

REQUEST FOR PROPOSAL (RFP)

Selection of SOCIAL MEDIA AGENCY
For
Information & Public Relations Department
Government of Odisha



Government of Odisha
Information & Public Relations Department,
Lok Sampark Bhawan, Bhubaneswar

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Government of Odisha
Information & Public Relations Department
Lok Sampark Bhawan, Bhubaneswar

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No. 6856 / I&PR, Bhubaneswar, Dated: 17.4.2025 (IPR)

Selection of SOCIAL MEDIA AGENCY For Government of Odisha.

1. **Director, I&PR Department, Govt. of Odisha (The Client)** invites Request for Proposal (RFP) from the eligible bidders for selection of an Agency to manage the affairs of Social Media for I&PR Department, Govt. of Odisha.
2. Scope of work eligibility requirement and other details may be seen in the website of I&PR Department www.inpr.odisha.gov.in/ website of Govt. of Odisha <http://www.odisha.gov.in>. The RFP document may be downloaded from either.
3. Last date for receipt of sealed Proposal is **dtd. 08.05.2025 by 05.00 PM**.
4. Opening of RFP on **dtd. 13.05.2025 at 11.30 PM** in the Office of the Director, I & PR, Lok Sampark Bhawan, Unit-V, Bhubaneswar Pin-751001.
4. Pre-bid consultation with intending bidders on **date 25.04.2025 at 11.30** in the conference hall of I&PR Department .

BIDDER'S DATA SHEET:

Sl. No.	Particular	Details
1	Name of the Client	The Director, I&PR Department, Govt. of Odisha
2	Method of Selection	Quality & Cost Based Selection (QCBS)
3	Date of the Issue of RFP	Dtd. 18.04.2025
4	RFP Due Date	dtd. 08.05.2025 by 05.00 PM
5	Date of Opening of the Proposal	dtd. 13.05.2025
6	Address for Submission of Proposal	The Director , I&PR Department, Information & Public Relations Department, Government of Odisha,

		Lok Sampark Bhawan, Unit-V, Bhubaneswar, Odisha-751001 Telephone No- 2394890 Email – iprodisa@gmail.com Mode of Submission: Speed Post/Registered Post/Courier service only. Submission of Proposal through any other mode and late Proposal will be rejected.
7	Place of Opening of Proposal	Conference Hall of I& PR Department

Memo No. 6857 /IPR., BBSR, Dated 17/4/2025

hmc
Director
17.04.25

Copy forwarded to the OSD to Principal Secretary to Govt., I & PR for favour of kind information of Principal Secretary to Govt.

Pa
17.04.25

Deputy Secretary to Govt.

Memo No. 6858 , Date 17/4/2025

Copy forwarded to the System Analyst (I/C) for information and necessary action. He is requested to take appropriate steps for uploading the Request for Proposal (RFP) in the website of Information & Public Relations Department www.inpr.odisha.gov.in/ website of Govt. of Odisha <http://www.odisha.gov.in>.

Pa
17.04.25

Deputy Secretary to Govt.

Memo No. 6859 , Date 17/4/2025

Copy forwarded to the System Analyst/State Portal, Secretariat for information and necessary action. They are requested to hoist the Request for Proposal (RFP) in the State Govt. Portal.

Pa
17.04.25

Deputy Secretary to Govt.

Memo No. 6860 , Date 17/4/2025

Copy forwarded to the Director ,Technical for information and necessary action. He is requested to publish the Request for Proposal (RFP) in two leading Odia News Papers and two leading English dailies (All India Edition) on **dttd. 18.04.2025**.

Pa
17.04.25

Deputy Secretary to Govt.

Memo No 6861, Date 17/4/2025

Copy forwarded to the Superintendent, Issue Section for information and necessary action. He is requested to display the Request for Proposal (RFP) in the Notice Board of this Department.


Deputy Secretary to Govt.

Memo No 6862, Date 17/4/2025

Copy forwarded to the Dairy Superintendent for information and necessary action.

He is requested to collect the sealed bid documents superscribed as " **SELECTION OF SOCIAL MEDIA AGENCY FOR INFORMATION & PUBLIC RELATIONS DEPARTMENT, GOVERNMENT OF ODISHA** "received by Speed Post/ Registered Post/Courier service only and **hand over the bids to the Section Officer, IMU ON DAILY BASIS** .

O.E.-II Section is requested to supply a good condition covered iron almirah to the Dy. Secretary, IMU, for safe custody of the bid documents.

The Dy. Secretary, IMU will countersign date wise receipt register which will be prepared by the Section Officer , IMU and keep the received documents in his safe custody.

The Dairy Superintendent will not authorize anybody to receive the bid documents in any case.

No Proposal through any other mode will be received.

Late Proposal after the due date and time will NOT be received.


Deputy Secretary to Govt.

Memo No 6863, Date 17/4/2025


Copy forwarded to the to the System Analyst (I/C) & O.E.-II Section for information and necessary action.

They are requested to keep the conference hall ready on the date mentioned for Pre-Bid Meeting and other consequential meetings.


Deputy Secretary to Govt.

Government of Odisha
Information & Public Relations Department
Lok Sampark Bhawan, Bhubaneswar
REQUEST FOR PROPOSAL (RFP)

1. **Principal Secretary to Govt.** , I&PR Department, Govt. of Odisha (The Client) invites Request for Proposal (RFP) from the eligible bidders for selection of an AGENCY to manage the Social Media of I&PR Department, Govt. of Odisha.
2. Technical Specifications and other requirements may be seen in the website of I & PR Department www.inpr.odisha.gov.in/ website Govt. of Odisha i.e. <http://www.odisha.gov.in>.
3. The Application shall be submitted to the office of the undersigned duly signed by the authorized signatory on each page and duly authenticated with seal in token of having read, understood and accepted the terms and conditions of the RFP. Application submitted otherwise than in the manner prescribed in the Request for Proposal (RFP) shall be rejected.
4. I&PR Department has the right to accept or reject the Tender(s) without assigning any reason thereof.
5. **Date of Issue of Request for Proposal (RFP) on dtd. 18.04.2025.**
6. **Last date for receipt of sealed RFP on dtd. 08.05.2025 at 05.00 PM.**
7. **Date for opening of RFP on dtd. 13.05.2025 at 11.30 AM** in the Conference Hall, I&PR, Lok Sampark Bhawan, Unit-V, Bhubaneswar, Pin-751001.Telephone No- 2394890/ Email – iprodisha@gmail.com.
8. The concerned Agencies are required to attend the bid opening meeting or depute their authorized Representatives to remain present during opening of the RFP on dtd.13.05.2025 at 11:30 AM in the Office of the Director, I&PR, Lok Sampark Bhawan, Unit-V, Bhubaneswar, Pin-751001.Telephone No- 2394890/ Email– iprodisha@gmail.com
9. **The RFP received after the stipulated date and time will not be taken into consideration and will be liable for rejection.**
10. All disputes which may arise relating to the tender are subject to judicial jurisdiction of the competent Court in Bhubaneswar only.
11. It is to certify that **this tender document contains 53 pages.**


Director 17-04-25

(Tender Calling Authority)

SECTION: 1

LETTER OF INVITATION

RFP No:

6857

Dated:

17/4/2025

Name of the Assignment: selection of **SOCIAL MEDIA AGENCY**.

Director, I&PR Department, Govt. of Odisha (The Client) invites Request for Proposal (RFP) from the eligible bidders for selection of an Agency to manage the Social Media of I&PR Department, Govt. of Odisha.

Relevant details on the proposed service are provided at **Section-2: Terms of Reference (Information to the bidder)** of this RFP Document.

1. AGENCY will be selected in accordance with **Quality & Cost Based Selection (QCBS)** procedure as prescribed in the RFP Document.
2. The proposal has to be delivered at the specified address of the Bidder Data Sheet by **Speed post / Registered Post / Courier Service**. The Client shall not be responsible for any delay in receipt of the Tender papers. Proposal will not be accepted in any other mode. The Proposal received after due date and time will not be considered.
3. The last date and time for submission of proposal completed in all respects is **dtd.08.05.2025 by 05.00 p.m.** and the date and time for opening of the technical bids in presence of the bidders or their authorized representatives at the address mentioned in the Bidder Data Sheet (**Sl. No. 6**) is **dtd.13.05.2025 at 11:30 AM**. Representatives of the bidders may attend the meeting with letter of due authorization.
4. **This RFP includes following sections:**
 - a. Bidders' Data Sheet
 - b. Letter of Invitation
 - c. Terms of Reference (Objective, Scope & Deliverables)
 - d. Evaluation criteria (Eligibility, Technical & Financial)
 - e. Terms & Conditions
 - f. Form for submission of Technical Proposal

g. Form for submission of Financial Proposal

5. While all information/data given in the RFP are accurate within the consideration of scope of the proposed assignment to the best of the Client's knowledge, the Client holds no responsibility for accuracy of information and it is the responsibility of the bidder to check the validity of information/data included in this document. The Client reserves the right to accept / reject any/all proposals / cancel the entire selection process at any stage without assigning any reason thereof. No claim whatsoever shall be admissible for the alleged loss/damage suffered by the bidders on account of such rejection. In case of any dispute/ambiguity arising in the process relating to documents, the decision of the Tender calling authority shall be final, binding and cannot be challenged.



Director 17.4.25

I&PR Department, Govt. of Odisha

Section-2

Terms of Reference



Selection of Social Media Agency

For

**Information & Public Relations Department,
Government of Odisha**



INFORMATION AND PUBLIC RELATIONS DEPARTMENT

Keshari Nagar, Bhubaneswar-751001, Odisha, India
W: <https://inpr.odisha.gov.in/> | T: 2393220/2536736

1 INFORMATION TO THE BIDDER

1.1 Introduction

Information And Public Relations Department, Government of Odisha invites responses (“Tenders”) to this Request for Proposals (“RFP”) from eligible Consulting Agencies/ Firms (“Bidders”) for **SOCIAL MEDIA MANAGEMENT**, of I&PR Department, Government of Odisha as described in this RFP.

Proposals need to be received in the prescribed period and mode, i.e. not later than time, date and venue mentioned in the Fact Sheet. Proposals that are received late will lie outside scope of consideration.

I&PR Department will award the Contract to the successful Consulting Agency/ Firm whose proposal has been determined as the best value proposal based on Technical and Financial evaluation criteria and accepted by the Tender Accepting Authority. The formula of QCBC with weightage proportion of 70 & 30 between quality and financial yardsticks will apply in selection of the Agency.

1.2 KEY OBJECTIVES:

- To establish & strengthen the image of the government of Odisha, all its offices & departments as the best in the country by increasing visibility of positive actions and programme implementation and enhancing the length of the reach communication strategy for raising the profile.
- To plan and execute presence of the government of Odisha, office of the Hon'ble CM and other Administrative functions (as directed by the DIPR) in media.
- To effectively disseminate information about state government's developmental schemes, decisions, major projects, policies, initiatives, success stories, etc. through digital and social media at regional, national and international levels.
- To position Odisha's image as a State of accomplishment by facilitating interviews of senior officials in the digital & social media.
- To create verity and bring in durability of perception by organizing event of innovation to achieve the above, I&PR Department, Government of Odisha is going to establish a **SOCIAL MEDIA**

MANAGEMENT UNIT. The verticals of the unit will be as per the defined scope of the work.

By leveraging the power of social media, I&PR Department, Government of Odisha aims to enhance transparency, accessibility, and public trust in relation to all progressive interventions. The **SOCIAL MEDIA MANAGEMENT UNIT** of the Dept. will play a crucial role in implementing the reach-out strategy of Govt.

2 SCOPE OF WORK

The agency shall perform, inter-alia, in consultation with the client, the following tasks (but not limited to):

a) Social Media:

The agency will be responsible for handling, managing and maintaining the existing official social media handles of I&PR Department, government of Odisha, as mandated by the client. If required, initiation & creation of new social media handles will be taken up.

The agency may be assigned more social media handles as & when necessary to be maintained. It will be targeted to increase the count of verified account followers by 5% every 6 months otherwise and anything otherwise may have to be explained satisfactorily. Efforts will be made to maximize the outreach with content of quality and for sustainable & organic growth in followership for each of the assigned social media handle. Growth in followership should have wide mix of demography.

- (i) **Post Frequency:-** The agency shall have to maintain regularity in daily post frequency on each of the assigned social media handle. When required amount of content is not generated as per the bottom line of deliverables i.e. post count, it is expected of the agency to diligently source & post new/authentic information. In case of events, announcements, assembly sessions, visits, meetings, etc., frequency of posting will be increased (in consultation with the client), and the agency will respond to the incremental requirement.

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

(ii) **Management:** - The selected agency will have a wide spectrum of assignments comprised only illustratively in Content creation and curation, posting and other extensive outreach efforts to spread information about state government's schemes, initiatives, policies and achievements. It will include, but will not be limited to:

- Daily content creation and posting for each of the assigned social media handle. The content guidelines will be shared with the agency. However, agency must be well equipped to create useful content seminally highlighting the accomplishment of Govt.
- Hiccup free coordination with client identified sources for inputs, content generation and authentication.
- All posts to be in accordance with the vision/objective of Govt. and aligned with the schemes under implementation and planning.
- Repackaging of content (videos, animations, photographs, gifs, text & other formats) to drive user-engagement.
- Giving periodic new look & feel to social media handles in form of artwork, creative, themes, etc. (basing upon the approval of respective offices/departments).
- Creation of new social media accounts (as directed by the CLIENT) and their maintenance.
- Tapping the relevant search audience to bring them on social media to gain followership and engagement.
- Search engine optimization for various digital assets of the Government of Odisha.
- Improving ranking of various digital assets of the government of Odisha in various search engines.
- Staying topical, up-to-date and relevant with ongoing initiatives of respective offices.
- Neutralisation of negative stories and propagating positive narratives of the government of Odisha.
- Facts checks on social media posts and negating false information.
- The primary language of social media content to be Odia & English and Hindi content to be as per the directions of client on required occasions.

(iii) **Content Creation:-** There has to be utmost diligence in content creation. Creativity without intriguing decency at any cost should be the cornerstone of the draft and the process will not be limited to and broadly categorized in to the following:

- Developing social media creative (images, videos, animations, gifs, etc.)

- Writing copies for social media posts (in Odia and English). Designing artwork (for posts, banners, targeted campaigns, ETC).
- Creative content generation entails recreation, conversion of packaging the available content and repackaging (videos and photographs) into suitable formats whenever necessary. This may be of various forms such as videos, images, graphics, smart art, animations, story content board, etc. The agency must be well versed with tools of designing, scheduling, performance tracking, utilizing trends & best practices for wider reach, utilizing keywords, user engagement tactics, etc. for greater visibility and reach.

(iv) Content Calendar:

- Basic and referral inputs to be obtained by the Agency from different deptts. about govt. schemes, so that they will have some rudimentary preparedness.
 - Pre-defined weekly content calendar for each of the social media platform to be shared with the client (or respective offices, as directed), a week in advance for approval
 - The same cycle to be followed for approval of the content calendar throughout the year.
 - Additional posts on live activities/events/announcements to be worked on, over & above the pre-defined content calendar
 - The content needs to be textual, visual, audio-video based, Interactive and engaging
 - Above is to be done without any interference with intellectual property rights (client).

(v) Online Reputation Management & Social Listening:

Online reputation management of the government of Odisha, office of the Hon'ble chief minister of Odisha and other assigned handles, in the digital and social media space will be incumbent upon the selected agency. The agency will use effective tools for social and real-time listening and monitoring. This will include, but will not be limited to:

- Comprehensive social media monitoring of the assigned handles/brands, through an approved in-house software and the findings to be reported to the client. The monitoring tool must have been a paid version for the entire period of contract.
- Trend monitoring: To spot and flag emerging trends.
- Brand monitoring: To monitor conversations on the brand and provide insights on incoming queries, reach, and campaign.
- Moderation of all social media platforms to address spam, unauthorized ads, inappropriate content, etc.

- Filtering of comments, providing responses to official social media profiles (upon approval), and creation of relevant tagging & linkages.
- Grievance and feedback received from public to be analyzed, filtered and shared with the client fortnightly.

(vi) **Innovative Campaigns:-** The agency is required to conceptualize periodic innovative campaigns, to propagate the vision/efforts/initiatives/achievement of the government of Odisha and to develop 'Vikshit Odisha' on social media.

(vii) **Crisis Communication:-** In the event of unforeseen occurrences, which may have potential of creating negative perception about the government, the agency will have to take proactive steps to assist in diffusing the negative communications through social media communications, as deemed fit.

The agency will have to work towards sustaining and increasing the subscribers' base and engagement with the website of the government of Odisha by creating new content, artwork, designing consumer engagement quiz, opinion polls, etc. It also includes working with various state departments to design and execute innovative consumer engagement activities.

(viii) **Analytics:** Collect, monitor, leverage social media site analytics (for example, Facebook Insights etc.) to improvise Social Media Optimization along with media aggregation and analysis across all medium and major languages to be delivered on an integrated dashboard and app.

(ix) **Storage of Content (Social Media):-** Storage of raw footages/ content and processed content in digital formats for the purpose of archiving will be the responsibility of the agency. The archived content should be available for at least 3 years.

(x) **Key Influencer Marketing Program**

Arrange for bloggers & Influencers, as and when instructed by authorities/Nodal Officer of Govt. of Odisha. Planning and Executing "Key Influencer publicity campaign Programs" on department's Social Media platforms. Influencer marketing or influence marketing is a form of marketing in which focus is placed on specific key individuals or types of individual rather than the target market as a whole on Social Media platforms. Key Influencer Publicity & marketing: Align relevant influencers with notable clout score, who are well known in the subject are a top remote the reach of our content to the audience, thus increasing reach & visibility.

The influencer Marketing should aim at engaging Top influencers in the Digital/Social Media. The primary focus of the influencer marketing shall be on blogs & forums and other social media channels. Apart from the regular activities, the agency must make sure that content is generated for the social media channels through these influencers to spread awareness about schemes/initiatives of Govt. of Odisha or to increase the reach for a Social Media campaign.

3. SPECIFIC DELIVERABLES

In the outlined broad scope of work the deliverables have been as far as practicable measured and benchmarked with the corresponding bottom-line.

Sl. No	Social Media	Frequency
1	Social media content creation for each of the assigned handle, posting, scheduling and maximizing outreach efforts,	Daily
2	Comprehensive social media monitoring about the assigned handles/brands through an approved software and reporting the findings to the DIPR.	24x7, to be reported Daily
3	Short format videos like reels, etc., suited for social media engagement, for each of the assigned social media handle.	10 per month
4	Blogs, (in consultation with respective office) for each of the assigned social media handle.	5 per month

REPORTING		
5	Buzz trend monitoring: total number of mentions around relevant keywords along with insights on any spikes/plunge in the data and monitoring of daily perception, competition analysis, positive, and neutral & negative stories. To identify and analyze key topics of conversations happening around the government of Odisha, its functioning and political leadership.	24x7, to be reported daily
6	To identify and report influencing powers/personalities on social media, advocates of the government of Odisha, quality of content being generated and its impact.	24x7, to be reported weekly
7	Social media performance report, detailing the reach, engagement, user demographic details and analytics for	Monthly

	each of the assigned handle and special Consolidated work done by the social media agency to achieve the mandate of the monthly tender, all initiatives, analytics report, impact created and achievements.	
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ADDITIONAL:

- Support any initiatives (digital, electronic or on-ground) of the state government and execute a comprehensive communications outreach plan.
- Designing capabilities to create artwork for print/digital communication.
- People’s engagement at division/district level to gather feedback about the state government schemes, decisions and policies by means of direct/indirect communication and social events.
- Identify and maintain a national list of media professionals relevant to the government of Odisha.

4. RESOURCE PLANNING

<i>Sl. No.</i>	<i>Item</i>	<i>Unit</i>	<i>No. of Resource</i>
1.	Team Leader	Man-Month	01
2.	Content Writers- English (2), Odia (2) Hindi (1)	Man-Month	05
3.	Graphic Designer	Man-Month	04
4.	Video Editor	Man-Month	01
5.	Trend Analyst	Man-Month	02

5. PROJECT DURATION

The contract will be assigned for a period of two (2) years, **which may be extended for an additional 6 months at a time (up to a maximum of 1 year)**, subject to satisfactory performance of the agency, and on the same terms & condition, without any cost escalation. The government of Odisha will evaluate and assess the performance of the agency after one year through its own mechanism. The decision of then I&PR Department, government of Odisha regarding extension will be final and binding.

6. RESOURCE ELIGIBILITY AND EXPERIENCE

Sl. No	Profile	Eligibility & experience
	<p>Team Leader (1)</p> <p>(Leading the public relations & communications mandate, coordination with the DIPR & other offices, media management, editorial services, press briefing and project delivery)</p>	<ul style="list-style-type: none"> ➤ Post graduate in journalism or mass communication. ➤ 15 years of work experience leading the social media / media management/ communication in any State/ Central government or PSU organizations with some work experiences in Odisha.
	<p>Content writer-English (2)</p> <p>(content development)</p>	<ul style="list-style-type: none"> ➤ Post graduate in English literature with ➤ PG Diploma in Journalism/Mass Communications. ➤ 4 years of content writing/editorial experience for a media firm/government client, excellent writing and editing skills in English.
	<p>Content writer-Odia(2)</p> <p>(Content development, drafting specialized articles & translation from/Odia to Hindi/English) and vice-versa.</p>	<ul style="list-style-type: none"> ➤ Post-graduate in any Social Science with PG Diploma in journalism/mass communications ➤ 4 years of content writing/editorial experience for a media house/government client/academic institute, excellent writing, editing and translation skills in Odia. ➤ Experience in Free-lance Odia writing will be preferred.
	<p>Content writer-Hindi (1)</p> <p>(content development)</p>	<ul style="list-style-type: none"> ➤ Post-graduate in any Social Science with PG Diploma in journalism/mass communications ➤ 4 years of content writing/editorial experience for a media house/government client/academic institute, excellent writing, editing and translation skills in Hindi. ➤ Experience in Free-lance Hindi writing will be preferred. ➤

	Graphic designer (4) (producing artwork, videos, graphic & video editing, visualization work develop content) to communications	<ul style="list-style-type: none"> ➤ Degree/ Diploma in Graphic Design/Animation ➤ Having 4 years of working experience in Photoshop, Illustrator, Corel draw X5, FlashCs4, Basic html. ➤ Conversant with latest version
	Video Editor(1)	<ul style="list-style-type: none"> ➤ Bachelor/Diploma in video editing ➤ Having 4 years of working experience Adobe Premiere Pro, Final Cut Pro, Avid Media Composer, DaVinci Resolve, and After Effects.
	Trend Analyst (02) (For delivering hashtag & trend campaigns on social media platforms)	<ul style="list-style-type: none"> ➤ Graduation in IT. Digital media certification preferred. ➤ Having 5 years of working experience in social & digital media management, with knowledge of digital trends, command over digital ad formats, social media tools, content development & client serving.

* The resume of all proposed resources need to be attached in the technical bid. Proficiency in respective language for content writing in Odia, English and Hindi has to be ensured. The final deployment of resources will only happen after they are personally interviewed by the DIPR for fitment. The DIPR will provide space for the upcoming work station. I&PR Department shall provide technology support (hardware & software) to the deployed resources to perform day-to-day tasks. The proposed team should not be ordinarily changed during the execution of the project. Replacement as permitted is to be made with another resource of similar educational & professional credentials.

The proposed team should not be changed during the execution of the project. If needed, replacement to be made with another resource of similar educational & professional credentials.

Note: the team must be available, capable and equipped to respond 24x7, keeping in mind the mandate & objective of Public Relations and communications outreach. The agency is expected to perform tasks as listed in the 'scope of work'. In addition to the above scope of work, the agency will also be responsible for any additional work assigned under the ambit of Social Media and communications.

Note: the agency in the financial quote must provide total cost of providing social media services including service charges to the department of Information and Public Relations, Government of Odisha, calculating the same for a period of one (1) year.

Note: the client will demand additional manpower, if need be, on the same terms and conditions at the selected cost.

7. TECHNICAL EVALUATION CRITERIA

S. No.	Parameters	Score	Marks Scored
A	Technical Documentation	70	
I.	The average annual turnover of at least Rs. 5 Crore in any three (3) FYs out of the preceding 5 FYs in multi-media activities i.e 2019-20,2020-21,2021-2022, 2022-2023 & 2023-2024. Rs.5 crore –(10 marks), Rs. 5-10 crore- (15 marks) more than Rs.10 crore (20 marks)	20	
II.	Years of experience in the field of Social Media management agency. (3-5years- 05 marks/ More than 5 years -10 marks)	10	
III.	Manpower deployment Team leader 3 marks x 1 resources Content writer-(English, Odia, Hindi) 02 marks x 5 resources Graphic designer 1 mark x 4 resource Video editor 1 marks x 1 resources Trend Analyst 1 mark x 2 resource	20	
IV.	Executed and handled at least 2 projects related to social media jobs, each amounting more than 1 crore of any Government Ministry/ Department (Central/State), Public Sector Undertaking in the last three financial years i.e 2021-22, 2022-2023 & 2023-2024 . 2 Work orders (10 marks), 3-5 work orders (15 marks), more than 5 work orders (20 marks)	20	
B.	Technical Presentation	30	
I.	Content creation & Creativity Sample press releases and newsletter (in Odia, English & Hindi) on the Govt. of Odisha (dummy creative and writing samples), coffee table/ e books/website designing)	10	
II.	Approach /Methodology /Strategy Communications strategy on the successful completion of the first term of the government of Odisha, approach to elevate social media efforts for the Government of Odisha	10	
III.	Communication/Performance tracking & Analytics	10	
	Total (A & B)	100	

COMMITTEE BY CLIENT FOR VERIFICATION:

All the work done and reports submitted by the agency, as part of the scope of work, will be verified and validated by a committee of the dept., under the chairmanship of Director, I&PR.

MANPOWER DEPLOYMENT:

The agency needs to deploy the resources, within one week of the award of the contract, onsite Bhubaneswar. The team (total of 13 resources) will have to work onsite for daily coordination with the client dept. & other offices and deliver daily operational tasks.

8. ELIGIBILITY CRITERIA OF AGENCY (BIDDER)

SL. No.	CRITERIA	DOCUMENTARY EVIDENCE
1	Bidder should have been a registered/ legally valid company under the Indian companies Act or registered individual/proprietorship firm/ partnership firm. No consortium is allowed.	A proof for supporting document regarding legal validity of the bidder shall be submitted.(Copies of registration shall be furnished) (Copy of Certificate of incorporation and Partnership Deed etc. as applicable shall be furnished)
2	The bidder should have valid PAN & GST registration for legally carrying out its business activities.	The bidder should submit PAN copy & IT Return filing copy for last consecutive three assessment years (i.e. 2021-22, 2022-23, and 2023-24) along with GST registration copy and up-to-date GST Return filing copy.(Photo Copies of PAN Card and GST registration certificate shall be furnished)
3	Registered under the Employees Provident Fund Act, 1952.	Copies of registration & validity shall be furnished
4	Registered under the Employees State Insurance Act, 1984	Copies of registration & validity shall be furnished
5	The Bidder must have been in operation for a minimum period of 5 years with at least three	A certificate from chartered accountant certifying that the bidding agency is in operation for a minimum

	years' experience in Social Media management (up to the last date of submission of bid) for any Central / State Government / Autonomous bodies / PSUs.	period of 5 years as on 31 st March 2024 with at least 3 years of experience in providing services in social media management must be submitted along with requisite work orders in support of the experience claimed.
6	The bidder must have executed and handled at least 2 projects related to social media jobs, each amounting more than 1 Crore for any Ministry / Department (Central / State Government), Public Sector Undertaking in the last three financial year's i.e. 2021-2022, 2022-2023 & 2023-2024.	Copy of Work Order/Contract and work completion/ payment receipt.
7	The average annual turnover of at least Rs. 5 Crore in any 3FYs out of the preceding 5 FYs in multi-media activities i.e 2019-20, 2020-21, 2021-2022, 2022-2023 & 2023-2024.	The bidder must submit A certificate from chartered accountant clearly mentioning of average turnover with signature, stamp/ registration no. and audited balance sheet of last five financial years.
8	The bidder with unsatisfactory performance, if any, will not be eligible for the tender process.	An undertaking that the bidder has not been terminated from any Govt. / PSU organization due to unsatisfactory performance.
9	The Agencies must not have been barred or blacklisted by any State/ Central Government Departments/ Govt. PSUs and also should not have indulged in any criminal offence.	An Affidavit to this effect shall be furnished.
10	The Registered Office / Branch Office of the selected Service Provider must be located within the jurisdictional area of the user Department/Office.	The bidder must submit an undertaking that if selected shall establish an office in Bhubaneswar, Odisha.

9.EVALUATION AND SELECTION PROCEDURE

A three stage process will be adopted as explained below for evaluation of the proposals:

9.1 Preliminary scrutiny (1st Stage):

Preliminary evaluation of the proposals will be done to determine whether the proposal complies with the prescribed eligibility condition and the requisite documents / information have been properly furnished by the bidder or not. Submission of following documents / information will be verified:

- Proof of legally valid entity
- Filled in Bid Submission Check List in Original
- Covering letter (**TECH-1**) on bidder's letterhead requesting to participate in the bidding process.
- Bid Processing Fee as prescribed
- Deposit of EMD as prescribed
- Copy of PAN
- Copy of Certificate of Incorporation/ Registration
- Copy of Goods and Services Tax Identification Number (**GSTIN**) with up to date GST return 3B filling copy.
- Copy of EPF , ESI Registration Number and validity
- Copies of IT Return for the last three assessment years (**AY 2021-22, 2022-23 and 2023-24**).
- General Details of the Bidder (**TECH – 2**)
- Financial capability of the bidder along with all the supportive documents as applicable duly signed and certified as per the instruction. (**TECH – 3**)
- Power of Attorney (**TECH – 4**) in favour of the person signing the bid on behalf of the bidder.
- List of completed assignments of similar nature (Past Experience) Details, as per Sl. No-7 of eligibility criteria along with copies of contracts / work orders from previous clients. (**TECH – 5**)
- Self-Declaration on Conflict of Interest (**TECH -6**)
- Affidavit for not having been black-listed by any Central / State Government /Any other autonomous bodies/ International & National Organization. (**TECH – 7**)
- Duly filled in Technical Proposal Forms (**TECH – 8 & 9**).
- All the pages of the proposal and enclosures / attachments are signed by the authorized representative of the bidder
- Undertaking to establish office at Bhubaneswar if selected.
- Turn over certificate of last **Five** years duly certified by the CA as per Sl. No-8 of eligibility criteria.

Bid not complying any of the above requirement, will be out rightly rejected.

9.2 Technical Evaluation (2nd Stage):

Technical proposal will be opened and evaluated for those bidders who qualify the preliminary scrutiny stage. Technical evaluation of the proposals of the qualified bidders shall be made as per the technical parameters mentioned in the objective & Scope.

Bidders will make a presentation before the Client during the technical evaluation stage. The objective of the presentation is to enable the Client to evaluate the bidders about their understanding and preparedness for the proposed assignment. Clarifications, if any, as required by the Client will also be discussed during the meeting. The schedule for the technical presentation will be intimated to the preliminary evaluation qualified bidders before 7 days of the date of technical presentation. The financial proposals of the technically qualified bidders will be opened on a day following the day(s) of presentation and the bidders whose technical proposal secures at least **60 Marks** at the technical evaluation stage, will be qualified for opening of the financial proposal and the rest will be eliminated from the process.

9.3 Financial Evaluation (3rd Stage):

The financial proposals of the technically qualified bidders only shall be opened at this stage in the presence of the bidders representatives who wish to attend the meeting with proper letter of authorization. The name of the bidder along with the quoted financial price will be announced during the meeting.

Evaluation Method:

Quality and Cost Based Selection (QCBS) method will be followed during the overall selection process. Based on the evaluation of technical proposal, the technically qualified bidders shall be ranked in accordance with the marks obtained at the stage of technical evaluation. There shall be **70 % weightage** to technical score and **30 % weightage** to financial score.

Proposal with the lowest quote(cost) shall be given a financial score of 100 and other proposals shall be given financial scores that are inversely proportional to their prices with respect to the lowest offer. Similarly, proposal with the highest technical marks shall be given a score of 100 and other proposals be given technical score that are proportional to their marks with respect to the highest technical mark. The total score, both technical and

financial, shall be obtained by weighing the quality and cost scores and adding them up. On the basis of the combined weighted score for quality and cost, the consultant shall be ranked in terms of the total score obtained. The proposal obtaining the highest total combined score in evaluation of quality and cost will be ranked as H-1 bidder followed by the proposals securing lesser marks as H-2, H-3 etc. The proposal securing the highest combined marks and ranked H-1 will be invited for negotiations, if required and shall be recommended for award of contract. In the event two or more bids have the same score in final ranking, the bidder having higher technical score during the technical evaluation round will be considered as the H-1 bidder.

Example:

In a particular case of selection of consultant, it was decided to have minimum qualifying marks for technical qualifications as **60 (Sixty)** and the weightage of the technical bids and financial bids were kept as 70:30. In response to the RFP, three proposals, A, B & C were received. The technical evaluation committee awarded the following technical score:

A: 75 Mark B: 80 Mark C: 90 Mark

So, all the above three proposals were found to be technically qualified.

The formula for determining the Technical scores (ST) of all the above proposals is calculated as per the following procedure:

$$ST = (100 \times T/TH)$$

Where "ST" = Technical score

"TH" = Highest Technical Score secured by the qualified bidder

"T" = Technical Score of the Proposal under consideration

Using the above formula, the individual technical score secured by the individual bidder are as follows:

$$A = 100 \times (75/90) = 83.33$$

$$B = 100 \times (80/90) = 88.88$$

$$C = 100 \times (90/90) = 100$$

The financial proposals of the above bidders were opened and the evaluated quoted prices are as under:

A: 120 INR

B: 100 INR

C: 110 INR

The lowest evaluated Financial Proposal (FM) is given the maximum financial score (SF) of 100. The formula for determining the financial scores (SF) of all other Proposals is calculated as per the following procedure:

$$SF = 100 \times (FM / F)$$

Where "SF" = Financial score,

"FM" = Lowest Evaluated Financial Bid

"F" = Quoted Financial Bid under consideration

Using the above formula, the individual financial score secured by the respective bidder are as follows:

$$A = 100 \times (100/120) = 83.33$$

$$B = 100 \times (100/100) = 100$$

$$C = 100 \times (100/110) = 90.90$$

The weightage given to the Technical (T) and Financial (P) Proposals are: T = 0.7, and P = 0.3

Proposals are ranked according to their combined technical (ST) and financial (SF) scores using the weights (T = the weightage given to the Technical Proposal; P = the weightage given to the Financial Proposal):

$$\text{Where } S = (ST \times T) + (SF \times P)$$

Accordingly, the combined score secured by each

bidder are as follows:

$$A = (83.33 \times 0.70) + (83.33 \times 0.30) = 83.33 = H3$$

$$B = (88.88 \times 0.70) + (100 \times 0.30) = 92.22 = H2$$

$$C = (100 \times 0.70) + (90.90 \times 0.30) = 98.19 = H1$$

The bidder C securing the highest evaluated Combined Score (S) of 98.19 with evaluated cost of Rs. 110.00 will be the preferred bidder and recommended for award of the contract observing due procedure. For the purpose of evaluation, the total evaluated cost shall be inclusive of all taxes & duties for which the Client will make payment to the consultant.

➤ **Contract Negotiation:**

Contract Negotiation will be held at a date, time and address as intimated to the preferred bidder. The bidder will, as a pre-requisite for attendance at the negotiations, confirm availability of all the proposed staff for the assignment. Representative conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract. Negotiation will be performed covering technical and financial aspects, if any and availability of proposed professionals etc.

➤ **Award of Contract:**

After completion of the contract negotiation stage, the Client will notify the successful bidder in writing by issuing an offer letter for signing the contract and promptly notify all other bidders about the result of the selection process. The successful bidders will be asked to sign the contract after fulfilling all formalities within 7 days of issuance of the offer letter. After signing of the contract, no variation or modification of the terms of the contract shall be made except by written amendment signed by both the parties. The Contract will be valid for **2 Years** from the date of effect of the Contract subject to annual renewal on satisfactory performance. ***Sub-contracting is not allowed under this RFP.***

➤ **Conflict of Interest:**

Conflict of Interest exists in the event of: (i) conflicting assignments, monitoring and evaluation of the same project by the eligible bidder; (ii) Agencies or institutions (individuals or organisations) who have a business or family relation with the Client directly or indirectly; and (iii)

practices prohibited under the anti-corruption policy of the Government of India and Government of Odisha.

(iii) The bidders are to be careful so as not to give rise to a situation where there will be conflict of interest with the Client as this will amount to their disqualification and breach of contract.

➤ **Disclosure:**

- a. Bidders have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the bidder or termination of its contract.
- b. Bidders must disclose if they are or have been the subject of any proceedings (such as blacklisting) or other arrangements relating to bankruptcy, insolvency or the financial standing of the Bidder, including but not limited to appointment of any officer such as a receiver in relation to the Bidder's personal or business matters or an arrangement with creditors, or of any other similar proceedings.
- c. Bidders must disclose if they have been convicted of, or are the subject of any proceedings relating to:
 - a criminal offence or other serious offence punishable under the law of the land, or where they have been found by any regulator or professional body to have committed professional misconduct;
 - corruption including the offer or receipt of an inducement of any kind in relation to obtaining any contract;
 - Failure to fulfill any obligations in any jurisdiction relating to the payment of taxes or social security contributions.
 - The disclosure as required has to be made in the form of affidavit.

➤ **Anti-corruption Measure:**

- a. Any effort by Bidder(s) to influence the Client in the evaluation and ranking of financial proposals, and recommendation for award of contract, will result in the rejection of the proposal.
- b. A recommendation for award of Contract shall be rejected if it is determined that the recommended bidder has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question. In such cases, the Client shall blacklist the bidder either indefinitely or for a stated period of time, disqualifying it from participating in any related bidding process for the said period.

➤ ***Amendment of the RFP Document:***

At any time before submission of proposals, the Client may amend the RFP by issuing an addendum to be published on the website of I&PR Dept. Any such addendum will be binding on all the bidders. With a view to allow reasonable time to bidders to take the addendum into account in preparation of their proposals, the Client may, at its discretion, extend the dateline for the submission of the proposals.

➤ ***Replacement of Key Personnel:***

The Professionals and Support Staff to be deployed under this contract must be dedicated in nature. No replacement of resources is allowed within the lock in period of 1 Year from the date of effect of the contract unless the client i.e. the Dept. of I & PR specially asks for replacement of any resource. In the event of the latter the dept.'s final decision will be binding upon the agency contracted with. Further the substitution arising out of death or medical incapacity which is really beyond the control of bidder will be acceptable to the client. The Client also reserves the right to request the Agency to replace the deployed key personnel if they are not performing at a level of satisfaction of the Client. After notification, the Agency will provide CV of appropriate candidates within Fifteen (15) days for review and approval. The Agency must replace the personnel within **forty-five (45) working days** from the date of notice for replacement. If one or more key personnel become unavailable / leave the project for any reason midway under the contract, the Agency must notify the Client at least fourteen (14) days in advance, and obtain the approval prior to making any substitution. In notifying the Client, the Agency shall provide an explanation of circumstances necessitating the proposed replacement and submit justification and qualification of the substitute personnel in detail to permit evaluation of the impact on the engagement. Any proposed substitute shall have equivalent qualifications and experience the papers of which must be submitted to the client within 15 days of departure of original professional. The Client reserves the right to examine / assess the new personnel proposed to be provided in replacement. Change in Resources within the lock in period without being allowed by the client will attract a penalty of 5% of the contract value (service charges) for first year over and above losing the proportional remuneration of the resources. Frequent change / Replacement of Resources from the Agency's side will lead to imposition of penalty by the Client as per the agreed terms and conditions of the contract subsequently termination of the contract. In

case there is a gap in replacement of any resource and support staff, **exceeding forty-five 45 days**, no remuneration will be provided to anybody pertaining to that period.

➤ ***Force Majeure:***

For purpose of this clause, "Force Majeure" means an event beyond the control of the agency and not involving the agency's fault or negligence and not foreseeable. Such events may include, but are not restricted, to wars or revolutions, fires, floods, riots, civil commotion, earthquake, epidemics or other natural disasters and restriction imposed by the Government or other bodies, which are beyond the control of the agency, which prevents or delays the execution of the order by the agency. If a force Majeure situation arises, the agency shall promptly notify to client in writing of such condition, the cause thereof and the change that is necessitated due to the condition. Until and unless otherwise directed by the Client in writing, the Agency 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. The Agency shall communicate the client in writing, the beginning and the end of the above causes of delay, within seven days of the occurrence and cessation of the Force Majeure condition. In the event of a delay lasting for more than one month, if arising out of causes of Force Majeure, Client reserve the right to cancel the contract without any obligation to compensate the agency in any manner for what so ever reason.

➤ ***Engagement of Resources by the Agency:***

The selected Agency shall propose the CVs for all position with detailed qualification, age, post qualification experience, area of specialization, positions/designations of proposed resources in line with the requirement in the Terms of Reference along with the technical proposal. The Client shall evaluate the CVs for deployment based on qualification, age, post qualification experience, area of specialization and personal interview. The name of the selected professionals/ Support Staff shall be intimated to the concerned agency. The remuneration of the deployed resources to be paid by the agency and the same shall be reimbursed by the Client on submission of supporting documentary evidence regarding the payment of salaries as well as statutory dues like EPF, ESI and professional charges (if any) paid/deposited by the agency in respect of the deployed resources. In case the performance of a deployed resource is found unsatisfactory, more competent resources shall be provided for interview & selection within 15 days from the date of intimation the same to the Agency.

10 TERMS AND CONDITIONS:

Request for Proposal is invited from eligible Agencies fulfilling the laid down eligibility criteria to submit their proposals. The details relating to the eligibility criteria, terms and conditions and other information relating to this RFP can be downloaded from the Government of Odisha Portal all Tender Section and also from I & PR Website:- <http://inpr.odisha.gov.in/>. Tender shall be opened on **13.05.2025 at 11:30 PM** in the Conference Hall of I&PR Department. Proposal may be submitted to the Director, I&PR Department in the address mentioned in the Sl. No. 6 of the Bidder Data Sheet in a sealed envelope. The last date for receipt of proposals is **08.05.2025 at 05:00 P.M.**

- I. This Tender Document is a two-bid format for submitting the offers. It contains the "Technical" and "Financial" bid formats. Both the bids shall be submitted in separate sealed covers identified as "Technical" and "Financial" bid. Both the sealed covers should be put inside a bigger sealed cover super scribed with the name of supplier/bidder, the tender call notice number and the last date for submission. The "Financial bids" of the technically qualified agencies shall only be opened.
- II. Selected Agencies will have to sign an Agreement with Director, I.&P.R. Department for execution of the work. If the Agency fails to sign the Agreement within the given period, the selection of the Agencies will be cancelled automatically. The cost to this effect will be borne by the selected bidder.
- III. Wherever specific terms & conditions have not been spelt out in the document, OGFR of State Govt. shall apply.
- IV. All the crucial figures i.e. Rates & amount should be written in figures followed by words in a bracket in the Tender document.
- V. There shall be no over-writing in the tender documents and other papers submitted. Any alteration should be initialed with seal by the same person who signs the Tender document.
- VI. All the rates and amounts shall be quoted in Indian Rupees (INR).
- VII. The rates quoted by the Agencies shall be excluding GST and taxes will be paid by the client as per the applicable rate under GST Act. Bidders are required to quote unit rates exclusive of all taxes for each item in the tender paper.
- VIII. All the disputes shall be subjected to the jurisdiction of Civil Courts situated at Bhubaneswar.
- IX. Each page of this Tender Document should be signed by the bidder with seal in token of having read, understood and accepted the terms and conditions of this contract.

- X. All the documents and papers submitted with the bid should be either in English or in Odia and shall be authenticated under the seal and signature of the bidder.
- XI. In case of any dispute/ambiguity arises in the documentation, decision of I&PR. Department /Tender calling authority shall be final.
- XII. Bidders to ensure that their offers are complete in all respect. Any deviation (Agencies is found to be false) of non-compliance may lead to rejection of their offer at any stage.
- XIII. I&PR Department will not be responsible for any loss, damage, injury caused at the time of execution of the contract. The firm shall own the whole responsibility.
- XIV. In case of breach of contract, the Performance Bank Guarantee will be forfeited and the Agencies shall be blacklisted/ recommended for blacklisting.
- XV. I &PR Dept. Will reserve the right to cancel the Agencies, if it will not perform the work as per the quality standard and timeline to undertake the assigned work.
- XVI. The Agency must submit the GST bills/invoices to I&PR Department.
- XVII. I & PR Department will have the right to drop the Agency without assigning any reason whatsoever and also reserve the right to modify the term and conditions for selection of Agency.
- XVIII. The Department reserves the right for rejection of any /all applications without assigning any reason whatsoever. All the decisions taken by I & PR. Department would be final and no further representation in this regard will be entertained.
- XIX. Bidder should submit Bids Security Deposit on the condition that withdrawal or modification of their bids/ violation of the Terms and Conditions of the Tender documents during period of validity etc. will lead to forfeiture of EMD and shall be suspended for the period of 3 years from participating in any Government/ PSU Tenders.
- XX. The selected Agency shall not assign the work to any other Agencies to perform its obligation under the agreement.
- XXI. The Firm/Agency shall abide by all statutory and regulatory Acts of both Central Government and State Government.
- XXII. Submission of more than one competitive bid by the same Firm in response to the same Tender call Notice is discouraged. However in event of this the bid received latter will only be taken into account for technical evaluation.

- XXIII. The "Performance Security" may be forfeited partly or fully in case of failure to fulfill the terms and conditions of contract/ work order issued from time to time within the agreement period.
- XXIV. No advance payment shall be made. Monthly payment as due will be made after receiving service from the firm and after certification given by the concerned Officer that satisfactory service has been rendered as per the specification of work order.
- XXV. TDS under IT & GST shall be deducted as per law.
- XXVI. Failure to provide service as per specifications mentioned in work order may lead to forfeiture of Performance security.
- XXVII. Each page of this Tender document should be signed by the bidder with seal in token of having read, understood and accepted the terms and conditions of this contract.
- XXVIII. All or any of the tenders (or bids) submitted can be rejected without assigning any reason thereof. No claim, whatsoever, shall be admissible for the alleged loss/damage suffered by the bidders on account of such rejections.
- XXIX. If work is not found satisfactory continuously for more than six months it will be liable to be cancelled without giving any reasons thereof. No payment shall be made if the Agreement is cancelled.
- XXX. Non responsive Bids to the Tender Document will be summarily rejected.
- XXXI. The projected work may be decreased or increased as per requirement.
- XXXII. The Firm/Agency must have qualified manpower of their role, who should supervise the execution of work/service on the spot.
- XXXIII. The Registered Office / Branch Office of the selected Service Provider must be located within the jurisdictional area of the user Department/Office. The bidder must submit an undertaking that if selected shall establish an office in Bhubaneswar, Odisha. The service provider should provide the name, designation and contact number of the person to liaise with the client. Valid Address proof of the office (with Telephone / Electricity Bill shall be submitted).
- XXXIV. Software cost/ License Cost for News tracking and analysis shall be met by the I&PR Department. Any requirement and corresponding expenditure shall be made after taking prior approval from the competent authority of the I&PR Department
- XXXV. All the travel and any other unforeseen cost shall be met by the I &PR Department after verification of actual invoices/bills. For such

expenditure prior approval from the competent authority of the I & PR Department is required.

10.A

- a. The persons deployed shall be required to report for work at 10.00 AM and will ordinarily leave at 05.00 P.M. There will be also occasions of working beyond the scheduled and no complaint will be entertained on this scope. In case, the person deployed remains absent on a particular day or comes late/ leaves early on three occasions, proportionate deduction from the remuneration for one day will be made.
- b. The person deployed may be called on holidays to attend duty and shall not be paid extra remuneration by this office.
- c. The Media Management Agency shall nominate a coordinator from their establishment who shall be responsible for immediate interaction with the Office so that optimal services of the persons deployed can be availed without any disruption.
- d. The entire financial liability in respect of the manpower deployed in the Department or Office concerned shall be that of the Agency. The Department will only reimburse on submission of monthly claim bills and will in no way be liable for any other charges beyond the rate of the contract. It will be the responsibility of the Agency to pay to the person, deployed a sum not less than the minimum rate quoted in the financial bid and certify to the effect.
- e. For all intents and purposes, the Agency shall be the "Employer" within the meaning of different Rules & Acts in respect of the manpower so deployed. The persons deployed by the Agency shall not have any claim whatsoever as a matter of employer and employee relationship against the Department or Office concerned.
- f. The Agency shall be solely responsible for the redressal of grievances or resolution of disputes relating to the personal deployed.
- g. The office / Department of I&PR shall not be responsible for any financial loss or any injury caused to any person deployed by the Agency in the course of performing their functions/duties , and hence shall not be liable for any such computation.
- h. The persons deployed by the Agency shall not claim nor shall be entitled to pay, perks and other facilities admissible to regular/confirmed employees during the currency or after expiry of the Agreement.

- i. In case of termination of this Agreement on its expiry or otherwise, the persons deployed by the Agency shall not be entitled to and shall have no claim for in any manner.
- j. The Bidder/Agency must have been registered with the concerned Government Authorities, i.e. Provident Fund Authorities, Employees State Insurance Corporation etc. and a copy of the registration should be submitted as part of bid.
- k. The selected Agency shall provide a substitute well in advance if there occurs any probability of the person leaving the job due to his/her own personal reasons. The payment in respect of the overlapping period of the substitute shall be the responsibility of the Agency. The latter shall be responsible for contributions towards Provident Fund and Employees State Insurance, wherever applicable.
- l. The persons deployed by the Selected Agency/ Successful bidder should have good antecedents and no criminal case should have been pending against them.
- m. The persons deployed should be polite, cordial and efficient while handling the assigned work and their actions should promote good will and enhance the image of the Department or office concerned. The Media Management Agency shall be responsible for acts of indiscipline on the part of the persons deployed.
- n. The persons deployed shall, during the course of their work be privy to certain qualified documents and information which they are not supposed to divulge to third parties. In view of this, they shall be required to take oath of confidentiality and breach of this condition shall make the Agency as well as the person concerned liable for penal action under the applicable laws besides, action for breach of contract.
- o. The Media Management Agency shall be responsible for compliance of all statutory provisions relating to minimum wages payable to different types of worker in respect of the persons deployed by it in the Department or office concerned. The Department or office concerned shall have no liability in this regard.
- p. The Agency shall also be liable for depositing all admissible taxes, on account of service rendered by it to the Department or office concerned to the concerned tax collection authorities, from time to time, as per the rules and regulations in the matter. Attested Xerox copies of such documents shall be furnished to the Department or office concerned in each month along with the bill or the succeeding month for

reimbursement.

- q. The Agency shall maintain all statutory registers under the Law and shall produce the same, on demand, to the authority of the Department or office concerned or any other authority under law.
- r. The Tax deduction at Source (T.D.S.) shall be done as per the provisions of Income Tax Act/ Rules, as amended, from time to time and a certificate to this effect shall be provided by the Department or office concerned.
- s. In case, the Agency fails to comply with any liability under appropriate law, and as a result thereof, the Department or the office concerned is put to any loss/ obligation, monetary or otherwise, the Department or the office concerned will be entitled to get itself reimbursed out of the outstanding bills or the Performance Security Deposit of the Agency to the extent of the loss or obligation in monetary terms.
- t. The Agreement is liable to be terminated because of nonperformance, deviation of terms and conditions of contract, non-payment of remuneration of employed persons and non-payment of statutory dues. The Department or Office concerned will have no liability arising out of non-payment of remuneration to the persons employed by the Agency and that of outstanding statutory dues to statutory authorities. If any loss or damage is caused to the Department of Office concerned by the persons deployed, the same shall be recovered from the unpaid bills or adjusted from the Performance Security Deposit, or by both as the case may be to make good of the loss.
- u. Over and above the scope of work', the agency shall have to ensure optimal performance by discharging key responsibilities as follows:
 - The agency will arrange, install and maintain equipment for transmission of data and images to the client or anywhere, as instructed by client.
 - Expenditure pertaining to manpower deployed in the process along with maintenance, cost of hardware, facility charges etc. will be borne by the agency.
 - The agency is solely responsible for managing the activities of its personnel and will hold itself responsible for eventful misdemeanour.

11. BID VALIDITY PERIOD:

The Offer submitted and the prices quoted therein shall be valid for **90 days** from the date of opening of Bid.

12. BID PROCESSING FEES (NON-REFUNDABLE) :

The bidder must furnish as part of technical proposal, the required bid processing fee (Non-refundable) amounting to **Rs. 10,000/- (Ten Thousand) Only** in shape of DD from any scheduled commercial bank in favour of **"D.D.O., I.&P.R. Department"** payable at Bhubaneswar. Proposals received without bid processing fee shall be rejected.

13. EMD (Earnest Money Deposit):

Bid Security (E.M.D.): The tender document shall be accompanied by Earnest Money Deposit (EMD) of Rs 5,00,000/- (Five lakh) without which the tender shall be rejected. The Deposit of Earnest Money should be made available in favour of **DDO, Information and Public Relations Department** Government of Odisha, Bhubaneswar in the form of DD/FDR/Banker's Cheque / NSC / Postal Savings Pass Book in an envelope along with the sealed covers of "Technical" bid. The EMD will be forfeited, if they (a) withdraw or modify their bids/ violate the Terms and Conditions of the Tender documents during period of validity etc. (The EMD will be forfeited and the agency shall be suspended for the period of 3 years from participating in any tender of Government and PSU. (b) in case of a successful bidder, if the bidder fails to sign the contract in accordance with this tender document. EMD shall be forfeited. EMD of the successful bidder shall be retained till the agreement is signed and Performance Security is deposited. In regard to other bidders not having violated the tender terms and conditions the EMD will be returned after completion of the tender process. The EMD shall be exempted to MSME units/ start-ups as per the extant policy of appropriate govt.

14. PERFORMANCE SECURITY:

The selected Media Management Agency shall have to furnish a Performance Security of @ 5% of the tender value, in the form of NSC/Post Office Saving Bank Account/ FDR/ parched from any Nationalised Bank/Scheduled Bank situated in Bhubaneswar, Odisha/Bank Guarantee (BG) having been duly pledged in favour of **"D.D.O., I.&P.R. Department"**, within 15 days of notifying the acceptance of proposal for the award of contract as per the

format at Annexure-E. The performance security shall be valid for a period of one month beyond the entire contract period (i.e. Performance Security) must be valid from the date of effect of the contract to a **(period of 30 days beyond the contract period)** as its commitment to perform services under the contract. Failure to comply with the above requirements shall constitute sufficient grounds for the forfeiture of the EMD. The Performance Security shall be released immediately within 15 days of expiry of contract period, if there is no breach of contract on the part of the finally selected bidder. No interest shall be paid on the Performance Security.

15. TERMINATION OF CONTRACT

All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the client, and the bidder shall, not later than upon termination or expiry of this work order, deliver all such documents and software to the DIPR, together with a detailed inventory thereof.

The contract can be terminated by I&PR Department during the period of contract in case of violation of terms & conditions of contract or in the public interest. In the event of violation of contract by the agency, the performance bank guarantee can be forfeited by I&PR Deptt. Apart from levy of fine/recovery and termination of contract including blacklisting the concerned agencies.

If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligations, the Client may take a decision to cancel the contract with immediate effect. Performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.

16. PENALTY CLAUSE

In case of late/unsatisfactory/no services on a specific/broad activity, in which the agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the agency shall be liable to penalty @ 10% of the monthly service charge. The timeline/schedule of deliverables will be decided as and when the requirement/tasks /activities arise. There will be periodic review of the punctuality and quality of the postings. The client will have the right to cancel the contract at any time without assigning any reason thereof.

17.DOCUMENTS REQUIRED TO BE SUBMITTED :

1. Supporting document regarding legal validity of the bidder as per Para 6.1 (Eligibility Criteria)
2. Valid GST registration certificate with up-to-date GST Return filing copies.(Copies shall be furnished)
3. IT Return copies for last consecutive three assessment years i.e. 2021-22, 2022-23, 2023-24 along with copy of the PAN.(Copies shall be furnished)
4. Annual turnover certificate of last five financial years duly certified by C.A. (indicating membership no. of C.A. with seal) ending on 31-03-2023 with audited balance sheet of last five financial years.
5. Demand Draft of Rs. 10,000/- (Ten Thousand) only towards cost of tender paper and processing fee in favour of 'D.D.O., I&PR Department' (Non-refundable).
6. An Affidavit in proof of Agencies not having been barred or blacklisted by any State/ Central Government Departments/ Govt. PSUs and also not having indulged in any criminal offence.(An Affidavit to this effect shall be furnished).
7. EMD of Rs. 5,00,000/- (Five Lakh) In form of DD/NSC/Post Office Savings Bank Account/ FDR from any nationalized Bank/ duly pledged in favour of "DDO, I&PR Dept." payable at Bhubaneswar.
8. Self-Attested Copies of the Work Orders confirming as proof of execution of works as per Sl. No-7 of eligibility Criteria.
9. Copies of registration & validity under the Employees Provident Fund Act, 1952. & under the Employees State Insurance Act, 1984.
10. The bidder must submit an undertaking that if selected shall establish an office in Bhubaneswar, Odisha.

18.SUBMISSION OF PROPOSAL:

This Tender Document is a two-bid format for submitting the offers. It contains the "Technical" and "Financial" bid formats. Both the bids shall be submitted in separate sealed covers identified as "Technical" and "Financial" bid. Both the sealed covers should be put inside a bigger sealed cover boldly super scribed with the name of supplier/bidder, the tender call notice number, the last date for submission and the title of the RFP for undertaking activities relating to selection of Media management Agency

Bidders must submit their proposals through **Registered Post/ Speed Post/ Courier Service/** drop of sealed packets/ covers containing the tender papers

in the box put at Loka Sampark Bhawan (Department of I&PR), Bhubaneswar
addressing to **the Director, Information & Public Relations Department,
Government of Odisha, Bhubaneswar – 751001**

DECLARATION

I do hereby declare that the documents submitted in respect of the information referred to above are true to the best of my knowledge and belief and also do undertake that if at any time the documents are found to be forged I will be held responsible.

Signature of the bidder

(TECH - 1)
TECHNICAL PROPOSAL SUBMISSION FORMS
COVERING LETTER
(In Bidder's Letter Head)

Date:

To

The Director,
Information & Public Relations Department,
Government of Odisha,
Bhubaneswar – 751001

Subject: SELECTION OF AGENCIES FOR “selection of Social Media management Agency”.

Dear Sir,

I, the undersigned, request you to participate in the selection process for _____ in accordance with your request for proposal No. _____ dated _____. We are hereby submitting our proposal which includes Technical proposal and Financial proposal sealed in separate envelopes.

I hereby declare that all the information and statements made in this Technical Proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. Our proposal will be valid for acceptance up to **90 Days** and I confirm that this proposal will remain binding upon us and may be accepted by you at any time before the validity of the bid.

I hereby unconditionally undertake to accept all the terms and conditions as stipulated in the RFP document. In case any provision of this RFP are found violated, then your department shall without prejudice to any other right or remedy be at liberty to reject our proposal including forfeiture of the full said earnest money deposit absolutely.

I remain,

Yours faithfully,

Authorized Signatory with Date and Seal:

Name and Designation: _____

Address of the Bidder: _____

(TECH-2)

FORMAT- I: DETAILS OF THE BIDDER

Sl. No.	Description	Full Details
1	Name of the Bidder	
2	Address for communication: Tel : Fax: Email id :	
3	Name of the authorized person signing & submitting the bid on behalf of the Bidder: Mobile No : Email id :	
4	Registration / Incorporation Details Registration No: Date & Year :	
5	Local office in Odisha Please furnish contact details	
6	Bid Processing Fee Details Amount : BC/DD No. : Date: Name of the Bank:	
7	PAN Number (Copy)	
8	EPF & ESI Registration Details	
9	Goods and Services Tax Identification Number (GSTIN)Registration Certificate	
10	Whether willing to carry out assignments as per the scope of work of the RFP	
11	Whether accept all the terms and conditions as specified in the RFP	
12	Proof of ownership of Agency.	

Authorized Signatory [In full and initials]:

Name and Designation with Date and Seal:

(TECH-3)

FORMAT FOR FINANCIAL CAPABILITY OF THE AGENCIES

Sl. No	Financial Year	Annual Turnover (In INR)	Profit after Tax (PAT)
1	FY 2019-20		
2	FY 2020-21		
3	FY 2021-22		
4	FY 2022-23		
5	FY 2023-24		

Enclose certificate issued by Chartered Accountant stating the details of annual turnover during the above five financial years along with audited financial statement as per **Sl. No-8 of Eligibility Criteria.**

Name of the Authorized Representative:

(Signature of the Authorized Representative with Date)

(TECH – 4)

FORMAT FOR POWER OF ATTORNEY

(To be submitted in original on Bidder's Letter Head)

Dated: _____

POWER OF ATTORNEY

I, _____, the
_____ <Designation> of <Name of the
Organisation> in witness whereof certify that <Name of
person> is authorized to execute the attorney on behalf of
<Name of Organisation>, <Designation of the person> of the
organisation acting for and on behalf of the organisation under
the authority conferred by the < Notification / Authority order
no.> Dated <date of reference> has signed this Power of
attorney at <place> on this day of <day><month>,

The signatures of <Name of person> in whose favour authority is
being made under the attorney given below are hereby certified.

Name of the Authorized Representative:

(Signature of the Authorized
Representative with Date)
ACCEPTED:

Signature, Name & Designation of person executing attorney:

(TECH – 5)

Bidder's Past Experience

(Lists of Professional Resources Deployment Services Contracts)

Sl. No.	Assignment Details	Name of the Client	Details of Professional s/Support Staff deployed by the Bidder	Contract Value in INR	Date of Award / Commencement of assignment	Date of Completion of assignment	Remarks if any
1							
2							
3							
4							
5							

Authorized Signatory [In full and initials]:

Name and Title of Signatory with date and seal

Enclose Self-Attested Copies of the Work Order confirming as proof of execution of works as per **Sl. No-7 of Eligibility Criteria.**

(TECH-6)

**INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION
THEREOF**

(To be submitted on Bidder's Letter Head)

I, hereby declare that our agency as Individual / proprietorship / Partnership / Pvt. Ltd. Company as a member of any consortium is not indulged in any such activities which can be termed as the conflicting activities.

I, also acknowledge that in case of misrepresentation of any of the information, our proposal / contract shall be rejected / terminated by the Client which shall be binding on us.

Authorized Signatory [*with Date and Seal*]: _____

***Communication Address of the Bidder:* _____**

(TECH – 7)

**DECLARATION FOR NON-BLACKLISTING/NON-INDULGENCE IN CRIMINAL
ACTIVITY**

**(In shape of affidavit to be executed on Rs. 10/- Non judicial stamp paper by
Public Notary/Executive Magistrate)**

To

**The Director,
Information & Public Relations Department,
Government of Odisha,
Bhubaneswar – 751001**

Subject: Non-Blacklisting non-indulge in criminal activity / judicial proceedings
etc.

Sir,

In response to the "Request for Proposal" (RFP) dated _____ I/We do hereby declare that there is no case with Police/ Court/ regulatory authority non-indulgence in criminal activity against the proprietor/ firm/ partner. Also I/We have not been suspended/ delisted/blacklisted by any other Government/ Ministry department/ Public sector under taking/ Autonomous Body/ Financial Institution/ Court. We also certify that our firms/ company or any other of the partners are not involved in any scam, criminal activity and disciplinary/judicial proceedings settled or pending adjudication.

I remain,

Yours faithfully,

Authorized Signatory [In full and initials]:

Name and Designation of Signatory with Date and Seal

Address of the Bidder:

(TECH-8)

**Format of Curriculum Vitae (CV) for Proposed Key
Professional**

[For each position of key professional separate sheet be prepared]

1. **Proposed Position:**
2. **Name of Agency:**
3. **Name of Staff:**
4. **Date of Birth:**
5. **Nationality:**
6. **Education:**

[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]

7. **Membership in Professional Associations:**
8. **Other Trainings:**
9. **Countries of Work Experience:**
10. **Languages:**

[For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]

Authorized Signatory [In full and initials]:

Name and Title of Signatory with date and seal

(TECH-9)

FORMAT - II: LEGAL CONSTITUTION & NUMBER OF YEARS OF EXISTENCE

Parameter	Information	Supporting Documents	Page No.
Company/Firm Name and Existence		Certificate of Incorporation/Registration (refer Table below for appropriate documentation)	
Type of Organization	Private Limited Company/ Registered Individual /Partnership Firm /Proprietorship firm		
Name of Registration Authority			
Registration No.			
Date of Registration			
Place of Registration			
GST Registration, Return filling Status	Registration No.	Registration Proof: up to date GSTR 3B filing copies	
PAN	PAN No.		
IT Returns of last 03 consecutive years			

Authorized Signatory [In full and initials]:

Name and Designation with Date and Seal:

FINANCIAL PROPOSAL SUBMISSION FORMS

COVERING LETTER
(In Bidder's Letter Head)

Date:

To

The Director,
Information & Public Relations Department,
Government of Odisha,
Bhubaneswar – 751001

Subject: SELECTION OF AGENCIES FOR “selection of Social Media management Agency”.

Dear Sir,

I, the undersigned, offer to provide the service for “Media/Social management” in accordance with your Request for Proposal No. _____, Dated: _____. **Our attached Financial Proposal is amounting to Rupees _____. [Insert amount(s) in words and figures]. This amount is inclusive of the taxes applicable as per GST Act.** I do hereby undertake that, in the event of acceptance of our bid, the services shall be provided in respect to the terms and conditions as stipulated in the RFP document.

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the proposal of **90** days. I have carefully read and understood the terms and conditions of the RFP and do hereby undertake to provide the service accordingly.

I understand that you are not bound to accept any proposal you receive. We thank you for providing us an opportunity to participate in the selection process. Please find our financial offer as per Commercial bid format along with this covering letter.

I remain,

Yours faithfully,

Authorized Signatory [In full and initials]:

Name and Designation of Signatory with Date and Seal:

Address of the Bidder:

SUMMARY OF FINANCIAL PROPOSAL

Sl. No	Name of the Position	Required resources (In number)	Remuneration per month per person(Amount in Figures & Words)	Total Remuneration per month (Amount in Figures & Words)	Total Remuneration per Year (Amount in Figures & Words)
1	Team Leader	01			
2	Content Writers-English	02			
3	Content Writers- Odia	02			
4	Content Writer-Hindi	01			
5	Graphic Designer	04			
6	Video Editor	01			
7	Trend Analyst	02			
A. Total		13			
B. Service charge			1. Hardware handling charges @ Rs. _____ per month		
			2. Margin for handling the project @Rs. ____ per month		
C. A+B in INR (per year)					
D. GST in INR			@18% of C		
E. GRAND TOTAL IN INR (peryear)			(C + D)		

- Bidders shall submit the financial proposal as per the prescribed format. Any conditional offer will be out-rightly rejected by the Client.
- The proposal needs to be signed by the authorized representative of the bidder.
- In the event of any difference between figures and words, the amount indicated in words shall prevail.
- Taxes will be paid by the Client as per the applicable rate under GST from time to time.
- Offered Price shall remain firm and fixed till completion of the contract
- Bids with “Nil” or “abnormally low quoted service charges” will be treated as “Non-responsive” and rejected during the financial evaluation stage
- Any conditional bid will be out-rightly rejected.
- The rate shall be quoted in INR with words.

Authorized Signatory [*In full and initials*]:

Name and Designation with Date & Seal:

PERFORMANCE BANK GUARANTEE FORMAT

To,

WHEREAS..... (Name and address of the Consultant) (hereinafter called "the Consultant") has undertaken, in pursuance of RFP no..... dated to undertake the service (Description of services) (here-in after called "the contract").

AND WHEREAS it has been stipulated by _____(Name of the Client) in the said contract that the Consultant shall furnish you with a bank guarantee by a scheduled commercial bank recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract;

AND WHEREAS we have agreed to give the supplier such a bank guarantee;

NOW THEREFORE we hereby declare that we are guarantors and responsible to you, on behalf of the Consultant, up to a total of (amount of the guarantee in words and figures), and we undertake to pay you, upon your first written demand declaring the consultant to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein. We hereby waive the necessity of your demanding the said debt from the bidder before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the supplier shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This performance bank guarantee shall be valid until the _____.

Our branch at Bhubaneswar (Name & Address of the Bank) is liable to pay the guaranteed amount depending on the filing of claim and any part thereof under this Bank Guarantee only and only if you serve upon us at our Bhubaneswar branch a written claim or demand and received by us at our Bhubaneswar branch on or before Dt.....otherwise bank shall be discharged of all liabilities under this guarantee thereafter.

(Signature of the authorized officer of the Bank)
Name and designation of the officer
Seal, name & address of the Bank & Branch