

**REQUEST FOR PROPOSAL
FOR HIRING OF
SOCIAL MEDIA AGENCY
FOR
WOMEN & CHILD DEVELOPMENT CORPORATION**

**RFP should be submitted in the office of:
Women & Child Development Corporation, Bihar,
Road No. 02, Daroga Rai Path,
Patna- 800001 (Bihar)
Tel.: 0612- 2506068, 2506078
Email: support.wdc@bihar.gov.in
Website: <http://www.wdc.bih.nic.in>**

REQUEST FOR PROPOSAL FOR SELECTION OF SOCIAL MEDIA AGENCY FOR WOMEN & CHILD DEVELOPMENT CORPORATION

INDEX

Section	Description
1	Invitation of RFP
2	Background
3	Principal Objectives of the Corporation
4	General Instruction of Bidding Process
5	SCOPE of Work for Agency
6	Eligibility Criteria for Selection of Social Media Agency
7	Terms & Conditions for Selection of Social Media Agency
8	Payment
9	Submission of Applications for Selection of Social Media Agency
10	Selection Procedure- For Selection of Social Media Agency
11	Additional Cost
12	Selection
Annexure A	Technical Scoring
Annexure B	Financial Bid Format
Annexure C	Techno Commercial Bid
Annexure D	CV Format
Annexure E	Bank Guarantee Format (For EMD)
Annexure F	Performance Bank Guarantee

IMPORTANT DATES

Details	Important Dates
Date of advertisement	29.07.2021
Date of availability of RFP document on WCDC website.	29.07.2021
Date, time & venue of pre submission meeting.	05.08.2021 11:00 AM at WCDC Office
Last date for receiving pre submission clarifications from agency in writing.	05.08.2021 12:00 Noon
Date for hosting response to clarification on WCDC website	10.08.2021
Last date and time for receipts of proposals	20.08.2021 12:00 Noon
Date, time & venue of opening eligibility criteria envelope	23.08.2021 12:30 PM at WCDC Office
Contact Address: Administrative Officer, Women & Child Development Corporation Bihar, Road No. 02, Daroga Rai Path, Patna-800001(Bihar), Tel.: 0612- 2506068 Email: support.wdc@bihar.gov.in , Website: http://www.wdc.bih.nic.in	

1. INVITATION OF REQUEST FOR PROPOSAL (RFP) FOR SELECTION OF A SOCIAL MEDIA AGENCY FOR WOMEN & CHILD DEVELOPMENT CORPORATION: -

- I. Women & Child Development Corporation (WCDC) invites sealed Tender ('the Application') from established and qualified Social Media Agency for developing Social Media Strategy for WCDC.
- II. The agency must submit the RFP application, duly signed and stamped on all sequentially numbered pages.
- III. The applications must be submitted in sealed cover, super scribed "RFP for Selection of a Social Media Agency" addressed to Women & Child Development Corporation, Road N.2, Daroga Rai Path, R Block, and Patna 800001.
- IV. WCDC reserves the right to accept or reject, partially or wholly or any RFP application without assigning any reason whatsoever.

2. BACKGROUND:

The Women & Child Development Corporation (WCDC) (erstwhile Women Development Corporation, Bihar) has been mandated to implement state's perspective plan towards empowering women and adolescent girls in Bihar. As the nodal agency for empowering women, WCDC came into being on November 28, 1991 and was registered under Society Registration Act, 1860. Its vision is to ensure overall survival, development, protection and participation of women and adolescent girls in the state.

The WCDC has evolved in its vision and is currently implementing plans of action, programs and schemes for advancement of women and adolescent girls with the support of Civil Society Organizations, Community Based Organizations and professional and technical Agencies for achieving its mandate.

3. Principal objectives of the Corporation:

WCDC has been mandated towards promoting socio-economic development and empowerment of women through-

- Education and awareness generation.
- Vocational training and employment.
- Entrepreneurship development programmes.
- Social Activities and Issues.
- Skill up-gradation for women groups.
- Provide margin money support to women. Infrastructure development.
- Gender equality.

4. General Instruction of Bidding Process:-

- a) This invitation for bids is open to all Indian firms who fulfill qualification criteria as specified in the RFP.
- b) Breach of general or specific instructions for bidding, general and special conditions of contract with GoB or any of its user organizations during the past 3 years may make a firm ineligible to participate in bidding process
- c) Any Specific Company can submit only one bid, and a single company submitting more than one bid shall be disqualified and liable to be blacklisted.
- d) A firm will be selected under Quality cum Cost Based Selection (QCBS) Method as per procedures described in the Request of Proposal (RFP).

4.1 Bid Security/ Earnest Money Deposit (EMD)

- a) Bidders shall submit, along with their Bids, EMD of Rs 1,00,000 (Rupees One Lac only), in the form of a Demand Draft OR Bank Guarantee (in the format specified in **Annexure E** issued by any Scheduled/nationalized bank in favor of the Managing Director, Women Development Corporation.
- b) EMD of all unsuccessful bidders would be refunded by the WCDC within sixty (60) days of issuance of LOI to the successful bidder. The EMD, for the amount mentioned above, of successful bidder would be returned upon submission of Performance Bank Guarantee as per the format provided in **Annexure F**
- c) The successful Bidder's Bid security shall be discharged upon the Bidder signing the Agreement.
- d) The EMD amount is interest free and will be refundable to the unsuccessful bidders without any accrued interest on it.
- e) The bid / proposal submitted without EMD, mentioned above, will be summarily rejected without providing opportunity for any further correspondence to the bidder concerned.
- f) The EMD may be forfeited:
 - i. If a bidder withdraws its bid during the period of bid validity.
 - ii. Bidder fails to provide required information during the evaluation process or is found to be non-responsive.
 - iii. If the successful bidder fails to provide the Performance Bank Guarantee as required at the time of signing of the Agreement.

4.2 Award Criteria

WCDC will award the Contract in Quality (80%) cum Cost (20%) Based Selection QCBS - 80:20 method. **The technical quality of the proposal will be given weight of 80%**, the method of evaluation of technical qualification will follow the procedure given in the RFP. The price bids of only those consultants who qualify technically (**Minimum Qualifying Marks: 70%**) will be opened. The proposal with the lowest cost may be given a financial score of 100 and the other proposal given financial score that are inversely proportionate to their prices. **The financial proposal shall be allocated weight of 20%.**

4.3 Notification of Award

Prior to the expiration of the validity period, WCDC will notify the successful bidder in writing or by email, that its proposal has been accepted. In case the tendering process / public procurement process has not been completed within the stipulated period, WCDC, may like to request the bidders to extend the validity period of the bid.

The notification of award will constitute the formation of the contract. Upon the successful bidder's furnishing of Performance Bank Guarantee, WCDC will notify each unsuccessful bidder and return their EMD.

4.4 Signing of Contract

After the notification of award, WCDC will issue Letter of Intent (LOI). The bidder shall sign and return back to WCDC duplicate copy of the LOI as an acceptance of the LOI within 7 working days from the date of issuance of PO/LOI.

At the same time as WCDC notifies the successful bidder that its proposal has been accepted, WCDC shall enter into a contract, incorporating all clauses, pre-bid clarifications and the proposal of the bidder between WCDC and the successful

bidder on receipt of the Performance Bank Guarantee. WCDC shall have the right to annul the award in case there is a delay of more than 30 days in signing of contract, for reasons attributable to the successful bidder.

4.5 Performance Bank Guarantee (PBG)

WCDC will require the selected bidder to provide an unconditional and irrevocable Performance Bank Guarantee (PBG), within 15 days from the Notification of award, for a value equivalent to **10%** of the contract value, from a scheduled commercial bank, in the format prescribed in **Annexure F**, payable on demand, for the due performance and fulfillment of the contract by the Bidder.

The Performance Guarantee should be valid for the contract period and shall be kept valid till completion of the project. The Performance Guarantee shall contain a claim period of six months from the last date of validity.

The selected bidder shall be responsible for extending the validity date and claim period of the Performance Guarantee as and when it is due on account of non-completion of the project and Warranty period.

PBG shall be invoked by WCDC in the event the Agency:

- I. Fails to meet the overall liquidated damages condition as mentioned in RFP or any changes agreed between the parties,
- II. Fails to perform the responsibilities and obligations as set out in the RFP to the complete satisfaction of WCDC including failure to comply with exit management responsibilities.
- III. Misrepresentations of facts/information submitted to WCDC.

The PBG may be discharged/returned by WCDC upon being satisfied that there has been due performance of the obligations of the bidder under the contract. However, no interest shall be payable on the performance bank guarantee.

In the event of the bidder being unable to service the contract for whatever reason, WCDC would invoke the PBG. Notwithstanding and without prejudice to any rights whatsoever of WCDC under the contract in the matter, the proceeds of the PBG shall be payable to WCDC as compensation for any loss resulting from the bidder's failure to perform/comply its obligations under the contract. WCDC shall notify the bidder in writing of the exercise of its right to receive such compensation within 30 days, indicating the contractual obligation(s) for which the bidder is in default.

WCDC shall also be entitled to make recoveries from the bidder's bills, performance bank guarantee, or from any other amount due to him, an equivalent value of any payment made to him due to inadvertence, error, collusion, misconstruction or misstatement.

In case the project is delayed beyond the project schedule as mentioned in RFP, the performance bank guarantee shall be accordingly extended by the bidder till completion of scope of work as mentioned in RFP.

On satisfactory performance and completion of the order in all respects and duly certified to this effect by the Nodal Officer, Contract Completion Certificate will be issued and the PBG will be returned to the bidder.

In case the selected bidder fails to submit performance guarantee within the time stipulated, WCDC at its discretion may cancel the order placed on the selected bidder without giving any notice.

In the event of any contract amendment, the bidder shall, within 21 days of receipt of such amendment, furnish the amendment to the Performance Security, rendering

the same valid for the duration of the Contract, as amended for further period.

No interest shall be payable on the PBG amount. WCDC may invoke the above bank guarantee for anykind of recoveries, in case; the recoveries from the bidder exceed the amount payable to the bidder.

5. SCOPE OF WORK FOR AGENCY

A. GENERAL

- 5.1** Maintenance/Creation of Official accounts/pages of Women & Child Development Corporation, Bihar on Twitter, Facebook, YouTube, Instagram and other relevant social media platforms which may emerge in the future.
- 5.2** Creation of relevant blogs and forums wherein the participation of targeted audience can be invoked.
- 5.3 New Look:** Give all Social Media Platforms a new look every month (if required and as per direction of WCDC) by putting up new creative features, theme lines, links etc.
- 5.4 Updates:** Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz, etc.
- 5.5 Engage with users:** Regularly organize online surveys, quizzes, contests on all platforms in consultation with the WCDC.
- 5.6 Publicity:** Publicize all festivals, cultural events, National and International events suggested by WCDC, using these social media platforms.
- 5.7 Query Management:** All queries received on all platforms which need not require inputs from WCDC must be replied to within 24 hours and all queries which require a consultation with WCDC should be answered within two working days.
- 5.8 Gate Keeping:** Moderation of all platforms in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- 5.9 Tagging:** Create relevant tagging & linkages of content on all platforms.
- 5.10 Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored.
- 5.11 Live Coverage of the Event:** Perform live coverage of select events through Live Tweeting, Facebook posts/live of the Event at various social media platforms of WCDC.
- 5.12** Enhance audience engagement on all social Media channels through designing and implementing contests, campaigns & promotions, etc. for generating awareness of people on educational issues, generate buzz about WCDC's activities and engage citizens over WCDC initiatives.
- 5.13** Ensure through promotional activities that the viewership over social media site of the WCDC increases substantially and increase its reach.
- 5.14** Ensure that significant posts made by the public on WCDC's social networking site is monitored on a real time basis and is brought to the notice of the designated official through frequent e-mail reports.
- 5.15** Round the clock running of WCDC's entities on the agreed upon social media sites, updating, analyzing social media trends, moderation and intervention as and when required.
- 5.16** To provide training, skill up-gradation and capacity building of the officers of WCDC to handle social media sites through lecture, seminar, workshop, class room

online teaching etc.

5.17 Should have credible contingency plan to effectively handle crisis and emergencies.

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

5.19 Prepare Branding Strategy for various policies of WCDC Bihar.

5.20 Managing Negative Reputation

5.21 Prepare tagline for branding and promotion of various schemes of WCDC

B. Digital Promotion:

5.22 The agency to provide best practices, industry benchmarks for providing social media services to WCDC.

5.23 The agency will position the WCDC initiatives in social media in compliance of existing laws and regulatory guidelines.

5.24 The agency has to obtain the verified stamp on all official channels/accounts of WCDC as per guidelines and recommended process by social media platforms to successfully conduct the activity.

5.25 Create a strategy for Gender transformation on Social media.

5.26 Strategize and implement Search Engine Optimization for WCDC Bihar to increase leads.

5.27 A board estimated number of minimum creative expected (Subject no. of event per month) to be developed by the agency is provided below as reference:

a) Face book Post: 30 / month

b) Twitter: 30 Tweets / month

c) Instagram Posts: 30 / month

d) Event coverage: 3 / year. (It's may vary as per needs)

This may result in additional creative and videos, which need to be edited, and posted on social channels.

e) Short Videos / WhatsApp films (60 -120 seconds): 2 / month

f) Long-form content or articles: 48 / year (for publishing across social media and websites)

g) You Tube channel management: All video content needs to be optimized for You Tube and hosted on WCDC, Bihar YouTube channel.

h) Monthly Newsletter and annual Report.

C. Creative designing and repackaging:

5.28 Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of WCDC's initiatives and programs.

5.29 Repackaging of the content (videos and photographs) into suitable formats (video packages and others).

5.30 Uploading of repackaged and creative content on various social media platforms such as Twitter, Facebook, and YouTube etc.

5.31 Above is to be done without any infringement of Intellectual Property Rights (IPR).

5.32 Quality writing skills to be ensured in such activities.

D. Enhancing reach of content on Internet and social media sites:

5.33 Agency would be responsible for enhancement of the reach of the messages and other activities of WCDC on various social media platforms through non-paid means so that the content would reach to the last mile on internet domain on real time basis. The agency should have capability to multiply the reach of content and promote content organically on various social media platforms.

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

E. Making the uploaded content viral / virility of content

5.35 Agency would be responsible to make the content appealing, with potential to go viral on the internet and other social media sites. This will make the initiatives, achievements of WCDC to reach on various social media platforms to the last mile on internet domain in real time basis.

5.36 The agency should have capability to multiply the reach of content and promote content and make it viral, following fair and legitimate methods.

F. Performance Review

5.37 The agency will submit a suggested process of Performance Review on a quarterly basis. This will be appropriately and suitably amended (if required) by WCDC and implemented.

G. Manpower Requirement

5.38 Project Manager, Content Writer and Graphic Designer should have requisite qualifications & experience as mentioned in Eligibility Conditions. Graphic designer will be responsible for creation of Graphic design, online design, and visualization of Social Media platform of WCDC.

5.39 Two persons (Content Writer, Graphics Designer) shall be assigned for day to day coordination during working hours and also during the emergent exigencies even before and after the working hour or during weekend and holidays. The Project Manager may monitor the team remotely but may have to visit WCDC time to time as and when required.

5.40 The specific skill requirements and responsibilities of the resources, but not limited to, are as below:-

Project Manager:-

- Help to define and implement WCDC social media strategy, Manage social media campaigns and day to day activities.
- Manage presence in various social networking sites.
- Engaging in dialogues and answering questions wherever appropriate with prior approval of WCDC.
- Monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaign.
- Deliver regular feedback, analysis and reporting to demonstrate how its social media initiatives are adding value.

- Excellent presentation skills with an astute and ability to interact with multiple teams and partners.
- Excellent communication skills both written and oral in English and Hindi.
- Hands on experience on social media content management and analytic tools.
- Use great web etiquette to ensure the right message is delivered through the right channels without offending or annoying anyone.

Content Writer:-

- Create text / written content to generate necessary materials for internal and external publications and other work.
- Provide text / written content for communication material including web content, brochures, publications, newsletters, information packs etc. and others, after review and clearance by WCDC.
- Proven skills in Content Management for websites/social Media Account management and excellent skill in written & spoken English & Hindi.
- Good working knowledge of MS Office/Excel, Social Media management tools/applications
- Ability to collaborate with stakeholders & to perform under deadlines in a process-oriented multi-task activities etc.
- Assist in editing reports, presentations or any other information material with text / written content for internal or external audiences.

Graphic Designer:-

- To design graphics as per platform policies and guidelines set by WCDC and as per requirements and theme.
- Should be highly creative and imaginative. Be adaptable to quick timelines and able to pick up new design techniques.
- Understand WCDC's requirements, analyze & produce creative mock-ups web / smart devices designs.

Note:

- i) All quoted manpower shall be on rolls of the bidder.
- ii) The bidder needs to submit CV of all proposed manpower.
- iii) If at any point of time, WCDC Bihar feels that a resource is not up to the mark, the Replacement will be demanded in writing and will need to be obliged within 2 weeks. During such replacement, the incumbent shall be available for disposal of the task till the new resource comes on board.
- iv) The service provider will provide the bio data of the resources engaged for the project for screening. If any specific work could not be completed due to poor manpower quality, at the time of review, the service provider will provide a suitable substitute, if required. Any change of resource during the period of contract should be done only with the prior consent of WCDC, Bihar. For whatsoever reason provided the target for schedule of work shall not suffer.
- v) Above mentioned resource requirement is the minimum number and category of resources to be provided for the Term of the contract. It is upto the bidder to access the requirement and provide more resources if required. WCDC Bihar shall not pay any extra amount for any additional resources if deployed by the agency. At all times, the schedule and delivery of the work shall not suffer.

H. Media Outreach

5.41 Project Manager and content writer will be also be responsible for media activities such as Press release drafting, Story generation, Story Publishing after WCDC approval, Media interviews, Byline articles and branding of Women & Child Development Corporation, Bihar.

H. Roles and Responsibilities of WCDC and its authorized agency(s)

5.42 Women & Child Development Corporation (WCDC) will facilitate all technical inputs and will work closely with the agency in the formulation and planning of the required activities.

5.43 Conduct project review meetings with the deployed team and monitor the implementation and overall progress of the project activities.

5.44 Provide direction to the deployed resources and enable them to achieve overall objective.

5.45 Provide periodic feedback.

5.46 Review and approve the payments to the selected agency as per quality services provided by the resources of the agency.

5.47 Provide TA/DA, as per WCDC policy, towards any travel of any resource outside Patna for the assigned and pre-approved tasks like discussions/meetings with any important stakeholders, network sources, etc., for meeting the deliverables effectively.

5.48 WCDC shall take up the following costs or reimburse later to agency for effective functioning of agency in delivering the tasks:

- a) Cost involving the agency to meet the additional demands towards delivering the outputs than what has been decided upon selection or in direct scope of work of this RFP document.
- b) Cost involving any External agency to meet the tasks or additional demands towards delivering the outputs.
- c) WCDC shall take up the cost for out-of-scope work especially towards the final stage of any outputs after its approval like: Printing and circulation of publications and IEC materials, social and mobile media boosting packages, telecast the still or video content in various channels like television, radio, cinema halls, etc.

I. Roles and Responsibilities of Selected Agency

- a) Provide fully loaded, smoothly functional laptops to their resources (operating system, antivirus solution, Microsoft Office suite and all required software to carry out the tasks as required).
- b) Submit details on each activity/ event, including the relevant artwork.
- c) Submit reports on social media data analytics.
- d) Provide project status report(s) and MIS as & when desired by WCDC.
- e) Maintaining an inventory of all creatives as prepared during the project lifecycle.
- f) Set-up and administration of escalation mechanism for faster issue / risk management

J. Project Deliverables & Timeline

Time shall be the essence for all the projects which would be done by the appointed agency. The agency shall therefore fully abide by various time limits as prescribed for

different assignments and the performance of the agency shall be judged as per the adherence to such quality and time parameters as laid down for the respective work.

Project Component	Deliverables	Timeline (Max Limit)
Media Release	Media Release Document in English and Hindi	Same day of event to be uploaded on social media sites after due approval.
Event Proceedings	Proceeding document in English and Hindi	Same day — a brief proceeding with photographs to be uploaded on social media sites after due approval
Progress Reports	Social Media related Analytic Reports	On 5 th of each month
Progress Reports	Quarterly Progress Reports	At the end of each quarter (1st draft for WCDC, Bihar)

K. PREPARATION OF BID

All the bidders are requested to follow the instructions given below while submitting the bid:-

- The bid will be submitted in a single envelope.
- That single envelope will consist of two separate envelopes- Technical & Financial Bid documents which will be mentioned on each envelope.
- All envelopes will be superscripted as, “Request for Proposal for Selection for Social Media Agency for Women & Child Development Corporation”.
- All envelopes will be properly sealed in all respects.

I. TECHNICAL AND FINANCIAL BID

- Bids should be submitted as per the standard guidelines of Government of Bihar.
- The Technical bid should have the following: -
 - Compliance and documentary proof of all eligibility condition as mentioned in section 6 of this document.
 - All pages of the document submitted should be signed by the authorized signatory.

II. The Financial bid must contain the following:

- The agency should quote their price in INR as per Annexure-B of this document.
- No price / rate variation / adjustment or any other escalation will be entertained after submission of bid.

6. ELIGIBILITY CRITERIA FOR SELECTION OF SOCIAL MEDIA AGENCY:

Sr No	Broad Criteria	Basic Requirement	Specific Requirement	Documentary proof to be submitted
1	Registered in India & Indian Origin domain	Mandatory Registration & Indian Origin Domain Mandatory Certifications	The Bidder should be registered in India under the Indian Companies Act 1956. If Bidder registered in India under MSME or Startup India. (MSME and Startup Relaxation will be given to the bidders) The bidder must be registered in Government e-Marketplace portal	Documentary Proof
2	Blacklisting / No conviction	Mandatory certifications	1. Bidder should not have been blacklisted by any of the State or the Central Government. 2. Bidder Should not have been found guilty of any criminal offence by any Court of law.	Duly Signed Notarized Affidavit from Bidder
3	Conflict of Interest	Mandatory certifications from bidder	Bidder should not have a conflict of interest in the assignment as specified in the bidding document. Comply with the code of integrity as specified in the bidding document.	Duly signed Undertaking from the bidder on letter head
4	Financial Worth	Turnover	The turnover of the agency in the area of Reputation management services including social media marketing services should be over Rs.25.00 lakhs. (For 2017-18, 2018-19 & 2019-20)	Attach Balance Sheets & documents certified by Chartered Accountant.
5	Profitability & Net Worth	Profitability & Net Worth	The bidder should have positive net worth as on 31 March 2020	Certificate from the Statutory Auditor/Chartered Accountant
6	IT Return	IT Return	IT Return for three consecutive financial years. (For 2017-18, 2018-19 & 2019-20)	Certificate from the Statutory Auditor/Chartered Accountant

Sr No	Broad Criteria	Basic Requirement	Specific Requirement	Documentary proof to be submitted
7.	RFP Document Fee cum process fee (Non Refundable)	DD	<p>The bidder has to pay RFP Document fee i.e. Rs 1,180/-(Rs 1000/- + 18% GST)(non-refundable) in the form of Demand Draft in favour of:-</p> <p>Managing Director Women Development Corporation, Bihar Road N:-2, Daroga Rai Path Patna- 800001 Bihar</p> <p>Proposal Received without or with inadequate RFP Document fees cum process fees shall be rejected.</p>	Original Document to be submitted with the Bid.
8	Bid Security/Earnest Money Deposit	DD/BG	<p>Rs 1,00,000(Rupees One Lac only)</p> <p>The EMD in the form of a Bank Guarantee / Demand draft issued by a Nationalized / Scheduled Bank, in favor of WDC, payable at Patna</p> <p>The bidder must submit the original Bank Guarantee / Demand draft for EMD within the stipulated bid submission due date & time to the under mention.</p> <p>Managing Director Women Development Corporation, Bihar Road N:-2, Daroga Rai Path, R-Block, Patna 800001- Bihar</p>	Original Document to be submitted with the Bid.
9	Tax details	GST registration/clearance	<p>The bidder should have registered for</p> <ol style="list-style-type: none"> 1) GST 2) Income Tax/PAN Number 	Copies of the same
10	Experience	Work Experience in Social Media Management Services	The bidder should have prior experience of having executed or executing at least 2 assignments in Digital PR and/or Social Media/ Branding activity for any State Government /Central Government /State PSU.	Copies of the work order of the Social Media activities must be attached.
11	National Concerns	Internet Hospitality	<p>Agencies supporting / Promoting any of the following content either in digital/physical format will be treated negative for business:</p> <ol style="list-style-type: none"> 1. Anti-National content 2. Pornographic & Trafficking content 3. Malicious content 4. Content hurting religious sentiments 	Self-Certification on letter head

Sr No	Broad Criteria	Basic Requirement	Specific Requirement	Documentary proof to be submitted
			5. Promoting piracy in any form	
12	Management	Social Media Network	<ol style="list-style-type: none"> 1. The agency must have expertise of running social media campaigns on Twitter, Facebook, YouTube etc. 2. The agency should deploy three no. of key social media professionals for management of Social Media platform in English Hindi and regional language. 3. All the mentioned Resources except the PM from the agency must be stationed at the office of WCDC. The PM should be available at WCDC office as & when required. 	<p>Self-certified copy of Images having run Social media Campaigns.</p> <p>Undertaking for Deployment of three no. Social media managers in the letter head also.</p>
13	Office Manpower	Strength	The bidder must have a minimum strength of 25 (twenty five) full time professionals on the company payroll at the time of bid submission.	Declaration on Firm's Letter Head
14	Manpower	Proposed Resources a) Project Manager b) Content Writer c) Graphic Designer	<p>All Quoted manpower should be on the payrolls of the company at the time of award of the contract. Outsourcing in any form will not be allowed.</p> <p>The bidder needs to submit CV of all proposed manpower.</p>	The Detailed CV of the resources mentioning the relevant qualification, experience with the duration of work for each assignment & projects handled (Details As per Annexure D- Extra sheet, as per the format, may be attached for experience details if

Sr No	Broad Criteria	Basic Requirement	Specific Requirement	Documentary proof to be submitted
				required) Attach Relevant Documents in Support of Qualification & experience. Or Undertaking to comply with the same on firm's letter head
15	Office at Bihar	Office at Bihar	Agency/Firm/Company should have office in Patna However, if the bidder does not have a presence in the state, the Bidder should give an undertaking for establishment of an office before the signing of the contract.	Documentary evidence
16	Consortium	Consortium/joint Venture	Consortium/joint Venture are not allowed to participate in the bidder.	Declaration on the Firm's Letter Head.

7. Terms & Conditions for Selection of Social Media Agency:

- 7.1 Agency will be empaneled for a period of one year subject to the satisfaction of the WCDC on retainerhip basis.
- 7.2 The preference will be given to the startups or company registered under Limited liability partnership.
- 7.3 At the end of 12 months, subject to satisfactory review it can be extended further for another period of one year on mutual agreement.
- 7.4 Agency will submit its working report on monthly basis.
- 7.5 The agency should be fully equipped with trained and skilled PR & Social Media professionals and should have the latest office equipment at its offices.
- 7.6 The agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to the WCDC's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication

- 7.7 The copyright or other intellectual property rights in any Data, plans, write ups, content in any format, audio- video communications, all the deliverables covered under scope of work, documentaries, other documents, Materials, relating to the work shall be vested in the WCDC. The agency shall grant to WCDC its assignee a royalty-free, nonexclusive and irrevocable license (carrying the right to grant sublicenses) to use and reproduce any of the Data, plans, write ups, content in any format, audio- video communications, all the deliverables covered under scope of work, documentaries, other documents, Materials and any such know-how and information for all purposes relating to the WCDC (including without limitation the design, reconstruction, reinstatement, extension,)

8. PAYMENT

- 8.1 The contract will be on a retainer basis on monthly fee plus the applicable Goods and Services Tax or any other government taxes imposed subsequent to the award.
- 8.2 Payment will be on submission of monthly working report duly verified by the concerned WCDC officer and on production of invoice.

9. SUBMISSION OF APPLICATIONS FOR SELECTION OF SOCIAL MEDIA AGENCY

- 9.1 Eligible applicant is advised to read this document in detail and assess their capabilities before submission of the proposal.
- 9.2 The applications must be submitted in sealed cover, super scribed "RFP for Selection of a Social media Agency for Women & Child Development Corporation" addressed to Road N.2, Daroga Rai Path, R Block, Patna, Bihar 800001

10. SELECTION PROCEDURE- FOR SELECTION OF SOCIAL MEDIA AGENCY

10.1 Evaluation Process

1. WCDC will constitute a **Tender cum Purchase Committee** to evaluate the responses of the bidders.
2. The **Tender cum Purchase Committee** constituted by the WCDC shall evaluate the responses to the RFP and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.

The steps for evaluation are as follows:

10.1.1 Criteria for Evaluation

Bidders shall be selected through **Quality cum Cost basis**, following the process below.

1. The bid process involves a two-stage evaluation namely Technical bid and Financial bid.
2. First the Technical Qualification Proposal will be evaluated and only those bidders who qualify the requirements will be eligible for next set of evaluations.
3. The technical score of all the bidders would be calculated as per the criteria mentioned in Annexure-A
4. All the bidders who will achieve 70 or more marks in the technical evaluation would be eligible for the next stage, i.e. Financial Bid opening.
5. In the above process, if there are only two eligible Bidders, WCDC reserves the right to go ahead with Commercial Bid evaluation with those two Bidders only.

10.1.2 Commercial evaluation

1. Commercial bids of those bidders who qualify the general cum technical evaluation will be opened on the prescribed date in the presence of bidder representatives and WCDC will award the Contract to the bidder whose bid has been determined to be substantially responsive to the bidding documents.
2. Only fixed price financial bids indicating total price for all the deliverables and services specified in this bid document will be considered.
3. Prices quoted in the Bid must be firm and final and shall not be subject to any modifications, on any account whatsoever except applicable tax rates. The Bid Prices shall be indicated in Indian Rupees (INR) only
4. Any figures (price) if left blank by the bidder will be taken '0' (zero) by WCDC.

10.1.3 Method of Selection

Quality (80%)-cum-Cost (20%) Based Selection QCBS 80:20

The technical quality of the proposal will be given weightage of 80%. The technical qualification evaluation method is indicated in the bid document. The price bids of only those agencies who qualify technically (i.e. who obtain at least 70% marks, the minimum required to qualify technically), will be opened. The proposal with the lowest cost may be given a financial score of 100. All other proposals will be given financial score that are inversely proportionate to their prices.

The financial proposal shall be given weightage of 20%.

For working out the **combined score**, the committee will use the following formula:

- i. Total Points = $T(w) \times T(s) + F(w) \times F(s)$,
- ii. where, $F(s) = \{(LEC / EC) * 100\}$
- iii. $T(w)$ stands for weight of the technical score (0.80)
- iv. $T(s)$ stands for technical score obtained, out of 100.
- v. $F(w)$ stands for weight of the financial proposal (0.20)
- vi. EC stands for Evaluated Cost of the financial proposal
- vii. LEC stands for Lowest Evaluated Cost of the financial proposal.
- viii. $F(s)$ stands for Financial score of the financial proposal
- ix. The proposals will be ranked in terms of total points scored. The proposal with the highest total points (H-1) will be considered for award of contract and may be called for negotiations, if required.

If the Rank 1 bidder refuses or fails to accept the Work Order within Ten days, or wilfully violates the bid process, the next higher responsive bidder will be proposed to accept the Work Order at the rates offered by the Rank 1 bidder.

Only fixed price financial bids indicating total price for all the deliverables and services specified in this bid document will be considered.

11. ADDITIONAL COST.

- 11.1 Additional cost for social media boosting will be borne by WCDC with prior intimation and approval by WCDC on actual basis.
- 11.2 Costing of Facebook live will be additionally given by WCDC with prior intimation and approval by WCDC.

12. EXIT Management Plan

The successful bidder shall provide WCDC or its nominated agency with a recommended exit management plan ("Exit Management Plan") which will be a part of the MSA after the on boarding of the successful bidder.

Annexure-A

Technical Scoring: -

S. No.	Criteria	Documentary Evidence	Marks	Maximum marks
1	Average Turnover in last 3 FY years ending March 2020 from Social Media promotion/Digital PR activity and/or Branding activities.	Audited Balance Sheet and Statutory Auditor's Certificate	25 Lakh =8 Marks >25 Lakh = 10 marks	10
2	The bidder should have prior experience of having executed or executing at least 2 assignments in Digital PR and/or Social Media/Branding activity for any State Government /Central Government /State PSU	Work Order/Client Letter/ Job Completion certificate	2 projects = 10 marks >2 to 4 projects = 15 marks > 4 projects =20 marks	20
3	Demonstration in Technical proposal regarding <ul style="list-style-type: none"> ➤ Understanding scope of work ➤ Showcase of expertise in Social Media projects ➤ Approach and Methodology for undertaking the project ➤ Live social media presentation in front of the panel 	Technical Proposal (A copy of the same should be attached with the technical documents)	<ul style="list-style-type: none"> ➤ Understanding scope of work- 10 marks ➤ Showcase of expertise in Social Media projects- 5 marks ➤ Approach and Methodology for undertaking the project- 5 marks ➤ Live social media presentation in front of the panel- 25 marks 	45

S. No.	Criteria	Documentary Evidence	Marks	Maximum marks
5	Quality of Team Proposed	CV and relevant	<p>Project Manager: Minimum 10 Years of Experience with 2 years as project manager</p> <p>Content writer: Minimum 5 years' experience</p> <p>Graphic designer: Minimum 5 years' experience.</p> <p>The marks to be assigned to each positions shall be determined considering the following three sub-criteria and relevant percentage weights:-</p> <p>1) Qualifications (Relevant Educational Qualification, Training & Certifications) [40%]</p> <p>2) Experience (Relevant Experience, Similar Assignments handled in the sector [40%])</p> <p>3) Relevant experience in the region (working level fluency in local language(s)/knowledge of local culture, organization, etc.): [20%]</p>	15 (5 Marks each for Relevant CVs)
6	Social Media Management expertise	Creatives	<p>3(three) best social media creatives from past work that was posted.</p> <p>3(three) creatives for prospective design for WDCD as per the Agency's assessment of requirement.</p>	10 (5 Marks each for mentioned category)

Annexure-B: Financial Bid Format (On Firm's Letter Head)

To,
The Managing Director,
Women & Child Development Corporation
Road N.2, Daroga Rai Path,
R-Block, Patna, Bihar 800001.

Madam/ Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with Your Tender document (Insert No.) dated (insert Date). Our **Financial Bid** against the **Scope for work in 'Section 5' as well as details defined in the tender document** is as mentioned below. Break-up of the cost, taxes & other charges are as under: -

Sr. N.	Description of Items	Monthly Cost (exclusive of taxes & other charges) (in Rs) (A)	Monthly Taxes & Other Charges (in Rs.) (B)	Total Cost (exclusive of taxes & other charges) (in Rs) (C=A*12)	Taxes & Other Charges (in Rs.) (D=B*12)	Total Cost Inclusive Of all taxes & other Charges (in Rs.) (E=C+D)
1.	Consolidated cost for services, solution, Maintenance of management/ Installation of tools/Applications as detailed under scope of work/deliverables including Charges for deployment of Project Manager, Content Writer and Graphic Designer with requisite qualifications & skill set in WCDC for 1 year relating to Social Media as per the RFP					

Our bid shall be binding upon us up to period of validity as indicated in the tender document. We understand you are not bound to accept any bid you receive.

Date:

Yours Sincerely,

Authorized Signatory

(In full and Initial)

Name and Title of the Signatory

Name & Address of firm

Seal

Annexure C: TECHNICAL BID

RFP FOR SELECTION OF SOCIAL MEDIA AGENCY OF SOCIAL MEDIA AGENCY FOR WCDC

01	Name and Address of Firm	
02	Authorized person and detail of contact Registration No. of Firm Telephone number Fax number Email Address	
03	Type of Firm Ltd/Pvt. Ltd/LLP/Proprietor/PSU	
04	PAN No GST No	
05	RFP Document Fee Details	
06	EMD Details	
07	Annual Turnover for last three years (For 2017-18, 2018-19 & 2019-20)	
08	Experience of similar work in the Field during last one year 2019-2020	
09	Infrastructure details	

Note: As per rule 173 of GFR, 2017, the condition of prior turnover / experience (for SL. No. 5 & 6 above) may be relaxed for startups (as defined by department of industrial policy and promotion subject to meeting of quality and technical specifications).

Annexure-D: CV Format

1. Name of Firm:
2. Name of Staff:
3. Designation:
4. Areas of Expertise:
5. Total Years of Experience:

S. No.	Name Of Firm	Designation	From	To	Duration Of Experience

6. Education:

S. No.	Degree Obtained	Institution	Dates

7. Key Qualifications:
8. Professional Certifications:
9. Other Training:
10. Countries of Work Experience:
11. Nationality:
12. Languages:

S. No.	Languages	Speak	Read	Write

13. Employment Record:

From/To	
Employer	
Position held	
Key Duties Assigned:	

14. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

Name of Assignment:

Year:

Location:

Client:

Main project features:

Position Held:

Activities Performed:

Certification

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Place-

Date-

Sign

Annexure E: Bank Guarantee Format- Earnest Money Deposit (EMD)

(To be provided in original on stamp paper of value required under law duly signed by authorized representative of Bank)

Tender Ref.

Date:

To:
Managing Director
Women Development Corporation, Bihar
Road N:-2, Daroga Rai Path, R-Block, Patna 800 001
Bihar

This Deed of Guarantee executed at _____ by _____ (Name of the Bank) having its Head / Registered office at _____, and having one of its branches at _____ Patna (hereinafter referred to as –"the Guarantor") which expression shall unless it be repugnant to the subject or context thereof include its heirs, executors, administrators, successors and assigns;

In favor of Managing Director, Women Development Corporation, Bihar, Road N:-2, Daroga Rai Path, R-Block, Patna- 800001, Bihar (hereinafter referred to as –"WCDC") which expression shall unless it be repugnant to the subject or context thereof include its heirs, executors, administrators, successors and assigns;

Whereas Name of the bidder _____ Ltd., a Company / partnership firm / proprietorship concern registered under the _____ (name of the relevant act/law under which incorporated) having its registered office at _____ (hereinafter called –"Bidder" which expression shall unless it be repugnant to the subject or context thereof include its executors, administrators, successors and assigns) has submitted its Proposal for award of –Ref:RFP Notification no <xxxx> dated <dd/mm/yy>" vide Invitation for Tender Document No _____ dated _____ issued by WCDC, Government of Bihar (hereinafter referred to as –"the Project").

Whereas in terms of the Invitation for Tender Document No _____ dated _____ (hereinafter referred to as Tender Document) issued by WCDC, the Bidder is required to furnish to WCDC an unconditional and irrevocable Bank Guarantee for an amount of INR (INR only) as Earnest Money Deposit and the Guarantor has at the request of the Bidder agreed to provide such Guarantee being these presents:

Now this Deed witnessed that in consideration of the premises, we, _____ Bank hereby agree, declare, undertake and guarantee as follows:

1. We as primary obligor hereby irrevocably, unconditionally and without reservation guarantee the due and faithful fulfilment and compliance of the terms and conditions of the tender by the said Bidder and unconditionally and irrevocably undertake to pay forthwith to WCDC an amount not exceeding INR (INR only) without any demur, reservation, recourse, contest or protest and without reference to the Bidder, if the Bidder has failed to comply with and fulfil all or any of the terms and conditions contained in the tender. A letter from WCDC stating that the Bidder is in default in the due and faithful fulfilment and compliance with the terms and conditions contained in the tender shall be final, conclusive and binding on the Bank, in respect of the forfeiture of the Earnest Money Deposit and the amount due and payable under this Guarantee.
2. This Guarantee shall remain in full force and effect for a period of 240 (Two Hundred and Forty) days from the _____ (Proposal Due Date).
3. Subject to clause 1 above, any claim for payment under this Guarantee shall be in the form of a written declaration by WCDC.

4. We _____ Bank further agree that WCDC shall be the sole judge as regards the determination as to whether the Bidder is in default of due and faithful fulfilment and compliance of the terms and conditions contained in the Tender and the decision of WCDC in this regard shall be final and binding on us, notwithstanding any differences between WCDC and the said Bidder and/or any dispute between WCDC and the Bidder pending before any Court, Tribunal, Arbitrator or any other authority.
5. WCDC shall have the full liberty without affecting in any way the liability of the Bank under this Guarantee from time to time to vary any other terms and conditions of the said Tender document or to extend the time frame for completion of bidding process or the period of fulfilment and compliance with the terms and conditions contained in the said Tender document by the said Bidder or to postpone for any time and from time to time any of the powers exercisable by it against the said Bidder and either to enforce or forbear from enforcing any of the terms and conditions contained in the said Tender document or the securities available to WCDC and the bank shall not be released from its liability under these presents by any exercise by WCDC of the liberty with reference to the matters aforesaid or by reason of time being given to the said Bidder or any other forbearance, act or omission on the part of WCDC or any indulgence by WCDC to the said Bidder or of any other matter or thing whatsoever which under the law relating to sureties would but for this provision have the effect of releasing the Bank from its such liability.
6. Any notice by way of request, demand or otherwise hereunder shall be sent by courier or by registered mail to the Bank, addressed as aforesaid.
7. We undertake to make the payment on receipt of your notice of claim on us addressed to _____ (name of Bank along with branch address) and delivered at our above branch that shall be deemed to have been duly authorized to receive the said notice of claim.
8. It shall not be necessary for WCDC to proceed against the said Bidder before proceeding against the bank and the Guarantee herein contained shall be enforceable against the bank, notwithstanding any other security which WCDC may have obtained or obtained from the said Bidder, shall at the time when proceedings are taken against the bank hereunder, be outstanding or unrealized.
9. We _____ Bank lastly undertake not to revoke this guarantee during its currency except with the previous express consent of WCDC in writing and agree that any change in the constitution of the Bank or the said Bidder shall not discharge our liability hereunder.
10. The Bank declares that it has the power to issue this guarantee and the undersigned have full powers to do so on behalf of the Bank.

Date _____ day of _____ 2021

Signature of the Issuing Authority with seal

CORPORATE SEAL

For _____ Bank

Note: A covering letter of confirmation is also to be given by the bank along with this bankguarantee.

Annexure-F: Performance Bank Guarantee

To:

Managing Director
Women Development Corporation, Bihar
Road N:-2, Daroga Rai Path, R-Block, Patna 800 001
Bihar

1. Against contract vide Advance Acceptance of the Tender No. _____ Dated _____ covering RFP –XX XX XXX (hereinafter called the said 'contract') entered into between WCDC, (hereinafter called the Purchaser) and M/s. _____, a Company incorporated under the Companies Act, 1956 and having its Registered Office at _____ (hereinafter called the Bidder) this is to certify that at the request of the Bidder we (name of the Bank / Branch _____) a body corporate constituted under the Banking Companies [Acquisition and Transfer of Undertakings] Act, 1970 and having its, Registered Office at _____ and a branch office at _____ are holding in trust in favour of the Purchaser, an amount of Rs. _____ (Rupees _____ only) to indemnify and keep indemnified the Purchaser against any loss or damage that may be caused to or suffered by the Purchaser by reason of any breach by the Bidder of any of the terms and conditions of the said contract and/or in the performance thereof. We agree that the decision of the Purchaser, whether by any breach of any of the terms and conditions of the said contract and/or in the performance thereof has been committed by the Bidder and the amount of loss or damage that has been caused or suffered by the Purchaser shall be final and binding on us and the amount of the said loss or damage shall be paid by us forthwith on demand and without demur to the Purchaser.
2. We (Name of the Bank /Branch) _____ further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for satisfactory performance and fulfillment in all respects of the said contract by the Bidder i.e.. Till _____ hereinafter called the said date and that if any claim accrues or arises against us (Name of the Bank /Branch) by virtue of this guarantee before the said date, the same shall be enforceable against us (Name of the Bank/Branch) notwithstanding the fact that the same is enforced within six months after the said date, provided that notice of any such claim has been given to us _____ (Name of the Bank/Branch) by the Purchaser before the said date. Payment under this guarantee shall be made promptly upon our receipt of notice to that effect from the Purchaser.
3. It is fully understood that this guarantee is effective from the date of the said contract and that we _____ (Name of the Bank /Branch) undertake not to revoke this guarantee during its currency without the consent in writing of the Purchaser.
4. We undertake to pay to the Purchaser any money so demanded notwithstanding any dispute or disputes raised by the Bidder in any suit or proceeding pending before any court or Tribunal relating thereto our liability under this present bond being absolute and unequivocal.
5. The payment so made by us under this bond shall be a valid discharge of our liability for payment there under and the Bidder shall have no claim against us for making such payment.
6. We _____ (Name of the Bank / Branch) further agree that the Purchaser shall have the fullest liberty, without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said contract or to extend time of performance by the

Bidder from time to time or to postpone for any time or from time to time any of the powers exercisable by the Purchaser against the said Bidder and to forebear or enforce any of the terms and conditions relating to the said contract and we,.....(Name of the Bank / Branch) shall not be released from our liability under this guarantee by reason of any such variation or extension being granted to the said Bidder or for any forbearance by the Purchaser to the said Bidder or for any forbearance and or omission on the part of the Purchaser or any other matter or thing whatsoever, which under the law relating to sureties, would, but for this provision have the effect of so releasing us from our liability under this guarantee.

7. This guarantee will not be discharged due to the change in the constitution of the Bank or the Bidder.

Notwithstanding anything contained herein:

- i) Our liability under this Bank Guarantee shall not exceed of Rs.....
(Rupees in words.....only).
- ii) The Bank Guarantee shall be valid up to.....; and;
- iii) We..... (Name of the Bank / Branch) are liable to pay the guaranteed 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 ##.....

Authorized Signatory of the Bank

Signature

Full name/designation/ Address of the official and date

WITNESS NO. 1

Signature

Full name/designation/ Address

WITNESS NO. 2

Signature

Full name/designation/ Address