

**Offer**  
**For Empanelment of**  
**Digital & 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 for Document Sale of Offer:	10 January 2019
Time	: 10.30 AM
Bid Submission Start Date	: 10 January 2019
Bid Submission Close Date	: 24 January 2019
Date of Opening of Offer	: 25 January 2019
Turnover	: The Annual average Turnover should be as Rs. 2 (two) crore of last 3 years.

The selected agency will have to have an office at Bhopal compulsorily.  
Offer 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 DIGITAL & SOCIAL MEDIA MANAGEMENT AGENCY

Online tenders are invited online through [mptenders.gov.in](http://mptenders.gov.in) for digital & social media management works from reputed and experienced digital & 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) through online mode only.

Offers will be accepted upto 3.00 PM till dated 24 January 2019 and will be opened on the same day at 3.30 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](http://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. **Offer Fee, Online E.M.D payment and all documents should be mentioned in Annexure-1 while Financial rates should be mentioned in Annexure-2(i) A & B, Annexure-2(ii) A & B, Annexure-2(iii), Annexure-2(iv) A & B and Annexure-2(v) both are kept in only one envelope.**
2. Offers will have to be submitted in the prescribed form 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.** Proof of incorporation of the firm/company (Articles of Association); attested by the Gazetted Officer. 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.
5. 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.
6. The envelope containing the offer must be superscribed as "Offer for Digital & Social Media Management Work".

7. The offerer should have complete office setup like creative team, studio & allied infrastructure.
8. After opening of offer, the Offer Committee will physically visit the premises of the offerer.
9. The last three years average turnover of the offerer must be atleast Rs. two crores.
10. All testimonials should be enclosed with offer like Government Work Order, Empanelment with Government Departments (atleast 2-3 departments), etc.
11. Offerer should enclose photocopy of PAN, GST Registration Certificate & Service Tax Clearance Certificate & Income Tax return of last three years.
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.
  - B. The Agency should be an ISO 27001 certified organization.
13. The selected agency should have their office at Bhopal compulsorily.
14. The Commissioner, Directorate of Public Relations reserves the right to accept or reject any or all offers without assigning any reason thereof.
15. In case of any dispute, the jurisdiction of the Court shall be at Bhopal.
16. Offer is valid for 6 months initially and can be further extended if required.

**Commissioner**  
**Directorate of Public Relations**

# DIRECTORATE OF PUBLIC RELATIONS

Banganga Bhopal-462003, Madhya Pradesh

## SCOPE OF WORK

1. Development of a Website digital platform for the office of the Chief Electoral Officer keeping in view the upcoming Lok Sabha Elections showcasing all the activities of the Office of Chief Electoral Officer and creating awareness among electorate, that will include a digital promotion strategy and media planning using online outlets, social networking sites, search engine optimization, social media optimization and social media governance plans. Detailed media planning keeping in mind the target segment of voters of Madhya Pradesh .
2. Advertisements: implementing online advertisements strategy on social media websites, Facebook, Google +, Linked in, Twitter, YouTube, Instagram, Google Ad words and other important sites where Topical Guide flocks.
3. Creative direction including brand development of creative concepts to final design. The creative concept has to be given, and actual production work will be covered in the scope of work.
4. Development of monitoring, reporting and evaluation mechanisms of the digital campaign is a very important part of the scope of work.
5. 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.
6. **Promotion:** Implementing the social media communication plans by identifying and engaging the target audiences and finally, evaluate the impact of the campaigns.
7. Digitally integrated telemarkeing like bulk SMS, Voice Messages Service.
8. Design, Development & Management of websites and Mobile Apps for Android and iOS, Mobile Operating System.
9. One person/team of persons should be placed full time for handling the social media/digital campaign monitoring, during the contract period.
10. 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. Pay Per Click (PPC) Advertisement Management: Facebook Ads management, Google Adwords Management, YouTube Ads Management. -Designing and deploying PPC ads to targeted audience as per campaign.
5. Organizing online surveys, quizzes, contests on social media in consultation with Directorate of Public Relations.
6. 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.
7. 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.
8. For tracking comments and feedback, a good industry standard social media monitoring tool may be utilized.
9. 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.
10. 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.
11. 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.
12. A Minimum of One Million Reach/Impressions across Facebook and Twitter every month.

### **Eligibility Criteria**

- a) **The annual average turnover for the Digital & Social Media Management Agency should be Rs. 2.00 crore (Rupees Two Crore) in the last three years.**
- b) Preference will be given to the agency that has a fully equipped office at Bhopal and actual design/production work etc for the social media activities should be carried out by the said agency. It should have its own manpower (creative team), machinery (design studio, etc), office, etc. Sufficient proof of the same has to be

mandatorily submitted. If an agency from other city is selected, than it will have to establish a fully functional office set up in Bhopal.

- c) Only those agencies will be eligible that have not worked or working for any political party or political person.

## 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(i)A & B, Annexure-2(ii) A & B, Annexure-2(iii), Annexure-2(iv) A & B and Annexure-2(v) in a single envelop along with a presentation in digital format.**

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 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.
- The offer should be spiral or hard bound only. Loose documents will not be accepted.
- 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.

- Any offer received by the Directorate of Public Relations, after the deadline of submission of offers will be returned unopened to the sender.
13. The offer shall comprise the following documents :
    - (A) (i) Offer Fee and EMD; (ii) All details & documents as asked in Annexure-1.
    - (B) Financial Rates for empanelment of Digital & Social Media Management work in Annexure-2(i)A & B, Annexure-2(ii)A & B, Annexure-2(iii), Annexure-2(iv) A & B and Annexure-2(v).
  14. Commissioner, Directorate of Public Relations, reserves the right to accept or reject any/all applications, in part or in full.

**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. Office in Bhopal. 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. Copy of ISO 27001 Certificate .....

13. List of present Government clients (enclose details) .....

14. Amount of EMD Rs.....

Demand draft/Banker's Cheque No. ....

Date .....

Name of the Nationalised Bank & its Branch .....

**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 DIGITAL AND SOCIAL MEDIA MANAGEMENT AGENCY

### Website Designing & Development :

Sr. No.	Particulars	Unit	Rates (In Rs.)
1.	<b>Website Designing &amp; Development-</b> Development of wireframe, planning, content and creative designing and Development of all pages	Per Page	
2.	<b>GST (as applicable) @ ----- %</b>		
3.	<b>Total</b>		

Signature

Name of the Owner .....

Name of the Firm .....

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**DIRECTORATE OF PUBLIC RELATIONS**  
 Banganga Bhopal-462003, Madhya Pradesh

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

**Mobile App Design and Development :**

Sr. No.	Particulars	Rates In Rs.)					
		Android App			iOS App		
		Rates for Static App per screen	Rates for Dynamic (Offline) App per screen	Rates for Static App per screen	Rates for Dynamic (Offline) App per screen		
1.	Mobile App Design and Development						
2.	GST (as applicable) @ ----- ----- %						
3.	Total						

Signature

Name of the Owner .....

Name of the Firm .....

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**DIRECTORATE OF PUBLIC RELATIONS**  
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**FINANCIAL RATES FOR  
EMPANELMENT OF DIGITAL AND SOCIAL MEDIA  
MANAGEMENT AGENCY**

**Website Management :**

Sr. No.	Particulars	Unit	Rates (In Rs.)
1.	<b>Website Management</b> - Website Updating/ Management Support	Service charge per Project per month	
2.	<b>GST (as applicable) @ ----- %</b>		
3.	<b>Total (Rs.)</b>		

Signature

Name of the Owner .....

Name of the Firm .....

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# DIRECTORATE OF PUBLIC RELATIONS

Banganga Bhopal-462003, Madhya Pradesh

## FINANCIAL RATES FOR EMPANELMENT OF DIGITAL AND SOCIAL MEDIA MANAGEMENT AGENCY

### Mobile App Management :

Sr. No.	Particulars	Rates (In Rs.)			
		Android App		iOS App	
1	Mobile App Management, Updating, Management Support	Rates fo Static App service charges; per project per month	Rates for Dynamic App (Offline) service charges; per project per month	Rates for Static App service charges; per project per month	Rates for Dynamic App (Offline) service charges; per project per month

Signature

Name of the Owner .....

Name of the Firm .....

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

**Digital Media Management :**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Unit</b>	<b>Rates (In Rs.)</b>
1.	<b>Digital Media Management-</b> Search Engine Optimisation, Social Media Optimisation, Social Media Governance per project*	Per Month	

\* Digital media charges will be reimbursed as per actual media charges. Bills of the media charges should be enclosed as a supporting voucher.

Signature

Name of the Owner .....

Name of the Firm .....

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**FINANCIAL RATES FOR  
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**Media Buying & Planning :**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Service charges per project</b>
1.	<b>Media Buying &amp; Planning and pay per click (per project)</b>	
2.	<b>GST (as applicable) @ ----- %</b>	
3.	<b>Total (Rs.)</b>	

\* Digital media charges will be reimbursed as per actual media charges. Bills of the media charges should be enclosed as a supporting voucher.

Signature

Name of the Owner .....

Name of the Firm .....

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Annexure- 2(iv) 'B'

**DIRECTORATE OF PUBLIC RELATIONS**

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**FINANCIAL RATES FOR  
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MANAGEMENT AGENCY**

**Digitally integrated Telemarketing : Voice Messages (1)**

Sr. No.	Particulars of Voice Message	Rates of Message per 30 second (in Paise)	GST (As applicable ..... %)	Total (in Rupees)
1.	Upto 1,00,000			
2.	1,00,001 to 5,00,000			
3.	5,00,001 to 10,00,000			
4.	10,00,001 to 50,00,000			
5.	50,00,000 and above			

Signature

Name of the Owner .....

Name of the Firm .....

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**FINANCIAL RATES FOR  
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**Digitally integrated Telemarketing : Outgoing (Push) SMS**

(2)

Sr. No.	Particulars of SMS Charges	Rates per SMS (in Paise)	GST applicable (As ..... %)	Total (in Rupees)
1.	Upto 1,00,000 SMS			
2.	1,00,001 to 5,00,000 SMS			
3.	5,00,001 to 10,00,000 SMS			
4.	10,00,001 to 50,00,000 SMS			
5.	50,00,000 SMS and above			

**Note :** One SMS = 160 characters in English or  
70 characters in Hindi language

Signature

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

**Digitally integrated Telemarketing : Missed Call Service :**

**(3)**

Sr. No.	Five Lakh Missed Calls	Rates for Non- vanity (e.g., 9845875412) per number	Rates for Vanity (e.g., 9019390193) per number	Rental charges of virtual mobile number per month	Charges for upto 50,000 per missed calls (in Paise)	Charges for more than 50,000 per missed calls (in Paise)	Monthly Rental Charges of Primary rate interface (per month charges)
1.	Procurement of Virtual Mobile Number (one time charges) (30 missed call can be mentioned simultaneously and Rental Charges)						
2.	GST (as applicable)						
3.	Total						

Signature

Name of the Owner .....

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**FINANCIAL RATES FOR  
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**e-mail Marketing :**

**(4)**

Sr. No.	Particulars of e-mail Marketing	Rates for e-mail Marketing charges (per project charges) Rs.	GST (As applicable ..... %)	Total (in Rupees)
1.	<b>Upto 1,00,000</b>			
2.	<b>1,00,001 to 5,00,000</b>			
3.	<b>5,00,001 to 10,00,000</b>			
4.	<b>10,00,001 to 50,00,000</b>			
5.	<b>More than 50,00,000</b>			
	<b>e-mails</b>			

Signature

Name of the Owner .....

Name of the Firm .....

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**DIRECTORATE OF PUBLIC RELATIONS**  
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Online tenders are invited through [www.mptenders.gov.in](http://www.mptenders.gov.in) for Digital and Social media management works from reputed and experienced digital and social media management agencies. Document fees of Rs.1000 (Non-refundable) will be paid through online mode only. The offerers will have to submit an EMD of Rs.100000 (One Lakh Only) through online mode only.

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

Office number – 0755-4096256

09/01/2019

**COMMISSIONER**