

Offer
For Empanelment of
Social Media Management Agency
For
Directorate of Public Relations
Banganga, Bhopal-462003, Madhya Pradesh

Tender Fee	:	Rs. 1000/-
EMD (Earnest Money Deposit)	:	Rs. 1,00,000/- (Rs. One Lakh only)
Start Date of Sale of Offer Document	:	02.02.2019
Time	:	10.30 AM
Bid Submission Start Date	:	02.02.2019
Bid Submission Close Date	:	08.02.2019
Date of Opening of Offer	:	11.02.2019 AT 12.00 PM
Turnover	:	Annual Turnover for last 3 years should be more than Rs. 2 (two) crores every year.

Work contract is valid for 6 months initially and can be further extended if required.



Price Rs. 1000/-

DIRECTORATE OF PUBLIC RELATIONS

Banganga Bhopal-462003, Madhya Pradesh

OFFER FOR EMPANELMENT OF SOCIAL MEDIA MANAGEMENT AGENCY

Online tenders are invited online through www.mptenders.gov.in for social media management works from reputed and experienced social media management agencies. Tender fee of Rs. 1000/- (non-refundable) is payable online. The Offerers will have to submit an Earnest Money Deposit of Rs. 1,00,000/- (Rupees One lakh only) payable through online mode only.

Offers will be accepted upto 3.00 PM till dated 08/02/2019 and will be opened on the 11/02/2019 12.00 PM in the presence of Offerers or their authorised representatives, who may like to be present. Offers received after the prescribed time will not be entertained. The Commissioner, Directorate of Public Relations, reserves the right to accept or reject any or all offers without assigning any reason thereof. In case of any dispute the jurisdiction of the Court shall be at Bhopal. Advertisement is also available on www.mpinfo.org .

Terms and Conditions-

1. The offerers will have to submit an E.M.D. of Rs.1,00,000/- (Rs. One Lakh only) through online mode only. **Transaction details of E.M.D. and all documents mentioned in Annexure-1 while Financial rates mentioned in Annexure-2 should be submitted.**
2. Offerers will have to upload all necessary documents alongwith duly filled form in the prescribed format (Annexure-1), failing which the same will be rejected.
3. No counter conditions will be accepted.
4. **The offerer should have been in the business of providing digital & social media management services to State/Central Government/PSUs/trade bodies/private organizations in India for at least 3 years or more, from the date of opening of the offer.**
5. Proof of incorporation of the firm/company (Articles of Association); self attested. Proofs like work orders/vouchers or certificates that mention the name of the government body or private company to which the design service is rendered.
6. All testimonials should be enclosed with offer like Government Work Order, Empanelment with Government Departments (atleast 2-3 departments), etc.
7. Any offerer who withdraws his offer after the offers are opened or after accepting the offer or fails to start the work within one week of placing the order, the amount of his EMD shall be forfeited automatically.
8. Before signing the agreement, the offer committee will physically visit the premises of offerer in Bhopal. If the company doesn't hold any office, it has to provide a declaration that in case of selection it will setup a fully equipped and

functional office within 7 days from when the work order is issued, failing which will result in cancellation of the work order.

9. Annual Turnover for last 3 years should be more than Rs. 2 Crores every year. Attach a copy of Balance Sheet.
10. Offerer should enclose photocopy of PAN, GST Registration Certificate & Service Tax Clearance Certificate & Income Tax return of last three years alongwith Balancesheets.
11. The offerer has to upload a declaration that the agency had not work/working for any political party or political person.
12. The selected Agency will have to follow all the rules of the Department of Electronics and Information Technology under Ministry of Communication & Information Technology, Government of India as well as the order of General Administration Department of Government of Madhya Pradesh issued on dated 18.07.2014.
 - A. The communication should be inline with National Informatics Centre guidelines adhering to the Information Technology Act, 2000, the Copyright Act and the Right to Information Act.
13. The Commissioner, Directorate of Public Relations reserves the right to accept or reject any or all offers without assigning any reason thereof.
14. In case of any dispute, the jurisdiction of the Court shall be at Bhopal.
15. Offer is valid for 6 months initially and can be further extended if required.
16. All Documents should be self attested.

Commissioner
Directorate of Public Relations

DIRECTORATE OF PUBLIC RELATIONS

Banganga Bhopal-462003, Madhya Pradesh

SCOPE OF WORK

1. Manage the social media accounts of Chief electoral officer Madhya Pradesh. Keep the page updated with relevant, interesting and engaging content that informs Social Media users about electoral activities and promotes participation in electoral process.
2. Advertisements: implementing online advertisements strategy on social media, Facebook, Google +, Linked in, Twitter, YouTube, Instagram and other important sites where Topical Guide flocks.
3. Development of monitoring, reporting and evaluation mechanisms of the social campaign is a very important part of the scope of work.
4. To draft social media communication campaign plans, covering a comprehensive use of a multitude of media such as video, audio, photographs, illustrations and interactive content, and produce the required output.
5. **Promotion:**Implementing the social media communication plans by identifying and engaging the target audiences and finally, evaluate the impact of the campaigns.
6. Team of persons should be placed full time for handling the social media campaign monitoring, during the contract period.
7. The above scope of work is for a period of **six months** only, it can be extended for further period with mutual consent.

SPECIFICALLY THE SCOPE INCLUDES THE FOLLOWING :

1. Exclusively handle the Facebook, Google +, Linked in, Twitter, YouTube, Instagram and other Social Media accounts in all aspects for a period of **six months**.
2. Daily informative and promotional postings. This includes uploading of pictures, videos, comments, stories, articles, etc.
3. Ideas on creation of applications on Facebook, Google +, Linked in, Twitter, YouTube, Instagram and other relevant media.
4. Comments/Feedback handling is an important part of the scope of work. Comments positive/negative should be carefully handled on the social media in consultation with the department.

5. The agency should be equipped to provide a strong reporting structure along with measurement tools to evaluate the impact of the activity. Such reports should be submitted on regular intervals.
6. For tracking comments and feedback, a good industry standard social media monitoring tool may be utilized.
7. The agency should appoint a single point contact for handling the account who has knowledge and can interact with the top management of Directorate of Public Relations. Name and credentials of the person to be submitted at the time of appointment.
8. Since social media marketing is of strategic level, it is assumed that the agency would have to attend in person in the meetings/discussions with the management of Directorate of Public Relations at Bhopal, as and when required.
9. The agency will be responsible for its own courier, telephone, facsimile and other expenses incurred in connection with the discharge of its responsibilities without any liability to the department.
10. The scope of work can be increased as per the future requirement.
11. A minimum of 1 Million Reach/Impressions across all social media platforms every month.

Submission of Offer

The agency has to submit its relevant details as a part of offer in the prescribed format with Annexure-1 and financial rates with Annexure-2

Selection of the agencies will be based on the offer document's Evaluation.

Information, Terms and Conditions:-

- Selected professional/firm will have to sign an agreement with Commissioner, Directorate of Public Relations. On appointment, the successful agency will meet Commissioner, Directorate of Public Relations to discuss commencement of the contract and agree objectives and reporting arrangements.

Experience - Experience in the field of Social Media must be atleast 3 years.

- **Payment terms** : Payment terms will be decided according to the award of the contract.
- **OFFER FEES** : Rs. 1000/- (Rupees One thousand only) in case towards application fee (non-refundable).
- **EMD** : EMD of Rs. 1,00,000/- (Rupees One lakh only) paid through online mode only. EMD would be returned to all, who have not been finally selected. No interest would be paid on EMD.
- **Security Deposit** : The EMD of the successful firms/agencies will be converted as a part of the security deposit.
- Offers received after the due date and time will not be considered. Directorate of Public Relations reserves the right to accept or reject any offer or its part as per rules.
- Directorate of Public Relations, Banganga Bhopal reserves the right to place an order for the full or part quantities under any items of work under scope of work.
- Telegraphic offer through fax shall be treated defective, invalid and will be rejected. Only detailed complete offers in the form indicated in relevant clauses received prior to the closing time and date of the offers shall be taken as valid.

11. The offer shall comprise the following documents :

(A) EMD transaction details; (ii) All details & documents as asked in Annexure-1.

(B) Financial Rates for empanelment of Social Media Management work in Annexure-2

12. Commissioner, Directorate of Public Relations, reserves the right to accept or reject any/all applications, in part or in full.

ANNEXURE-1

DIRECTORATE OF PUBLIC RELATIONS

Banganga Bhopal-462003, Madhya Pradesh

1. Name of the Firm
2. Address
-
-
3. Telephone
4. Name of Contact person and
- his telephone/mobile number
5. Date of establishment of Firm
- (enclose evidence)
6. Total work experience (in years)
7. Bhopal Office details, if any
-
8. Is your firm a Proprietorship/
- Partnership or registered under
- the Companies Act. Please give
- details & enclose Certificate.
9. Branches (Enclose details with
- address & telephone No.)
10. Details of Income Tax
- Registration : Enclose

Photocopy of PAN

- 11. GST Registration :
- Details and enclose copy of :-
- (i) latest Service Tax Clearance
- Certificate as on 30.06.2017
- (ii) GST Registration Certificate
- 12. List of Government
- clients (enclose details)
- 13 EMD Transaction Details

Signature

Name

Name of Firm & address.....

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(Seal)

DIRECTORATE OF PUBLIC RELATIONS
Banganga Bhopal-462003, Madhya Pradesh

**FINANCIAL RATES FOR
EMPANELMENT OF SOCIAL MEDIA
MANAGEMENT AGENCY**

Social Media Management :

Sr. No.	Particulars	Rates (In Rs.) / Per person Per Month
1.	Social Media Management -Skilled manpower for Social Media (1) Social Media Manager (2) Social Media Consultant (3) Content Writer (Hindi/English) (4) Graphics Designer (5) Video Editor (6) Motion Editor (7) Creative Content Writer (8) Social Media Analyst	
2.	GST (as applicable) @----- %	
3.	Total (Rs.)	

Signature

Name of the Owner

Name of the Firm

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For any technical issue contact toll-free no – 120-4001002
120-4200462

Office number – 0755-4096309

01/02/2019

COMMISSIONER