

Punjab Ghar Ghar Rozgar & Karobar Mission
Department of Employment Generation and Training
SCO 47/1, Sector 17-E, Chandigarh

<https://eproc.punjab.gov.in>

Request for Proposal (RFP)

for

Engagement of an Agency for Utilizing Social Media Platforms

Least Cost Selection (LCS) Method

RFP No. : 4
Issued on : 5.3.19

Glossary of Abbreviations

CA	Chartered Accountant
DBEE	District Bureau of Employment and Enterprise
EGT	Employment, Generation and Training
EMD	Earnest Money Deposit
FY	Financial Year
GST	Goods and Service Tax
INR	Indian Rupees
LOA	Letter of Award
NIT	Notice Inviting Tender
PGRKAM	Punjab Ghar Ghar Rozgar and Karobar Mission
PSU	Public Sector Undertaking
RFP	Request for Proposal

Table of Contents

I.	NOTICE INVITING TENDER (NIT)	4
II.	INSTRUCTIONS TO BIDDERS	5
III.	PRE QUALIFICATION CRITERIA	8
IV.	SCOPE OF WORK	11
V.	ANNEXURE-I: TENDER SUBMISSION LETTER	17
VI.	ANNEXURE-II: BIDDER'S AUTHORISATION CERTIFICATE	18
VII.	ANNEXURE-III: PERFORMA FOR AFFIDAVIT	19
VIII.	ANNEXURE-IV: INFORMATION ON BIDDER'S ORGANISATION	20
IX.	ANNEXURE-V: PROJECT EXPERIENCE	21
X.	ANNEXURE-VI: FINANCIAL INFORMATION OF BIDDER'S ORGANISATION	22
XI.	ANNEXURE-VII: FORMAT OF FINANCIAL BID	23
XII.	ANNEXURE-VIII: FORM OF BANK GUARANTEE FOR PERFORMANCE SECURITY	24

Department of Employment Generation and Training,
SCO No. 47/1,
Sec-17E,
Chandigarh 160017,
Punjab

RFP No.: [REDACTED]

Dated: 01.03.2019

I. NOTICE INVITING TENDER (NIT)

The Authority invites sealed Bids under two bid basis i.e. Technical Bid and Financial Bids from reputed and experienced agencies for Utilizing Social Media Platforms

The interested bidders should submit their bids online on <https://eproc.punjab.gov.in> on or before **08.05.2019 upto 03:00 P.M**

For further details and RFP please visit <https://eproc.punjab.gov.in>

**Mission Director
Punjab Ghar Ghar Rozgar & Karobar Mission**

II. INSTRUCTIONS TO BIDDERS

1. The Bidder may be a Sole Proprietor or Partnership firm or a Company (Public or Private Ltd.).
2. **Cost of Bid:** The Bidder shall bear all costs associated with the preparation and submission of bid and the Authority in no case shall be responsible or liable for those costs, regardless of the conduct or outcome of the tender process.
3. The Bidder is expected to examine all instructions, forms, terms and conditions in the tender document. Failure to furnish all information required by the tender document or submission of a tender not substantially responsive to the tender document in every respect will be at the Bidder's risk and may result in rejection of the bid.
4. The Bidder shall not make or cause to be made by any alternation, erasure or obliteration to the text of the tender document.
5. **Preparation of Bids**
 - 5.1 **Language:** Bids and all accompanying document shall be in English language. In case any accompanying documents are in other languages, it shall be accompanied by an English Translation. The English version shall prevail in matters of interpretation.
 - 5.2 **Form of Bid:** The form of bid shall be completed in all respects and duly signed and stamped by an authorised representative of the Bidder. Relevant power of attorney for signing the bid should be attached.
 - 5.3 **Currencies of Bid and Payment:** The Bidder shall submit his financial bid in Indian Rupees and payment under this contract will be made in Indian Rupees.
 - 5.4 **Clarifications by Bidders**
 - 5.4.1 Bidders requiring any clarification on the tender document may contact the Authority in writing by e-mail/ post/ courier within such date as specified in the Schedule of Bidding Process set out in Clause 18- Schedule of Bidding Process.
 - 5.4.2 All correspondence for clarifications should be submitted to the following address in writing to the Agency:

Department of Employment Generation & Training Punjab,
SCO 47/1, Sector 17-E, Chandigarh
 - 5.4.3 The Authority shall endeavour to respond to the queries raised or clarifications sought by the Bidders. However, the Authority reserves the right not to respond to any query or provide any clarification, in its sole discretion, and nothing in this clause shall be construed, taken or read as compelling or requiring the Authority to respond to any query or to provide any clarification.
 - 5.4.4 At any time prior to the Bid Due Date, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by Bidder(s), modify the

tender document by way of issue of Addendum/Corrigendum/Clarifications. Any Addendum/ Corrigendum/Clarifications thus issued shall be uploaded on the website of the Authority (<http://www.pbemployment.gov.in/>) and shall be binding on Bidders and shall form part of the tender document.

6. Bid Document Fee and EMD

- 6.1 The Bid / Proposal shall be accompanied by an initial Bid Document Fee for a value of INR 5,000/- (Indian National Rupees Five Thousand Only) submitted in the form of a Demand Draft in favor of 'Mission Director, Punjab Ghar Ghar Rozgar and Karobar Mission' payable at Chandigarh, Punjab
- 6.2 The Bidder shall deposit an EMD for an amount of INR 1,00,000 (Indian National Rupees One Lakh only) in the form of a Demand Draft issued by a nationalized bank or a scheduled bank of India in favour of Mission Director, Punjab Ghar Ghar Rozgar and Karobar Mission' payable at Chandigarh, Punjab along with the submission of the bid. The EMD will remain valid for a period of 90 (ninety) days beyond the final bid validity period. The Authority shall not be liable for payment of any interest on the EMD.
- 6.3 Any tender not accompanied by the Bid Document Fee and EMD shall be rejected.
- 6.4 The EMD is interest free and will be refundable to the unsuccessful Bidders without any accrued interest on it.
- 6.5 The EMD shall be returned to unsuccessful Bidders after expiry of the final Bid Validity Period and latest on or before the 30th day after award of the contract.
- 6.6 The EMD shall be forfeited if the Bidder withdraws his bid during the period of tender validity.
- 6.7 The EMD shall be forfeited if the successful Bidder refuses or neglects to execute the Contract or fails to furnish the required Performance Security within the time frame specified by the Authority.

7. Pre-Bid Meeting

- 7.1 To clarify and discuss issues with respect to the Project and the RFP Document, a Pre-Bid meeting will be held as per the details provided in Clause 17- Schedule of Bidding Process.
- 7.2 Prior to the Pre- Bid meeting, the Bidders may submit a list of queries and proposed suggestions, if any, to the RFP requirements. The queries shall be accepted only in the following format

Serial No	Tender Document Reference (Section and Page No)	Content of Tender Document requiring clarification	Points of clarification
1.			
2.			

- 7.3 Bidders may note that the Authority will not entertain any deviations to the RFP Document at the time of submission of the Proposal or thereafter. The Proposal to be

submitted by the Bidders will be unconditional and unqualified and the Bidders would be deemed to have accepted the terms and conditions of the RFP Document with all its contents. Any conditional Proposal shall be regarded as non-responsive and would be liable for rejection.

- 7.4 Bidders' representatives attending the Proposal opening shall bring an authorisation letter from the Bidder.
- 7.5 In case of any change in the schedule of Pre-Bid Meeting, the same will be communicated to Bidders through emails and/or by posting on the web site(<https://eproc.punjab.gov.in>)
- 7.6 Attendance of the Bidders at the Pre-Bid Meeting is not mandatory.
- 7.7 No interpretation, revision, or other communication from the Authority regarding this solicitation is valid unless in writing.

8. **Format and Signing of Bid**

- 8.1 The documents comprising the bid shall be typed and all pages of the bid shall be signed by a person duly authorised to sign on behalf of the Bidder.
- 8.2 The bid shall contain no alternations, omissions or additions except those to comply with instruction issued by the Authority, or are necessary to correct errors made by the Bidder, in which case such corrections shall be initialled/singed by the person signing the bid.

9. **Submission of Bids**

- 9.1 The Bidder shall submit their bids online on <https://eproc.punjab.gov.in> on or before 3:00 P.M on 08.05.2019. The Bids shall not be accepted beyond the stipulated date and time under any circumstances what so ever
- 9.2 Validity of Bid: The bid must be valid for a period of not less than 90 days from the date of opening of Bid

10. **Late and Delayed Bids:**

- 10.1 Bids must be received not later than the date and time stipulated in the tender document. The Authority may, at its discretion, extend the deadline for submission of bids.
- 10.2 Any bid received by the Authority after the deadline for submission of bids, as stipulated above, shall not be considered.

11. **Pre-Qualification Criteria**

- 11.1 The pre-qualification bid envelopes of the Bidders will be opened first. The Bidders will be assessed as per the pre-qualification criteria defined in the Tender Document. Only the Bidders who qualify pre-qualification shall be eligible for technical evaluation. Non-conforming Bids will be rejected and will not be eligible for any further processing. A pre-qualification criterion is as below:

S.No.	Criteria	Documentary evidence to be produced
1.	The Bidder should be a registered entity and must have been in operation for a minimum period of 5 years as on 31 st March 2018	Certificate of Incorporation / Registration
2.	The Bidder should have at least 3 years of experience in providing service in Social Media Management	Requisite client certificates (Work Orders/Completion Certificates)
3.	The Bidder should have average annual turnover of atleast INR 1.5 Crores from Social Media Management Services in last 3 FY i.e. 2015-16, 2016-17 and 2017-18	Certificate of CA
4.	The bidder should have undertaken atleast 3 projects of Social Media Management in last 3 FY i.e. 2015-16, 2016-17 and 2017-18 Social Media management project: shall mean handling of Facebook page /Twitter/Instagram/ etc. account for minimum Period of 6 months which should have completed on or before the bid submission date	A copy of the work order / Client Completion Certificate for each of the projects undertaken
5.	The Bidder should not have been blacklisted/ debarred by any State or Central Government Department/ Agency or PSU in India at the time of submission of bid.	Self-certification on company's letter head signed by an authorized representative

12. Opening and Evaluation of Technical Bid

- 12.1 Technical Bids will be opened in the presence of the Bidders' representatives who choose to attend at the appointed place and time.
- 12.2 The Technical Bid of the Bidder would be evaluated as per the eligibility criteria set out in the tender document. Bids will be evaluated based on the information submitted by Bidder. However, the Authority reserves the right to seek clarification/documents from the Bidders, if it considers it necessary for proper assessment of the bid.
- 12.3 Only those Applicants whose Technical Proposals score 60 marks or more out of 100 shall qualify for further consideration
- 12.4 The Technical Bids will be evaluated based on following criteria. The marks allocation for the technical evaluation shall be assigned as under:

#	Criteria	Scale	Score	Max.Marks
---	----------	-------	-------	-----------

#	Criteria	Scale	Score	Max.Marks
1.	Number of Social Media Management projects	3 Projects More than 3 – 5 projects More than 5 Projects	15 Marks 25 Marks 40 Marks	40
2.	Average Annual Turnover in last from Social Media Management Services in last 3 FY i.e. 2015-16, 2016-17 and 2017-18	INR 1.5 – INR 2.0 Crores More than INR 2.0 Crores More than INR 2.5 Crores	6 Marks 8 Marks 10 Marks	10
3.	Should have experience of You Tube page management with a minimum of 5000 subscribers	5000 – 7500 subscribers More than 7500 – 10000 subscribers More than 10000 subscribers	6 Marks 8 Marks 10 Marks	10
4.	Should have handled Twitter account with minimum of 5000 followers for a minimum period of 6 months	5000 followers More than 5000 – 7500 followers More than 7500 followers	6 Marks 8 Marks 10 Marks	10
5.	Should have experience of handling multiple twitter accounts with more than 5000 followers each	-	2 Marks for each Twitter Account maximum of 10 marks	10
6.	Should have handled Facebook Pages with minimum of 1 Lakh likes for a period of 6 months + Instagram Page Handling	1 lakh – 1.25 lakh likes More than 1.25 lakhs – 1.5 Lakh likes More than 1.5 lakh likes	6 Marks 8 Marks 10 Marks	10
7.	Should have experience of handling multiple facebook pages with more than 1 lakh likes	-	2 Marks for each Facebook page maximum of 10 marks	10
Grand Total				100

13. Opening of Financial Bid and Final Evaluation

- 13.1 The Financial Bids of the technically qualified Bidders shall be opened in the presence of such Bidders' representatives who choose to attend.
- 13.2 The contract will be awarded on **Least Cost Selection basis**. The Authority will select the Bidder with the lowest quote among the technically qualified Bidders.

14. Right to accept any Bid and to reject any or all Bids

- 14.1 The Authority is not bound to accept the lowest bid or any bid and may at any time by giving notice in writing terminate the tendering process.
- 14.2 The Authority may also terminate the contract/cancel the LOA in the event the Successful Bidder fails to furnish the performance security or fails to execute the agreement.

15. Award of Contract

- 15.1 The Authority will award the contract to the Successful Bidder to perform the contract satisfactorily as per the terms and conditions incorporated in the tender document.
- 15.2 The Authority will communicate the Successful Bidder by mail confirmed by letter transmitted by registered/speed post that his bid has been accepted. This letter (hereinafter and in the condition of contract called the "Letter of Award") shall prescribe the amount which Authority will pay to the Successful Bidder in consideration of the execution of work/services by them as prescribed in the contract.
- 15.3 The Successful Bidder will be required to commence the assignment at the earliest as communicated by Authority in this regard.
- 15.4 The Successful Bidder will be required to execute the contract for the services within a period of seven (7) days from the date of issue of Letter of Award.

16. Performance Security

- 16.1 The Successful Bidder shall be required to furnish a Performance Security prior to sign the contract for an amount equivalent to 5% of the total Contract Value in the form of Bank Guarantee from a Nationalised Bank in acceptable form in favour of 'Department of Employment Generation & Training Punjab' payable at Chandigarh, Punjab. The Performance Security shall remain valid for a period of 60 (sixty) days beyond the date of completion of all contractual obligations. In case the contract period is extended further, the validity of Performance Security shall also be extended by the Successful Bidder accordingly.
- 16.2 Failure of the Successful Bidder to comply with the requirements of above clauses shall constitute sufficient grounds for the annulment of the award and other actions as deemed necessary.

17. Schedule of Bidding Process

The Authority would endeavour to adhere to the following schedule:

Sr. No	Activity Description	Date
1.	Issue of RFP	06.03.2019
2.	Pre-bid meeting	25.03.2019 at 2:00 P.M
3.	Last date for submission of queries	29.03.2019 by 3:00 P.M

Sr. No	Activity Description	Date
4.	Authority's response to queries/ publication of corrigendum/addendum	08.04.2019
5.	Last Date for Submission of Bids	08.05.2019 by 3:00 P.M
6.	Date for Opening to access the pre-qualification	10.05.2019 , 11:00 A.M
7.	Date of Opening for Technical Evaluation for shortlisted bidders as per Pt. 6 above	20.05.2019 , 3:00 P.M
8.	Date for Opening of Financial Bids	28.05.2019, 2:00 P.M

* Venue of the Pre-Bid Meeting: Department of Employment Generation & Training Punjab, SCO 47/1, Sector 17-E, Chandigarh

III. Scope of Work

1. Background

Punjab Government is setting up Ghar Ghar Rozgar and Karobar Mission to assist providing a job to every household in the State. The Mission aims to provide Employment opportunities not only in the country but also abroad. In addition to finding Employment avenues, the Mission would also aim to send people abroad on Study Visa. Punjab is setting up District Bureaus of Employment & Enterprise (DBEE's) in every District with main focus on providing all facilities to the un-employed under one roof. DBEE's have to act as a physical one-stop platform for facilitating employment including overseas employment, skill training, self-employment, enterprise and entrepreneurship development at the district level.

EGT has also developed a portal www.ghargharrozgar.punjab.gov.in to provide a digital platform for all the stakeholders including the job seekers and job providers. Un-employed applicant can register on the portal and seek Pvt. job, Govt. job, Foreign job, Skill Training, Foreign study, Self-employment etc.

2. Scope of Work

➤ Facebook Profile Creation & Management (also any such similar sites as MD, PGRKAM may prescribe):

- Creating verified Facebook Profile of the PGRKAM society and for such other accounts as MD PGRKAM may desire
- Status posting on behalf of above given account. Agency would be posting minimum of 14 posts per week on the account.

- Agency will do editing for all the posts
- Moderating Comments & Damage Control Exercise
- Nano targeting of internet users organically by promoting engagement posts on the community
- Creative works: Minimum 7 creatives per week combined for the account in addition to the above mentioned posts.
- Including official YouTube channel video links in posts
- Creation of YouTube, Twitter and Blog tabs on the Facebook Community
- Do live feeds on the facebook @ atleast one feed/week

➤ **Instagram profile Creation & Management (also any such similar sites as MD, PGRKAM may prescribe):**

- Creating verified Instagram Profile of the PGRKAM society and for such other accounts as MD PGRKAM may desire
- Status posting on behalf of above given account. Agency would be posting minimum of 14 posts per week on the account.
- Agency will do editing for all the posts
- Moderating Comments & Damage Control Exercise
- Nano targeting of internet users organically by promoting engagement posts on the community
- Creative works: Minimum 7 creatives per week combined for the account in addition to the above mentioned posts.
- Including official YouTube channel video links in posts
- Creation of YouTube, Twitter and Blog tabs on the Instagram Community
- Do live feeds on the Instagram @ atleast one feed/week

➤ **Services Included in YouTube Management (and such similar sites) YouTube official Channel Creation & Management**

- The agency shall upload one (1) video per week of at least 1-minute duration. The creation of video & audio voice over in Punjabi, English would be done by agency.
- If PGRKAM provides the video, then the agency is bound to upload the same not limiting to 1 video as in case of content development by the agency as mentioned above
- Uploading the video inventory and in timely bound manner
- Segregating the videos under different headers and creating playlists for events. YouTube Link availability on Facebook & Twitter
- YouTube tab to be integrated in the official Facebook Community and constant promotion of YouTube links on the twitter handle
- Video content will be provided by PGRKAM, however if PGRKAM does not provide the same, then the agency would be responsible to create the same and upload it after approval of PGRKAM

➤ **Services Included in Twitter Management (and such similar sites) Twitter Handle Creation & Management:**

- Agency shall be responsible for making 3 tweets per day at least.
- On the days of events, seminars, hangouts etc. 5 tweets at-least based on the content push required.
- Identifying Influencers and following them.
- Re-tweeting tweets of the influencers
- Linking the twitter Profile to the Facebook Community:
- Creation of Tab for Twitter handle on Facebook community for cross promotion
- Including official YouTube channel video links in our tweets

- Following the activities of the PGRKAM and Tweeting about it (Content Creation)
 - Identifying Content Buckets.
 - Finalizing exact content properties for entire week.
 - Defining #tags to share News and Updates
- **Services Included in Blog Management (and such similar sites) Official Blog Creation & Management:**
- Designing the official blog
 - Managing the backend of the blog spot for blog posting
 - The agency shall post at-least 3 blogs per week
- **Services Included in WhatsApp Management (and such similar sites)**
- The agency will create text/images/video rich messages for WhatsApp and these messages as provided by PGRKAM to the agency would be sent by agency to various WhatsApp users as PGRKAM may direct.
- **Services Included in SMS Management (and such similar platforms)**
- The agency would design SMS text which would be sent to users in the fashion as directed by PGRKAM
 - The Cost of such SMS shall be borne by PGRKAM
- **Others:**
- 1 Mobile Application on both Android and IOS platforms
 - Maintain in the website, Webpage having social media links as PGRKAM may direct
 - For Instagram, the condition would be same as that of YouTube
 - For Wikipedia, information base is to be created and updated
- **Engagements for all social media sites**
- Cracking Campaign thoughts (once in a quarter)

- Flashing out campaign thoughts in addition to given work
 - End to end execution
 - Development & management of the campaign
- **For promotion of inorganic content to be taken up with permission of MD, PGRKAM. Costs would be borne by PGRKAM**
- **Content Creation – All works discussed before will get executed only after texts/ images/ videos/ voices created by Agency. Content creation will be repository of agency & it will be**
- Identifying Content Buckets & Properties
 - Finalizing exact content properties for the entire week
 - Designing creatives to support the content properties
 - Ensuring Engagement with the fans & having two ways communication with the fans
 - For quality creation, the agency will be expected to do real time/live/outdoor shoots/captures
- **Make atleast 100 followers on Twitter, 500 likes on Facebook and Instagram /month.**
- **The agency will submit a monthly report on all the positive, negative news w.r.t to the Department of Employment Generation and Training, Government of Punjab on various forms of Media**

IV. Timelines, Deliverables and Payment Schedules

S No	Description	Deliverables	Duration (Weeks)	Amount
1.	Mobilization Advance	On submission of Performance Security	-	5%
2.	Optimization, Maintenance, new content creation	Monthly Progress Report	Continuous Work	85% (Equally distributed across 36 months)
3.	Upon submission of	-	-	10%

	Closure Report			
--	----------------	--	--	--

V. Contract Period

The project will be for 3 years from date of signing of agreement between the Authority & Bidder & could be extended for further 3 years. If it is extended, then 10% addition in quoted cost will be payable to the Bidder.

VI. General

- (i). The Authority reserves the right to annul the contract without citing any reasons thereof.
- (ii). The Authority reserve the rights to reject the offer in case:
 - (a) Non responsiveness i.e. not meeting with the submission criterion or
 - (b) Or being incomplete or
 - (c) In case of any conflict of interest of consultancy firm or
 - (d) Consultancy firm being unable to meet out its financial liabilities (if any) and becomes insolvent/ bankrupt.
 - (e) Non-performance (proportional achievement of targets or non-responsiveness) by shortlisted consultancy firm of will lead to annulment of contract.

VII. Termination Clause

The Authority reserves the right to terminate the service of the selected consultancy firm at any stage. Upon termination of the services with the consultancy firm, remuneration for services satisfactorily performed prior to the termination of the services shall be paid as per the payment schedule.

Annexure-I

Tender Submission Letter

To
The Mission Director,
SCO No. 47/1,
Sec-17E,
Chandigarh - 160017,
Punjab

Sub: RFP for Engagement of an Agency for Utilizing Social Media Platforms

Ref:

Dear Sir,

I/ We, the undersigned, offer to provide services for Utilizing Social Media Platforms. We are hereby submitting our bid, in a sealed envelope.

I/We, hereby declare that:

- (a) We are enclosing and submitting herewith our Bid in one (1) original and one (1) copy, with the details as per the requirements of the tender, for your evaluation and consideration.
- (b) I/We have read carefully the terms and conditions of RFP document attached hereto and hereby agree to abide by the said terms and conditions.
- (c) The bid is unconditional.
- (d) I/We undertake that documents submitted are genuine/authentic and nothing material has been concealed. I/We understand that the contract is liable to be cancelled, if it is found to be having obtained, through fraudulent means/concealment of information.
- (e) We shall make available to the Authority any additional information it may find necessary or require to clarify, supplement or authenticate the Bid.
- (f) Until a formal agreement is prepared and executed, acceptance of this tender document shall constitute a binding contract between the Authority and us subject to the modifications, as may be mutually agreed to, between the Authority and us.
- (g) We agree to keep this bid valid for acceptance for a period of ninety (90) days from the date of opening the bid.

We understand that the Authority is not bound to accept any tender that the Authority receives.

Yours faithfully,

Authorized Signatory
(with Name, Designation, Contact no. and Seal)

Note:
On the Letterhead of the Bidder.

Annexure-II

Bidder's Authorisation Certificate

To

The Mission Director,
SCO No. 47/1,
Sec-17E,
Chandigarh - 160017,
Punjab

Sub: RFP for Engagement of an Agency for Utilizing Social Media Platforms

Ref:

Dear Sir,

I/ We {Name/ Designation} hereby declare/ certify that {Name/ Designation} is hereby authorized to sign relevant documents on behalf of the company/ firm in dealing with tender No. _____ dated _____. He/ She is also authorized to attend meetings & submit technical & commercial information/ clarifications as may be required by you in the course of processing the Bid.

Thanking you,

Name of the Bidder: -

Authorised Signatory: -

Seal of the Organisation: -

Date: -

Place:-

Note: Please attach the valid power of attorney in favour of person signing this authorisation letter.

Annexure-III

Performa for Affidavit
(on non-judicial stamp paper of Rs. 100/-)

I _____ Proprietor/Director/Partner of the firm M/s. _____ do hereby solemnly affirm that our firm M/s. _____ has never been blacklisted/ debarred by any State or Central Government Department/ Agency or PSU in India at the time of submission of bid

Signature of the Authorized Signatory

Name of the Authorized Signatory

Designation

Name of the Bidding Entity

Annexure-IV

Information on Bidder's Organisation

S.No.	Particulars	Details
1.	Name of the Bidder	
2.	Address of the Bidder	
3.	Incorporation status of the Bidder (Company or Firm) (Relevant Certificate to be submitted in Technical Bid)	
4.	Year of Establishment	
5.	Valid GST registration No. (Copy of certificate to be submitted)	
6.	Permanent Account No. (PAN) (Copy of PAN Card to be submitted)	
7.	Name and Designation of the contact person to whom all references shall be made regarding this Bid	
8.	Telephone No. (with STD Code)	
9.	E-mail id of the Contact Person	
10.	Fax No. (with STD Code)	
11.	Website (if any)	

.....
Name of the Bidder

.....
Signature of the Authorised Signatory

.....
Name of the Authorised Signatory

Place: _____
Date: _____

Annexure-V

Project Experience

S. No.	Name of Assignment	Name of the Client	Details/ Brief Scope	Contract Period	Agency Charges/Fee earned (Rs. In Lakh)
1.					
2.					
3.					
...					

Supporting documents such as copies of Work Order/contracts/LoAs/completion certificate/ Client letter, etc. to be attached. Assignments which are not supported by documentary evidence shall not be considered for evaluation.

Signature of the Authorized Signatory: _____

Name of the Authorized Signatory of the Firm: _____

Date: _____

Place: _____

Annexure-VI

Financial Information of Bidder's Organisation

Rupees.

S.No.	Parameters	FY2015-16	FY2016-17	FY2017-18
1	Annual Revenue earned from Social Media Management Services			
	Average Annual Revenue earned from Social Media Management Services			

Note:

Copy of certificate from Chartered Accountant in this regard shall be submitted

.....
Name of the Bidder

.....
Signature of the Authorised Signatory

.....
Name of the Authorised Signatory

Place: _____

Date: _____

Annexure-VII

Format of Financial Bid

To
 The Mission Director,
 SCO No. 47/1,
 Sec-17E,
 Chandigarh - 160017,
 Punjab

Sub: RFP for Engagement of an Agency for Utilizing Social Media Platforms

Ref:

Dear Sir,

Having examined the Bidding Document placed along with tender, we, the undersigned, offer to provide the support in conformity with the said RFP and We _____ herewith submit our Financial Bid for Tender for Engagement of an Agency for Utilizing Social Media Platforms

#	Name of work	Fee (INR) (without GST/ applicable taxes) In figures & in words	GST / taxes as applicable presently In figures & in words	Total Fee (INR) with GST / applicable taxes In figures & in words
1.				

- We undertake, if our Bid is accepted, to provide Performance Bank Guarantee for the above purpose within the stipulated time schedule.
- We agree to abide by the Bid and the rates quoted therein for the orders awarded by the Authority upto the period prescribed in the Bid which shall remain binding upon us.
- We undertake that, in competing for (and, if the award is made to us, in executing) the above Contract, we will strictly observe the laws against fraud and corruption in force in India.
- We have complied with all the terms and conditions of the tender. We understand and accept that you are not bound to accept the lowest or any Bid you may receive.

Dated thisDay of.....2019.

.....
 Name of the Bidder

.....
 Signature of the Authorised Signatory

.....
 Name of the Authorised Signatory

Place: _____

Annexure-VIII

Form of Bank Guarantee for Performance Security

To
The Mission Director,
SCO No. 47/1 and 46/2-3,
Sec-17E,
Chandigarh - 160017,
Punjab

WHEREAS _____ [Name and address of the Manpower Service Provider] (hereinafter called "the Agency") has undertaken, in pursuance of Contract No. _____ dated _____ to provide the services on terms and conditions set forth in this Contract _____ [Name of contract and brief description of works] (hereinafter called the "the Contract").

AND WHEREAS it has been stipulated by you in the said Contract that the Agency shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security for compliance with his obligations in accordance with the Contract;

AND WHEREAS we have agreed to give the Agency such a Bank Guarantee;

NOW THEREOF we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Agency up to a total of _____ [amount of Guarantee] _____ [in words], such sum being payable in the types and proportions of currencies in which the Contract Price is payable, and we undertake to pay you, upon your first written demand 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 for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Agency before presenting us with the demand.

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

The liability of the Bank under this Guarantee shall not be affected by any change in the constitution of the Agency or of the Bank.

"This guarantee shall also be operatable at our..... Branch at Chandigarh, from whom, confirmation regarding the issue of this guarantee or extension / renewal thereof shall

be made available on demand. In the contingency of this guarantee being invoked and payment there under claimed, the said branch shall accept such invocation letter and make payment of amounts so demanded under the said invocation."

Notwithstanding anything contained herein before, our liability under this guarantee is restricted to INR. _____ (INR. _____) and the guarantee shall remain valid till _____. Unless a claim or a demand in writing is made upon us on or before _____ all our liability under this guarantee shall cease.

Notwithstanding anything contained hereinabove"

- A. Our liability under this guarantee shall not exceed INR. _____ (Indian National Rupees_____).
- B. This bank guarantee shall be valid up to _____.
- C. We are liable to pay the guarantee amount or any part thereof under this bank guarantee only and only if you serve upon us, a written claim or demand on or before _____.

Signature and Seal of the Guarantor _____

In presence of

Name and Designation

1. _____
(Name, Signature & Occupation)

Name of the Bank

Address

2. _____
(Name & Occupation)
Date