issued for traditional media and updates etc.
- c) Assist in obtaining any other permissions / information as required.
- d) All Intellectual Property displayed on these platforms shall belong to Ministry of Steel exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with Ministry of Steel.
- e) All photographs, videos, audio content or literary works etc. exhibited on the platform shall be provided by Ministry of Steel, unless uploaded by public users. If, in case, such content needs to be uploaded from outside the archive of Ministry of Steel, express permission of Ministry of Steel shall have to be sought.

3.3 Team

Dedicated team of creative and innovative minds with six persons (One Project Manager, Two Content Designers, Two Graphics Designers and One Researcher) for selection, management and delivery covering the entire range of activities as outlined in the scope of work/deliverables in English and Hindi. The number of persons being deployed may be increased or decreased as per requirement of the Ministry with corresponding pro-rata increase/decrease in monthly charges. Ministry of Steel shall provide suitable seating space & internet connectivity during office hours. The agency shall make its own arrangement after office hours. All deliverables shall be sent to the Ministry electronically, unless otherwise specified.

(a) Working hours

Persons designated for Ministry of Steel will be available in the Ministry offices as per office timings, however, they will be required to work from their home or company premises even after office hours as and when required on 24X7 hour basis. No additional payment will be made for working after office hours.

(b) Experience Education Qualification &

- (i) **Educational Qualification.** B.Tech/B.E. in any field or MSc. in Computer Science or M.C.A. preferably with a MBA from a recognized university or Graduate (English, Social Science, Mass Communication etc. with a Post-Graduation in mass media). He/she should have scored minimum 60% marks in graduation & post-graduation levels.
- (ii) **Experience.** Minimum 6 years' experience in organizations of reputed specialty experience in handling social media of Ministry/Department in Central Government.
- (iii) **Skills Required.**
 - A creative writer, blogger and social media freak, Stronghold on Social media tools and applications


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- Ability to design contents [media, audio, image, written etc] and publish
- MIS reporting Skills in representing and designing Periodical (daily/weekly/monthly) reports on performance of all brand campaigns and participating in all touch points
- Gap analysis skills to understand improvement opportunities and growing areas in social media presence.
- Strong logical skills to manage various stakeholders at various levels in Ministry of Steel and ability to collect information into proper format.
- Excellent written communication skills.
- Ability to identify and design inclusion programmers to ensure reach of apps, services and new schemes to grass root levels by different media.

3.4 Timeline

Sr. No	Deliverables	Timelines
1	Inception Report	T+7 Days
2	Preparation & Submission of detailed plan of action	T+14 Days
3	Content Creation &Deployment	Continuous work
4	Updation, Maintenance, New Content Creation	Continuous work

Monthly progress reports (MPRs) to be submitted on 1st working day of the next month indicating the activities remaining / completed as against the scheduled tasks / activities.

Section 4: General Terms & Conditions

4.1 Bidders should read these condition carefully and comply strictly while submitting the proposals in holistic manner as organically linked document as a whole Section / clause wise.

- I. Each page of the tender document should be signed by the bidders as token of acceptance of terms and condition of tender.
- II. Agency shall not assign or sublet the Work Order or any substantial part thereof to any other agency. Nor can the agency have arrangement with other company for bidding purpose.
- III. If a Bidder imposes conditions, which is in addition to or in conflict with the conditions mentioned herein, his Bid is liable to summary rejection. In any case none of such conditions will be deemed to have been accepted unless specifically mentioned in the in the letter of acceptance of Bid issued by the Ministry.
- IV. The Agency shall not abuse the use of the Govt. Emblems and the Ministry of Steel logo in any way which may deceive the public to believe unsolicited, unauthorized or unverified content. The said logos and emblems shall be used only in such manner with the permission of Ministry of Steel as to provide credibility to the authentic web pages / applications / platforms belonging to the Ministry
- V. The Agency must maintain uniformity while uploading of content on the platforms. Any content which is replaced, renewed or removed from any


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platform shall be simultaneously modified on the other platforms instantly. The agency's Work Order shall be immediately terminated if Ministry of Steel finds it responsible for uploading any defamatory, seditious, gender prejudiced or obscene content. The Agency shall promptly remove any content of the aforementioned nature uploaded by a member of the public, and inform Ministry of Steel of the same to provide with the opportunity to prosecute such an individual or group.

- VI. Termination: The Work Order can be terminated by the Ministry, if the services are not up to its satisfaction after giving an opportunity for improvement within a period of 30 days, to the selected Agency of being heard and recording of the reasons for repudiation.
- VII. Liquidated Damages (LDs): In case of delay in supply of services to be provided within the prescribed period in the Work Order, liquidated damages will be charged, as per rules of General Financial Rules (GFR). LDs will however not be exceeding 10% of the total contract value in a year.
- VIII. Penalty & Forfeiture of EMD & PBG: In case bidder withdraws or changes his/her quotation, EMD will be forfeited. Refusal or inability or delay by the successful bidder to supply all deliverables as per scope of work at the contracted rate or any false statement in the bid may result in termination of the contract and forfeiting of EMD/performance guarantee as well as disqualification of the bidder from participating in future tenders. PBG in full or part (0.5% per week of the Work Order up to 10 Weeks and maximum 0.75% thereafter for another 10 weeks) may be forfeited in the following cases: -
- a) When any terms and conditions of the Work Order are breached and the breach(s) are not rectified within a period of 30 days;
- b) When the Bidder fails to provide services desired, satisfactorily.
- IX. If the Agency requires an extension of time in completion of the work order period on account of occurrence of any hindrance, it shall apply in writing to the authority, which has placed the supply order, for the same immediately on occurrence of the hindrance but not after the stipulated time. The case will be examined and permission in writing will be necessary for the Bidder.
- X. Service Delivery period may be extended with or without liquidated damages if the delay in the service is on account of hindrances beyond the control of the Bidder.
- XI. Any compensation paid under the stipulated guidelines and norms shall be recoverable from such person / Agency / firm with whom the department enters into a contract / Agreement for the intended purpose. Ministry shall not be responsible for any compensation arising out of mishappening to the personas under contractor obligations. This department will be indemnified by the Firm/ agencies for any legal course

4.2. Change of Manpower: The Agency will deploy same persons whose CVs have been attached as a part of their Technical bid. Failure to do so will attract a penalty of Rs 2 lakh per person. No change of persons will be allowed for first 04 months. After this, in case the Agency wishes to change any person on their own, they will have to offer CVs of persons with similar or higher QRs to choose from. Ministry of Steel may however, ask for change of the deployed manpower at any time without assigning any reasons. CVs of

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the proposed resources will be forwarded to Ministry of Steel for approval before affecting any change.

4.3. Arbitration: If any difference arises concerning this tender, its interpretation on the services to be provided there under, the same shall be settled by mutual consultation and negotiation. If attempts for conciliation do not yield any results within a period of 30 days, either of the parties may make a request to the other party for submission of the dispute for decision by an arbitral Tribunal containing a Sole Arbitrator to be appointed by the Secretary, Ministry of Steel. Such request shall be accompanied with a panel of name of three persons to act as a sole arbitrator. In case of such arbitrator refusing, unwilling or becoming incapable to act or his mandate having been terminated under law, another arbitrator shall be appointed in the same manner from among the panel of three persons to be submitted by the claimant. The arbitration proceedings shall take place at New Delhi and shall be conducted in English. The provision of arbitration and conflation act, 1996 and the rules framed there under and enforce shall be applicable to such proceedings.

4.4. All legal proceedings, if necessary, arises to Agency, by any of the parties needs to be lodged in courts situated in Delhi.

Section 5: Opening of Proposal

- I. Technical Proposals shall be opened as per Data Sheet at Ministry of Steel's Office in the presence of Bidders or their authorized representatives who choose to attend the opening of Bids.
- II. The date of opening of Financial Bid will be intimated to the technically qualified Bidder in due course.
- III. The Evaluation Committee shall determine whether the Financial Bids are complete, unconditional and free from any computational error.
- IV. The cost indicated in the Financial Bid shall be treated as final and reflecting the total cost of services including all tax/duties.

Section 6: Award of Work

- I. Work shall be awarded to the Bidder with the highest cumulative score calculated as per the method provided in Date Sheet in terms of the aforementioned terms and conditions and decision of Ministry of Steel shall be final & binding.
- II. Ministry of Steel reserves the right to accept or reject any or all the proposals without assigning any reason.
- III. Ministry of Steel also reserves the right to call for additional information from the Bidders.
- IV. Notification on Award of Work for Bidder shall be made in writing to the successful Bidder.
- V. Period of Engagement: Ministry of Steel and the agency shall enter into an agreement at the commencement of the contract period which shall be initially for a period of one year from the date of signing and could be increased to further two years on mutually agreeable terms and conditions. However, Ministry of Steel will retain the right to terminate the contract at any point of time by giving a notice period of 30 days at risk and cost of the agency.

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Section 7: Proposal formats

7.1 Proposal formats Summary

Ministry of Steel invites Proposals from Firms/ Agencies for "Social Media Management", Bidders are required to submit Proposals in the formats as given under:-

S. No.	FORM	DESCRIPTION
Forms		
1	Form-1P	Covering Letter
2	Form-2P	Bidder's Organization Details
3	Form-3P	Eligibility Checklist
Technical Bid Form		
1	Form-1T	Technical Form
2	Form-2T	Details of Similar Assignments
3	Form-3T	Checklist for Technical Evaluation
4	Form-4T	Technical Qualification of Resources
Financial Bid form		
1	Form-1C	Covering Letter
2	Form-2C	Financial Proposal Format

Yours faithfully

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(Mukesh Kumar Jain)

Under Secretary to the Govt. to India

Tel. # 011-23061243

Disclaimer: The QCBS approach is based upon the Manuals on Policies and Procedures for Procurement of Goods and hiring of Services & Consultants in conformity with GFR, 2017 and other relevant documents and operating instruction issued from time to time. However, the changes, if any, reflect the technical requirement as a consequential mandatory step while uploading through online methods.

7.2. Form-IP: Covering Letter

{Bidder are required to submit the covering letter as given here on their letterhead}

To

The Under Secretary (Establishment)
Ministry of Steel, Udyog Bhawan
New Delhi

Subject: Proposal for Selection of Agency for Social Media Management.

Dear Sir,

We, the undersigned, having carefully examined the referred Short Tender Document, offer to provide the required services, in full conformity with the said Tender Document.

2. We have read the all the provisions of the RFP Document and confirm that these are acceptable to us.

3. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.

4. We agree to abide by this Proposal, consisting of this letter, our Technical and Commercial Proposals, the duly notarized written power of attorney, and all attachments for a period of 120 days from the date fixed for submission of Proposals as stipulated in the RFP Document and modifications resulting from Work Order negotiations, and it shall remain binding upon us and may be accepted by you at and time before the expiration of the period.

5. Until the formal final Work Order is prepared and executed between us, this Proposal, together with your written acceptance of the Proposal and your notification of award, shall constitute a binding Work Order between us.

6. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation or misinterpretation contained in it may lead to our disqualification.

7. We understand you are not bound to accept any proposal you receive, not to give reason for rejection of any proposal and that you will not defray any expenser incurred by us in bidding.

8. Banker's Cheque/Demand Draft No..... dated.....drawn onfor Rs. 3,00,000/- is enclosed towards EMD.

Yours faithfully,

Date
Signature
Designation

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अवर सचिव/Under Secretary
इस्पात मंत्रालय/Ministry of Steel
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7.3 Form – 2P: Bidder's Organization Details

Organization and Financial information (on official letter head)

Details of Organisation	
Name	
Date of incorporation/Establishment	
Date of Commencement of Business	
Address of the Headquarters	
Address of the Registered Office in India	
Area of expertise with respect to this project	
Contact Details (Name, address, phone no. and email)	

Financial Information (All Figures in Lakh)			
	FY 2018-19	FY 2017-18	FY 2016-17
Revenue in INR			
Any other information			

All Bidders shall provide the details in the format above.

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7.4 Form-3P: Eligibility Checklist

The eligibility checklist form to be completed by bidders and to be submitted as part of bid document.

S. No.	Criteria	Documentary Evidence
1	The firm/Agency should be a registered entity with minimum 3 years of existence on the day of the submission of bid	Yes/No Organization Name 1. Reg Certificate (s) 2. PAN Certificate (s)_____ date_____ Page No._____ 3. GST Certificate (s)_____ Page no.(s)_____
2	The firm/Agency should have an average turnover of INR 5 Crores each during the last three financial years	Yes/No 1. FY 2016-17 Rs._____ Page No._____ 2. FY 2017-18 Rs._____ Page No._____ 3. FY 2018-19 Rs._____ Page No._____ Average Turnover Rs._____
3	In last 3 years, firm/Agency must have completed / in progress minimum 3 projects of social media management in Government Sector / PSU	Yes/No 1. Work Order form _____ dt_____ Page No._____ 2. Work Order form _____ dt_____ Page No._____ 3. Work Order form _____ dt_____ Page No._____
4	The Firm/Agency must have minimum 20 experienced professionals in the area of Social Media Management	Yes/No Self/HR certification at Page No._____
5	The firm/Agency should not have been black listed by Central or State Government or PSUs	Yes/No Self/HR certification at Page No._____
6	Details of EMD & Cost of Tender	Yes/No Page No._____ No._____

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7.5 Form -1T: Technical Form

S.No.	Item	To be Labeled as:
1.	Relevant experience in online Social Media Management for Government/PSU (Last 3 years)	Label as 1T 'A'
"2.	Overall Relevant experience in online Social Media Management for Government/PSU in Last 3 years (Government /PSU projects mentioned at S. No. 1 above will not be included here)	Label as 1T 'B'
3.	Approach & Methodology including but not limited to the Following: <ul style="list-style-type: none"> Proposed brand vision and digital marketing strategy presented for Ministry of Steel Proposed Business Model (Cost effective & Viable) Content Development Strategy Comments on the Scope of Work Innovative ideas and suggestions 	Label as 1T 'C'
4.	Term Composition: Details of the Team identified to Work with 'MINISTRY OF STEEL': <ol style="list-style-type: none"> Name of Team Member Designation Work being handled Qualifications Number of years of experience Total experience Experience in the Agency 	Label as 1T 'D'

7.6 Form-2T: Details of Similar Assignments

Assignment Name:	Country:
Location within Country:	Professional Staff Provided by Company:
Name of Client:	No. of Support Staff:
Address & Contact Details of Client:	Duration of Assignment:
Start Date:	Completion Date:
Name of Associated resources:	Approx/value of Services (INR):
Name of Senior Staff involved and functions performed:	No. of Months of Professional Staff provided by Associated resources:
Narration Description of Project w.r.t. Scope of Work defined in this proposal:	


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7.7 Form-3T: Check List for Technical Evaluation

All Bidders are to confirm the Checklist and mark the details as per format and score themselves in Self Marking Column

S. No.	Parameters	Max Points	Check List & Details	Self Marking
1	Profile of the bidder: - Experience in Social Media Management for State or Central Government or any PSU or Public Sector Company with documentary evidence	10	Yes/No 1. WO/Certificate from client Page No. 2. WO/Certificate from client Page No. 3. WO/Certificate from client Page No.	
2	Experience on project-wise Experience on project wise for any PSU or Public Sector Company	10 10	1. WO/Certificate from client dt Page No. 2. WO/Certificate from client dt Page No.	
3.	Profile or CVs of the professionals to be deployed for this work	20	Yes/No Page No.	
4.	Overall average financial strength of the bidder in terms of turnover, in last three years	20	More than Rs. 10 crore - 20 points Rs. 7-10 crore - 15 points Rs. 5-7 crore - 10 points	
5.	Power Point Presentation (15 minutes) giving following details: 1. Evaluation of Social Media Presence (across Government Department) in Government of India 2. Ideas/Strategic initiatives that could be taken up by Ministry of Steel as part of its initiatives 3. Best practices/examples of initiatives used by Government in India	15 10 5	Committee will evaluate.	

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7.8 Form-4T: Technical Qualification of Resources

Technical Qualification of Resources

S. N o.	Resource Person Name	Qualification				Experience				Skill Sets
		Degree/ Diploma/ Certificate	Full /Part Time/ Distance Learning	Marks %	Passing year	Company Name	Designation	Experience (months)	Total Experience	
1										
2										
3										
4										
5										
6										


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7.9 Form-1C: Covering letter

{Bidders are requirement to submit the covering letter as given here on their letterhead.

To,

The Under Secretary (Establishment)
Ministry of Steel, Udyog Bhawan
New Delhi.

Subject: Financial proposal for Selection of agency for Social Media Management

Dear Sir,

Enclosed herewith is our Financial bid for Selection of our agency for Social Media Management as per the Tender Document.

2. We agree to abide by the offer for 120 days from the date of financial proposal and after signing of work Order our offer shall remain binding upon us till completion of the project.

3. We understand that Ministry of Steel is not bound to accept the lowest offer and it reserves the right to reject any or all offers without assigning any reason.

Yours faithfully,

Date

Signature

Designation


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7.10 Form-2C: Financial Bid Format

Sl. No.	Item Description	Quantity	Units	Unit Rate (Inclusive of all) Figurers To be entered by the Bidder for one person in Rs.	GST in %	TOTAL Amount (inclusive of all taxes/charges)	TOTAL Amount in words
1	Cost of Financial Proposal (Including all other taxes): - (a) Annual Cost of person (b) company backend support charges and margin	6	Nos				INR
Total in Figures							INR
Quoted Rate in Words		INR					

GST would be payable at the applicable rates as may be in force time to time. For Financial Evaluation, the total Cost for six resources for the period of one year will be considered. This Fixed Annual Fee will cover costs/expenses of the Social Media Agency for undertaking work as detailed in the Scope of Work.

Note: Rough Break up of costs for each of the items of work listed in the Scope of Work are to be submitted on a separate sheet of paper. This break-up of individual costs will **NOT** be considered for financial evaluation.

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