

## **Punjab Ghar Ghar Rozgar & Karobar Mission (PGRKAM)**

### **Corrigendum-IV**

Kindly note that this corrigendum in form of Amended/ Revised/ Updated RFP is being affected in following RFP for which advertisement appeared in The Times of India, Danik Bhaskar, The Tribune and Punjabi Tribune on 6.3.19 :

#### 1. Utilizing Social Media Platforms

The bidders shall note that Amended/ Revised/ Updated RFP shall PREVAIL over the existing RFP issued through advertisement dated 6.3.19 and change in dates issued thereafter.

New bidders who want to apply can apply ab initio on website <https://eproc.punjab.gov.in>.

Bidders who have already given their bid may exercise any of the following three options:

- a. Can continue with the Bid already made against the earlier RFP and its corrigenda in case they are eligible as per the revised RFP and its corrigenda – Such Bidder (s) need not do anything.
- b. Can rebid in case the bidders want to change the earlier bid as per the revised RFP and its corrigenda – Such bidders must NOT withdraw their earlier bid but should modify their existing technical bid or financial bid or both, as they deem fit on website <https://eproc.punjab.gov.in>.
- c. Can withdraw their bid in case the bidders do not want to bid for the RFP anymore – Such bidders may withdraw their bid on <https://eproc.punjab.gov.in>. Refund of EMD, Tender Fees, Processing Fees if any, shall be initiated on completion of stage 1 (PreQual/Technical) of the bid opening process.

IT IS AGAIN CLARIFIED THAT ALL TERMS, CONDITIONS AND DATES ETC. SHALL NOW BE APPLICABLE AS PER CORRIGENDED TENDER BEING UPLOADED TODAY i.e 2.5.19 & ONLY IT MAY BE REFERRED TO BY ALL CONCERNED.

Mission Director (PGRKAM)

**Punjab Ghar Ghar Rozgar & Karobar Mission (PGRKAM)**  
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. : 2019\_DEGT\_30575\_3  
Issued on : 6.3.19

### 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 National Rupees
LOA	Letter of Award
NIT	Notice Inviting Tender
PGRKAM	Punjab Ghar Ghar Rozgar & Karobar Mission
PSU	Public Sector Undertaking
RFP	Request for Proposal

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Mission Director  
Punjab Ghar Ghar Rozgar & Karobar Mission (PGRKAM)  
Department of Employment Generation and Training,  
SCO No. 47/1,  
Sec-17E,  
Chandigarh 160017,  
Punjab

RFP No.: 2019\_DEGT\_30575\_3

Dated: 06.03.2019

**1. NOTICE INVITING TENDER (NIT)**

PGRKAM (the “**Authority**”) invites online Bids under 3 bid basis i.e. Pre-Qualification, Technical and Financial Bids from reputed and experienced agencies for Utilizing Social Media Platforms

The interested bidders shall submit their bids online on <https://eproc.punjab.gov.in> on or before **24.05.2019 upto 10:00 A.M**

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

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

## 2. INSTRUCTIONS TO BIDDERS

- 2.1 The Bidder may be a Sole Proprietor or Partnership firm or a Company (Public or Private Ltd.).
- 2.2 **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 RFP process.
- 2.3 The Bidder is expected to examine all instructions, forms, terms and conditions in the RFP document. Failure to furnish all information as mentioned in the RFP document or submission of the Bid not substantially responsive to the RFP document in every respect will be at the Bidders' risk and may result in rejection of the Bid.
- 2.4 The Bidder shall not make any alternation, erasure or obliteration to the text of the RFP document.

### 2.5 Preparation of Bids

- 2.5.1 **Language:** Bids and all accompanying documents shall be in English language. In case any accompanying document is in other languages, it shall be accompanied by an English Translation. The English version shall prevail in matters of interpretation.
- 2.5.2 The 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 shall be attached.
- 2.5.3 **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.

#### 2.5.4 Clarifications by Bidders

2.5.4.1 Bidders requiring any clarification on the tender RFP 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 6- Schedule of Bidding Process.

2.5.4.2 All correspondence for clarifications shall be submitted to the following address in writing to the Bidder:

Department of Employment Generation & Training Punjab,  
SCO 47/1, Sector 17-E, Chandigarh

2.5.4.3 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.

2.5.4.4 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 Bidders, modify the RFP document by way of issue of Addendum/Corrigendum/Clarifications. Any Addendum/Corrigendum/Clarifications thus issued shall be uploaded on the website <https://eproc.punjab.gov.in> and shall be binding on Bidders and shall form part of the RFP document.

## 2.6 Bid Document Fee and EMD

- 2.6.1. An initial non – refundable Bid Document Fee of INR 5,000/- (Indian National Rupees Five Thousand Only) shall be paid online on <https://eproc.punjab.gov.in> at the time of submission of the bid.
- 2.6.2. The bidder shall also pay an EMD for an amount of INR 1,00,000 (Indian National Rupees One Lakh only) online on <https://eproc.punjab.gov.in> at the time of submission of the bid. The EMD will remain valid for a period of 90 (ninety) days beyond the final bid validity period.
- 2.6.3. Any Bid not accompanied by the Bid Document Fee and EMD shall be rejected.
- 2.6.4. The EMD is interest free and will be refundable to the unsuccessful Bidders without any accrued interest on it.
- 2.6.5. 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.
- 2.6.6. EMD shall be forfeited if the bidder withdraws his bid during the period of bid validity.
- 2.6.7. 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.
- 2.6.8. In case the successful bidder provides the Bank Guarantee/ Performance Security within stipulated period and enters into an agreement, the EMD will be refunded without any accrued interest on it.

## 2.7 Pre-Bid Meeting

- 2.7.1. 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 6- Schedule of Bidding Process.
- 2.7.2. 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	RFP Document Reference ( Section and Page No)	Content of RFP Document requiring clarification	Points of clarification
1.			
2.			

- 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 Bid or thereafter. The Bid 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 Bid shall be regarded as non-responsive and would be liable for rejection.

- 2.7.4. Bidders' representatives attending the Proposal opening shall bring an authorisation letter from the Bidder.
- 2.7.5. 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 website <https://eproc.punjab.gov.in>
- 2.7.6. Attendance of the Bidders at the Pre-Bid Meeting is not mandatory.
- 2.7.7. No interpretation, revision, or other communication from the Authority regarding this solicitation is valid unless in writing.

## **2.8 Format and Signing of Bid**

- 2.8.1. 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.
- 2.8.2. 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.

## **2.9 Submission of Bids**

- 2.9.1. The Bidder shall submit their bids online on <https://eproc.punjab.gov.in> on or before 10:00 A.M on 24.05.2019. The Bids shall not be accepted beyond the stipulated date and time under any circumstances what so ever
- 2.9.2. **Validity of Bid:** The bid must be valid for a period of not less than 90 days from the date of opening of Bid

## **2.10 Late and Delayed Bids:**

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

## **3. Pre-Qualification Criteria**

- 3.1 For the purpose of this tender, "Social Media Management Project' shall mean the following: 'handling of Facebook page /Twitter/Instagram/ etc. account for minimum Period of 6 months which shall have been completed on or before the bid submission date"
- 3.2 The pre-qualification bid of the Bidders will be opened first. 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. The pre-qualification criterion\* is as below:



S.No.	Criteria	Documentary evidence to be produced
1.	The Bidder shall be a registered entity and must have been in operation for a minimum period of 5 years as on 31 <sup>st</sup> March 2018	<ul style="list-style-type: none"> <li>• Certificate of Incorporation / Registration in case of a registered entity (pubic or pvt. Ltd)</li> <li>• Valid Tax/GSTN Certificate in case of a Sole Proprietor or Partnership firm</li> </ul>
2.	The Bidder shall have at least 3 years of experience in providing service in Social Media Management	Requisite client certificates (Work Orders/Completion Certificates)
3.	The Bidder shall have average annual turnover of at least INR 50 lakhs from Social Media Management Services in last 3 FY i.e. 2015-16, 2016-17 and 2017-18	Certificate of CA
4.	The bidder shall have undertaken atleast 3 projects of Social Media Management in last 3 FY i.e. 2015-16, 2016-17 and 2017-18	A copy of the work order / Client Completion Certificate for each of the projects undertaken
5.	The Bidder shall 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
6.	The bidder shall have experience of You Tube page management with a minimum of 5000 subscribers	Self-certification on company's letter head signed by an authorized representative clearly mentioning the name and link of the page
7.	The Bidder shall have handled Twitter account with minimum of 5000 followers	Self-certification on company's letter head signed by an authorized representative clearly mentioning the name and link of the twitter account
8.	The Bidder shall have experience of handling multiple twitter accounts with more than 5000 followers each	Self-certification on company's letter head signed by an authorized representative clearly mentioning the names and link of the twitter accounts
9.	The Bidder shall have handled Facebook Pages with minimum of 1 Lakh likes (all facebook pages combined)	Self-certification on company's letter head signed by an authorized representative clearly mentioning the names and link of the facebook pages

*\*Note: Any Bid not accompanied by the EMD shall be rejected.*

#### 4. Opening and Evaluation of Technical Bid

- 4.1 Technical Bids will be opened in the presence of the Bidders' representatives who choose to attend at the appointed place and time.
- 4.2 The Technical Bid of the Bidder would be evaluated as per the eligibility criteria set out in the RFP 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.

4.3 The Technical Bids will be evaluated based on following criteria. The marks allocation for the technical evaluation shall be assigned as under:

S.No.	Criteria	Scale	Score	Max.Marks
1.	Number of Social Media Management projects	3 Projects More than 3 to 5 projects More than 5 Projects	15 Marks 25 Marks 40 Marks	40
2.	Average Annual Turnover from Social Media Management Services in last 3 FY i.e. 2015-16, 2016-17 and 2017-18	INR 50 lakhs – INR 75 lakhs More than INR 75 Lakhs to 1 Crore More than INR 1 Crores	6 Marks 8 Marks 10 Marks	10
3.	Shall have experience of You Tube page management	0 to 4999 subscribers 5000 to 7500 subscribers More than 7500 to 10000 subscribers More than 10000 subscribers	0 Marks 6 Marks 8 Marks 10 Marks	10
4.	Shall have handled Twitter account	0 to 4999 followers 5000 to 7500 followers More than 7500 to 10000 followers More than 10000 followers	0 Marks 6 Marks 8 Marks 10 Marks	10
5.	Shall have experience of handling multiple twitter accounts. <i>Only those twitter accounts shall be considered which have more than 5000 followers</i>	-	2 Marks for each Twitter Account maximum of 10 marks	10
6.	Shall have handled Facebook Pages (all Facebook pages combined)	0 to 99,999 likes 1 lakh to 1.25 lakh likes More than 1.25 lakhs to 1.5 Lakh likes More than 1.5 lakh likes	0 Marks 6 Marks 8 Marks 10 Marks	10
7.	Shall have experience of handling multiple facebook page.  <i>Only those pages will be considered which have more than 1 lakh likes</i>	-	2 Marks for each Facebook page maximum of 10 marks	10

S.No.	Criteria	Scale	Score	Max.Marks
<b>Grand Total</b>				<b>100</b>

\* For S. No 3, 4, 5, 6 and 7, the figures would be taken as on the day of Technical Evaluation and for only such accounts that fulfil the definition of Social Media Management Projects as per clause 3.1 of the RFP

4.4 Only those Bidders who score 60 marks or more out of 100 in the Technical Evaluation shall qualify for the opening of the Financial Bid.

#### 4.5 Opening of Financial Bid and Final Evaluation

4.5.1 The Financial Bids of the technically qualified Bidders shall be opened in the presence of such Bidders' representatives who choose to attend.

4.5.2 The contract will be awarded on **Least Cost Selection basis**. The Authority will select the Bidder with the lowest quote (the "**Successful Bidder**") among the technically qualified Bidders.

#### 4.6 Right to accept any Bid and to reject any or all Bids

4.6.1 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 RFP process.

#### 4.7 Award of Contract

4.7.1 The Authority will award the contract to the Successful Bidder to perform the contract satisfactorily as per the terms and conditions incorporated in the RFP document.

4.7.2 The Authority will communicate to 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.

4.7.3 The Successful Bidder will be required to commence the assignment at the earliest as communicated by Authority in this regard.

4.7.4 The Successful Bidder will be required to enter into the contract for the services within a period of Fifteen (15) days from the date of issue of Letter of Award.

4.7.5 The Authority may terminate the contract/cancel the LOA in the event the Successful Bidder fails submit the Performance Security or fails to execute the Contract within the stipulated timelines.

4.7.6 The successful bidder shall comply with all relevant laws/ rules/ Govt. instructions concerning with the execution of this contract failing which he shall be solely responsible for financial and legal consequences. Further, in case of breach of contract or violation of any law/ rule/ Govt. instructions, any loss is caused to PGRKAM, the successful bidder shall indemnify the same.

4.7.7 TDS/ any other deduction shall be made as per law.

## 5. Performance Security

- 5.1 The Successful Bidder shall be required to furnish a Performance Security prior to signing the contract for an amount equivalent to 2.5% of the total Contract Value in the form of Bank Guarantee from a Nationalised Bank in acceptable form in favour of 'Punjab Ghar Ghar Rozgar & Karobar Mission' payable at Mohali, 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.
- 5.2 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.

## 6. Schedule of Bidding Process

The Authority would endeavour to adhere to the following schedule:

Sr. No	Activity Description	Date
1.	Issue of RFP Document	06.03.2019
2.	Pre-Bid meeting	25.03.2019, 2:00 P.M
3.	Last date for submission of queries	29.03.2019, 3:00 P.M
4.	Authority's response to queries and publication of corrigendum/addendum **	02.05.2019
5.	Last Date of Submission of Bids	24.05.2019, 10:00 A.M
6.	Date and time of Opening of the Pre-qualification and Technical Bid	24.05.2019, 02:00 P.M
7.	Date and time by which Clarification, if any is to be taken from bidders via e-mail by PGRKAM	04.06.2019, 05:00 P.M
8.	Date and time by which the bidders can reply w.r.t S.No. 7 above by personal presence/ e-mail	06.06.2019, 05:00 P.M
9.	Date and time by which list of bidders eligible for financial bid opening would be drawn by PGRKAM	10.06.2019, 05:00 P.M
10.	Date and time of opening of Financial Bids	11.06.2019, 03.00 P.M
11.	Date and time of Issuance of Award of Work to the successful bidder (s)	25.06.2019, 09.00 A.M
12.	Date and time of acceptance of Award of Work by the successful bidder (s) through personal presence	25.06.2019, 05:00 P.M
13.	Date and time of issuance of Bid contract for signatures to the successful bidder	10.07.2019, 09:00 A.M

14.	Date and time of Signing of Contract & start of execution of Project as per timelines given in payment schedule of the RFP	15.07.2019, 09:00 A.M
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\* Venue of the Pre-Bid Meeting: Department of Employment Generation & Training Punjab, SCO 47/1, Sector 17-E, Chandigarh

\*\* Any bidder who cannot understand language/ scope of work or any of the clause of the tender can come in person to seek clarification from O/o Commissioner, Employment Generation & Training –cum- Mission Director, PGRKAM, SCO 47/1, Sector 17-E, Chandigarh on 06.05.2019 at 11:00 A.M.

## 7. Scope of Work

### 7.1 Background

Punjab Government is setting up Ghar Ghar Rozgar & 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](http://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.

### 7.2 Scope of Work

#### 7.2.1 Facebook Profile Creation & Management

- i. Creating verified Facebook Profile of the PGRKAM society
- ii. Posts/ Status posting on behalf of above given account. Agency would be posting minimum of 14 posts per fortnight on the account.
- iii. Agency will do editing for all the posts
- iv. Moderating Comments & Damage Control Exercise
- v. Creative works: Minimum 7 creatives per fortnight combined for the account in addition to the above mentioned posts (creative shall mean a display pic)
- vi. Including official YouTube channel video links in posts
- vii. Creation of YouTube, Twitter and Blog tabs on the Facebook Community

## **7.2.2 Instagram profile Creation & Management**

- i. Creating verified Instagram Profile of the PGRKAM society
- ii. Pics/creatives posting on behalf of above given account. Agency would be posting minimum of 7 pics per fortnight on the account which shall be different from the pics/creatives posted on the Facebook Account
- iii. Agency will do editing for all the posts
- iv. Moderating Comments & Damage Control Exercise
- v. Including official YouTube channel video links in posts
- vi. Creation of YouTube, Twitter and Blog tabs on the Instagram Community

## **7.2.3 Services Included in YouTube Management, YouTube official Channel Creation & Management**

- i. The agency shall upload two (2) videos per month of at least 1-minute duration. At least one (1) of these two (2) videos will be a video which shall entail live shooting by visiting the spot. The creation of video & audio voice over in Punjabi, English would be done by agency. The agency shall also cover the job melas/fairs by making live videos.
- ii. In addition to above, the agency would be bound to upload all such other videos as PGRKAM may provide.
- iii. Segregating the videos under different headers and creating playlists for events. YouTube Link availability on Facebook & Twitter
- iv. YouTube tab to be integrated in the official Facebook Community and constant promotion of YouTube links on the twitter handle
- v. 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

## **7.2.4 Services Included in Twitter Management, Twitter Handle Creation & Management:**

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

- viii. Following the activities of the PGRKAM and Tweeting about it (Content Creation)
- ix. Finalizing exact content properties for entire week.
- x. Defining #tags to share News and Updates
- xi. Identifying content bucket in coordination with PGRKAM

#### **7.2.5 Services Included in Blog Management, Official Blog Creation & Management:**

- i. Designing the official blog
- ii. Managing the backend of the blog spot for blog posting
- iii. The agency shall post at-least 3 blogs per week
- iv. Blog website will be suggested by the agency and approved by MD, PGRKAM

#### **7.2.6 Services Included in WhatsApp Management**

- i. PGRKAM may direct the agency to create text/ images/ video rich messages for WhatsApp to be sent by the agency to such WhatsApp users as PGRKAM may direct. In case of inorganic messaging or WhatsApp Business Group messaging, extra costs would be borne by PGRKAM

#### **7.2.7 Services Included in SMS Management**

- i. The agency would design SMS text which would be sent to users in the fashion as directed by PGRKAM
- ii. The Cost of such SMS shall be borne by PGRKAM

#### **7.2.8 Others:**

- i. Maintain in the website, Webpage having social media links as PGRKAM may direct
- ii. For Wikipedia, information base is to be created and updated including creation of one Wikipedia web page.

7.2.9 Promotion of inorganic content will be taken up only with permission of MD, PGRKAM. Costs would be borne by PGRKAM.

7.2.10 Content Creation – Scope of Work as described in this RFP document will be executed through such content (text/images/videos etc.) as would be created by the agency and approved by such authority as MD, PGRKAM may direct. The content created shall be in the repository of the Authority and shall be the Intellectual Property of the Authority.

7.2.11 Make atleast 100 followers on Twitter, 500 likes on Facebook and Instagram per month.

7.2.12 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 or Punjab Ghar Ghar Rozgar & Karobar Mission on various forms of Media to MD, PGRKAM.

- 7.2.13 Apart from the social media platforms as mentioned in the scope of work of this RFP document, MD, PGRKAM would be entitled to add creation and maintenance of one more platform on Social Media if situation may so warrant.
- 7.2.14 The Successful Bidder shall always make one person available for covering the field activities as per directions of MD, PGRKAM with video/photo taking capabilities and equipped with all the necessary equipment.
- 7.2.15 In case, due to dynamic evolution of Social Media Platforms, any of the above mentioned platforms is replaced by some other similar platform, the MD, PGRKAM will be competent to give such direction to the agency who will be bound to act on it.
- 7.2.16 The Pages/Profiles created by Successful bidder on various platforms shall be applied by Successful bidder for verification to appropriate authorities

## 8 Payment Schedule

S No	Description	Deliverables	Duration (Weeks)	Amount
1.	Optimization, Maintenance, new content creation	Monthly Progress Report (as detailed in Annexure-IX, submission and approval.)	Continuous Work	90% (Equally distributed across 36 months)
2.	Upon submission of Closure Report	-	-	10%

## 9 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.

## 10 General

- 10.1 The Authority reserves the right to annul the contract without citing any reasons thereof.
- 10.2 The Authority reserve the rights to reject the offer in case:
- 10.2.1 Non responsiveness i.e. not meeting with the submission criterion or
- 10.2.2 Being incomplete or
- 10.2.3 In case of any conflict of interest of successful bidder or
- 10.2.4 Successful bidder being unable to meet out its financial liabilities (if any) and becomes insolvent/ bankrupt or
- 10.2.5 Non-performance (proportional achievement of targets or non-responsiveness) by successful bidder will lead to annulment of contract.



## **11 Termination Clause**

The Authority reserves the right to terminate the service of the Successful Bidder 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.

## **12 Penalty Clause**

- 12.1 The Monthly Progress Report shall detail the satisfactory execution of all deliverables. If any deliverable has remained pending in a month with permission of MD, PGRKAM, it can be completed by the next month. However, if it is not completed by next month and no justifiable reason is presented by the Agency, then 100% penalty for the defaulting month will be imposed on the Agency.
- 12.2 In case the bidder gives a representation, Governing Council, PGRKAM may reduce penalty upto 50% and Governing Council, PGRKAM can give additional time lines upto ¼th of the stipulated time of the relevant activity with or without imposing penalty, if governing council is satisfied that the reason given for delay by the successful bidder is justified.

## **13 Dispute Resolution**

The Authority and the Successful Bidder shall make every effort to resolve any disagreement or dispute arising between them amicably by direct negotiation. If the Authority and the Successful Bidder fail to resolve the dispute amicably within one (1) month, then the issue will be referred to the Arbitrator in accordance with the Arbitration and Conciliation Act, 1996, amended upto date. The sole arbitrator for such purposes will be decided by MD, PGRKAM as per the Arbitration and Conciliation Act, 1996, amended upto date. All arbitration proceedings shall be held at Mohali, India, and the language of the arbitration proceedings shall be in English. Any legal dispute will come under Punjab State jurisdiction.

## **14 Intellectual Property Rights**

- 14.1 The Authority owns the Intellectual Property Rights of all the content created under the scope of work of this engagement.
- 14.2 The Successful Bidder is liable to handover all documents/information/media/knowledge base related to the assignment undertaken under the scope of work of this engagement to the Authority on completion/termination.
- 14.3 The Successful Bidder shall not carry and/ or transmit any material, information, diagrams, storage media or any other goods/ material in physical or electronic form, which are proprietary to or owned by the Authority/ Department of Employment Generation & Training, out of premises without prior written permission.

## **15 Exit Management**

- 15.1 The Authority shall prepare an Exit Management Plan and share it with the Successful Bidder that will be binding on the Successful Bidder.

- 15.2 The exit management period, to be informed in the Exit Management Plan, shall not be more than eight weeks from the date of expiry/ termination of contract.
- 15.3 **Transfer of Assets-** The Successful Bidder shall be able to use the assets, if any provided, for the duration of the exit management period and shall return before completion of the said period.
- 15.4 During the exit management period the Successful Bidder will allow the Authority to access information required to define the current mode of operation.
- 15.5 The Successful Bidder shall handover all documents/information/media/ knowledge base to the Authority within the exit management period.
- 15.6 The Successful Bidder shall provide the knowledge transfer sessions to the Authority as and when required during the exit management period.

**Annexure-I**

**Bid Submission Letter**

To

The Mission Director  
Punjab Ghar Ghar Rozgar & Karobar Mission (PGRKAM)  
Department of Employment Generation and Training  
SCO No. 47/1, Sec-17E,  
Chandigarh - 160017,  
Punjab

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

Ref: **2019\_DEGT\_30575\_3**

Dear Sir,

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

I/We, hereby declare that:

- (a) We are enclosing and submitting herewith our Bid with the details as per the requirements of the RFP, 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 Bid 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 Bid 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  
Punjab Ghar Ghar Rozgar & Karobar Mission (PGRKAM)  
Department of Employment Generation and Training  
SCO No. 47/1, Sec-17E,  
Chandigarh - 160017,  
Punjab

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

Ref: **2019\_DEGT\_30575\_3**

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 RFP 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 INR. 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: Registered Company (Public or Pvt. Ltd)/ Partnership Firm/ Sole Proprietor (Relevant certificates in line with Clause 3 – Pre-Qualification Criteria need to be submitted)	
4.	Year of Establishment	
5.	Name and Designation of the contact person to whom all references shall be made regarding this Bid	
6.	Telephone No. (with STD Code)	
7.	E-mail id of the Contact Person	
8.	Fax No. (with STD Code)	
9.	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 Turnover from Social Media Management Services			
	Average Annual Turnover 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  
Punjab Ghar Ghar Rozgar & Karobar Mission (PGRKAM)  
Department of Employment Generation and Training  
SCO No. 47/1, Sec-17E,  
Chandigarh - 160017,  
Punjab

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

Ref: **2019\_DEGT\_30575\_3**

Dear Sir,

We \_\_\_\_\_ herewith submit our Financial Bid for RFP 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 up to 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 this .....Day 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 Successful Bidder] (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 Mohali, 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

## Annexure-IX

**Social Media Monthly Reporting Format**

S.No.	Particulars	Delivery
1.	<b>For Facebook:</b> Page Likes Page Followers Post/Status engagement Number of posts No of Creatives Moderating comments Blogs	
2.	<b>For Instagram</b> Page Likes Page Followers Post/Status engagement Number of posts No of Creatives Moderating comments Blogs Links of YouTube	
3.	<b>For YouTube</b> No of Videos(live) Total Videos uploaded Number of subscribers Number of Likes and Dislike Integration on other social media	
4.	<b>For Twitter :</b> Number of tweets(Regular) Number of tweets (Key Events) Number of Re- tweet Number of #tags Key follower added Integration on other social media	
5.	<b>For Blogs:</b> Status of blogs Number of blogs Site of blogs	
6.	For Whatsapp: Number of messages Received Sent Read	

7.	Other deliverables as per scope of work:	
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\*MD, PGRKAM may modify or seek report in another format as per requirement.