



Department of Fisheries
Ministry of Fisheries, Animal Husbandry and Dairying

REQUEST FOR PROPOSAL

(Bidding Terms)

For

Engagement of Media Agency

Dated: 19/07/2023

Department of Fisheries

Ministry of Fisheries, Animal Husbandry and Dairying
1st Floor, Chanderlok Building, Jan path, New Delhi, 110001

Contents

DISCLAIMER	2
SECTION 1: LETTER OF INVITATION	5
SECTION 2: INSTRUCTIONS TO BIDDERS	7
DATA SHEET	8
2.1 INTRODUCTION.....	10
2.2 OVERALL OBJECTIVE.....	10
2.3 TERMS AND CONDITIONS.....	10
2.4 SCHEDULE AND CRITICAL DATES:.....	12
2.5 PRE-QUALIFICATION CRITERIA.....	12
2.6 COMMERCIAL CONDITIONS.....	18
2.7 PENALTY CLAUSE.....	20
2.8 BID SUBMISSION PROCESS.....	20
2.9 SIGNING OF BID.....	22
2.10 METHOD OF EVALUATION AND AWARDS OF CONTRACT.....	22
2.11 ARBITRATION.....	27
2.12 LABOUR LAWS AND SAFETY MEASURES.....	28
2.13 APPLICABLE LAW AND JURISDICTION.....	28
2.14 INDEMNIFICATION.....	28
2.15 FORCE MAJEURE.....	28
2.16 FAILURE AND TERMINATION CLAUSE.....	28
2.17 AGENCY CODE OF CONDUCT AND BUSINESS ETHICS.....	29
2.18 EXIT MANAGEMENT.....	29
SECTION 3: SCOPE OF WORK / DELIVERABLE	30
3.1 INTRODUCTION.....	31
3.2 SCOPE OF WORK.....	31
ANNEXURE- 1	38
ANNEXURE- 2	40
INTEGRITY AND ETHICS UNDERTAKING	42

DISCLAIMER

1. This Request for Proposal (“RFP”) is issued by Department of Fisheries under the Ministry of Fisheries, Animal Husbandry & Dairying
2. The information contained in this RFP or subsequently provided to bidders, whether verbally or in documentary or any other form, on behalf of Department of Fisheries and/or any of its employees/representatives, is provided in the terms and conditions set out in the present RFP.
3. This RFP is not a contract and is not an offer by Department of Fisheries to the prospective bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them for the purpose of formulating of proposals pursuant to this RFP. This RFP includes statements, which reflect various assessments arrived at by Department of Fisheries, in relation to the project mentioned herein. Assessments and statements prescribed herein do not support and contain all the information that each bidder may require. This RFP may not be appropriate for all persons, and it is not possible for Department of Fisheries, its employees or advisors to consider the objectives, technical expertise and particular needs of each party, who reads or uses this RFP. The assessments, statements and information contained herein are subject to each Bidder’s own investigations and analysis and it is the responsibility of each Bidder to check the accuracy, adequacy, correctness, reliability, feasibility and completeness thereof, prior to submitting a bid in pursuance of the present RFP.
4. Information provided in this RFP to the bidders is on a wide range of matters and is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law.
5. Department of Fisheries accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the information or laws expressed herein.
6. Department of Fisheries, its employees, representatives and/or advisors, shall not be liable for any indemnification, loss, negligence, damages, claim, cost or expense to the Bidder, its representative/employee/agent, and/or any third party associated with the Bidder under any law, statute, rules or regulations, principles of restitution or unjust enrichment which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise arising from accuracy ,adequacy, correctness, reliability or completeness of the RFP and/or any assessment, assumption, statement or information contained herein, or any intimation or addendum or corrigendum deemed to be read as a part and parcel this RFP or any stage in the consequential selection process of this RFP.
7. Department of Fisheries accepts no liability of any nature, whether resulting from negligence or otherwise, however caused, arising from reliance of any bidder upon the statements contained in this RFP.
8. Department of Fisheries is entitled, in its absolute discretion, but without being under any obligation, to update, amend or supplement the information, assessment or assumption contained in this RFP. The issue of this RFP does not imply that Department of Fisheries is bound to select a bidder or to appoint the selected bidder, as the case may be, for this project and Department of Fisheries reserves the right to reject all or any of the proposals of any bidder, without assigning any reason whatsoever.
9. Department of Fisheries or its authorized officers /representatives /advisors reserve the right, to change the procedure for the selection of the selected bidder or terminate discussions and the delivery of

information at any time before the signing of any agreement for the project, without assigning reasons thereof.

10. The RFP does not address concerns relating to diverse investment objectives, financial situation, and particular needs of any party. The RFP is not intended to provide the basis for any investment decision and each bidder must make its / their own independent assessment in respect of various aspects of the techno-economic feasibilities of the project. No person has been authorized by Department of Fisheries to give any information or to make any representation not contained in the RFP.
11. Department of Fisheries may terminate the bid process in case of any violations/infringement.
12. The agreement shall be subjected to the jurisdiction of the court at New Delhi only.

SECTION 1: LETTER OF INVITATION

Dear Sir/Madam,

Department of Fisheries invites proposals from reputed bidders for “**Selection of Media Agency for Fisheries Sector**”

A bidder will be selected under the Quality cum Cost Based Selection method (QCBS) with weightages of 70:30 (70% for technical proposal and 30% for financial proposal) and as per procedures described in this RFP.

The content of this RFP enlists the requirements of Department of Fisheries. It includes the **Bidding Terms** which details out all that may be needed by the potential bidders to understand the financial terms and bidding process and explains the contractual terms that Department of Fisheries wishes to specify at this stage. The RFP includes the following sections:

Section 1 - Letter of Invitation

Section 2 - Instructions to Bidders (including Data Sheet and pre-qualification criteria)

Section 3 - Scope for work /deliverable

All interested agencies should inform (within one week of the date of release of RFP) the concerned officer at Department of Fisheries that

- it will submit a proposal
- it will attend the pre-bid conference on the date mentioned in the data sheet

This information may be submitted by email to the undersigned.

Dr. Niyati Joshi, Director (social media)
Department of Fisheries,
Ministry of Fisheries, Animal Husbandry and Dairying,
Krishi Bhawan,
New Delhi, 110001
E: <https://www.dof.gov.in>
www.gem.gov.in
[Cc to soc.media-fy@dof.gov.in]

Yours faithfully,
Dr. Niyati Joshi, Director (social media)
Department of Fisheries,
Ministry of Fisheries, Animal Husbandry and Dairying,
Krishi Bhawan, New Delhi

SECTION 2: INSTRUCTIONS TO BIDDERS

DATA SHEET

1)	Name of the client:	Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying is responsible for matters relating to formulation of policy and schemes relating to Development of Inland, Marine and Coastal Fisheries
	Contract Period:	The initial contract period will be for 1 year. Department may further extend for 1 year based on the satisfactory performance.
	Method of selection:	Quality cum Cost Based Selection (QCBS)
2)	Documents part of RFP:	The RFP consists of the Bidding Terms and Conditions . It details out all information that may be needed by the potential bidders to understand the financial terms and various bidding processes and explains the contractual terms Department of Fisheries wishes to specify at this stage.
3)	Earnest money deposit (EMD)	The Bidder must submit EMD in Indian Rupees in the form of NEFT/RTGS <i>NEFT details given below.</i> <i>A/c Name:</i> <i>A/C No:</i> <i>IFSC Code:</i> <i>MICR Code:</i> <i>Account Type:</i> <i>Name of the Bank & Address:</i> Exemption shall be applicable as above
4)	Technical & Financial Proposals requested:	As per Section ANNEXURE I & II of the RFP respectively
	Name, objectives, and description of the assignment:	As detailed in Sub Section (2.1, 2.2, 2.3)
5)	Pre-bid conference:	Date: 28/07/2023 Time: 4 PM Mode: Online
6)	Clauses on fraud and corruption:	Refer sub section 2.17.1 of Clause 2.17 of Section 2 of the RFP
7)	Address for requesting clarifications is:	Dr. Niyati Joshi, Director (social media) Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying, Krishi Bhawan, New Delhi, 110001 [E: soc.media-fy@dof.gov.in]
8)	Taxes:	As per Clause 2.6 (e) of Section :2

	Amounts payable by the Department of Fisheries to the Agency under the Contract shall be the Contract price inclusive of all taxes and duties and after deductions.	Yes
9)	Bidder to state cost in the national currency:	Cost to be stated in Indian National Rupees
10)	Proposal's submission date:	As per section 2 clause 2.4
11)	Terms of Payment	The financial bid is to be submitted as per <u>Financial Bid Proposal Sheet, ANNEXURE II.</u>

2.1 Introduction

The Department of Fisheries (DoF) under Ministry of Fisheries, Animal Husbandry & Dairying is supporting the livelihood of over 28 million people in the country, especially within the marginalized and vulnerable communities. Therefore, to strengthen the fisheries sector of the country with sustainable and responsible management, department has engaged in various activities mainly enhancing fish production, distribution of seeds, increasing exports, creating fisheries resources, taking care of fishermen welfare, on boarding fishermen to the institutional financial mechanism through distribution of KCC, FIDF, PMMSY, monitoring fish prices through NFDB, training of manpower through conducting Fisheries Census, etc.

Fisheries and aquaculture are an important source of food, nutrition, employment and income in India. Fish being an affordable and rich source of animal protein, is one of the healthiest options to mitigate hunger and malnutrition. India is the third-largest fish and aquaculture-producing country and accounts for 7.96% of the total global fish production. During the FY 2021-22, the estimated production is 16.25 MMT. The Fisheries sector is a major sector within the economy of India, and it supports the livelihood of over 28 million people in the country, especially within the marginalized and vulnerable communities. The share of the Fisheries sector in the total National Gross Value Added (GVA), at Constant prices, in FY 2021-22 is estimated at Rs. 1,47,519 Crores constitutes about 1.07 % of the total National GVA and 6.86 % of agricultural GVA. The sector exported 13.69 lakh metric tons of fisheries products valued at Rs.57,587 crores (USD 7.76 billion) during 2021-22.

2.2 Overall Objective

The Department has initiated the process of preparation of implementation strategy for various schemes like PMMSY, FIDF, etc. with an objective to provide maximum benefit to fish farmers and fishermen of the country. The aim of department is to provide detailed information related to various schemes to every segment of possible beneficiaries which is only possible with the dedicated agency for the media of the department. Accordingly, department invites proposals from eligible bidders for appointment of an agency for establishing a dedicated media cell which will advise the Department in communication and media related affairs. It will also advise on preparation of media plan communication strategies, public awareness drives about the activities of the Department, social media management and facilitate regular interactions with media and public. It will also assist the Department in media analytics and putting in place a feedback mechanism system for improved functioning of the Department. The scope of work to be taken by the agency has been broadly spelt out in Section III

2.3 Terms and Conditions

- 2.31 Bidding will be conducted through the Competitive Bidding procedures (separate submission of technical and financial bids) as laid down in the General Financial Rules, 2017, and is open to all eligible Bidders as defined in the RFP
- 2.32 The complete details for the RFP can be downloaded from DoF's website <https://www.dof.gov.in> and GeM Portal of Government of India at www.gem.gov.in. Interested bidders are advised to regularly visit these websites in order to update themselves with regard to any change or additional information related to the RFP.

- 2.33 Bids must be uploaded on Government eMarketplace (GeM) Portal of Government of India at www.gem.gov.in as specified in the Request for Proposal (RFP) below. Bids received after the stipulated date and time will be summarily rejected.
- 2.34 DoF will hold a pre-bid meeting with the prospective bidders in a hybrid mode through VC & at Conference Room, first floor, Chander Lok Building, Janpath Road, New Delhi as specified
- 2.35 The bidders who do not qualify the eligibility conditions shall forthwith be rejected and their financial bids shall not be opened.
- 2.36 The method of selection is Quality cum Cost Based System (QCBS), Technical – 70% and Financial– 30%.
- 2.37 The Earnest Money Deposit (EMD) of INR 2,00,000/- (INR Rupees Two lakh only) in the form of Bank Draft/Pay Order in favour of Pay and Accounts Officer (P&AO), Department of Fisheries, New Delhi, payable at Delhi. The EMD should be submitted in physical form to Dr. Niyati Joshi, Director (social media) Department of Fisheries, First Floor, Chandralok Building, New Delhi at least one day before opening of technical bids. Bids without EMD will not be considered.
- 2.38 All bids will remain valid for 180 days from the date of submission.
- 2.39 The DoF reserves the right to solicit any additional relevant information from Bidders individually and collectively.
- 2.40 The DoF reserves the right not to accept bid(s) from agencies resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating Agencies /Vigilance Cell.
- 2.41 The timeline/schedule of deliverables will be decided as and when the requirement /task activities arise. Bidder should complete the job/activities as and when asked by the DoF. Bidders in joint venture, consortiums are not eligible to apply.
- 2.42 All information contained in the RFP document, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations /agencies.
- 2.43 The Agency selected will not use its name, logo or any other information/ publicity on content created under the scope of work as spelt out in Section-III of the RFP on media platforms of the DoF.
- 2.44 All material, artwork, etc. used in management of media activities will be property of the DoF. Content shared online must not violate laws in force.
- 2.45 All the real and virtual creations will be the right of DoF, and Intellectual Property Rights (IPR) will vest with DoF.
- 2.46 The firm will ensure data protection (secrecy) and ensure that no data is leaked to any person not authorized by the Department.
- 2.47 Appointed company must be registered to Employees Provident Fund Organization (EPFO)/ Employees' State Insurance Corporation (ESIC).
- 2.48 The amount of Contract will be as indicated on GeM portal, which may vary on account of subsequent revision of minimum wages, number of manpower utilized by the 1st Party and the attendance of outsourced staff in a particular month etc.

Interested and eligible Bidders may obtain further information/clarification from concerned officer, Dr. Niyati Joshi Director (social media), Department of Fisheries, First Floor, Chanderlok Building, New Delhi. Email Id: soc.media-fy@dof.gov.in

2.49 Appointed company must provide the Appointment letter to the employees and salary/pay slip

2.4 Schedule and Critical Dates:

The tentative schedule and critical dates are shown below:

S. No	Event	Date
1	Tentative date of uploading of RFP at GeM portal	19/07/2023
2	Pre-Bid Meeting (Online, 4PM)	28/07/2023
3	Date for publication of response to the queries raised during pre-bid meeting	02/08/2023
4	Last date of submission of Bids (Technical & Financial)	11/08/2023
5	Date of Opening of Technical Bids	14/08/2023
6	Date of Opening of Financial Bids	By Intimation
7	Declaration of Successful Bidder	By Intimation
8	Date of presentation	By Intimation

Note: The DoF reserves the right to amend the document for RFP, tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through DoF's website: <https://www.dof.gov.in> from time to time for any updated information.

2.5 Pre-Qualification Criteria

The Bidders should fulfill the following eligibility conditions for participating in the Tender/Request for Proposal (RFP). The Bidders should enclose self-certified documentary evidence for fulfilling the eligibility conditions with undertaking that these documents are authentic. It is the sole responsibility of the bidder for the smooth and timely execution of the assigned work.

S. No	Broad Requirement	Basic Requirement	Specific Requirement	Documentary Proof to be Submitted
1.	Agency shall Registered in India	Legal Entity	<ul style="list-style-type: none"> • A private Limited company/LLP incorporated in India under the companies Act, 1956 or 2013 as amended from time to time • A statutory body created through an Act of the legislature • A society registered under the Societies Registration Act 1860 • Registered with Service tax Authorities • Should have Minimum 5 years of operation with at least 3 years' experience providing service in social media management 	<ul style="list-style-type: none"> • Copy of Certificate of Incorporation • Copy of registration certificate • Letter from company secretary /Chartered Accountant on Bidder's letter head for Minimum 5 years of operation with at least 3 years' experience providing service in social media management
2.	Empanelment with DAVP and PIB		<ul style="list-style-type: none"> • The agency may be empaneled with DAVP (CBC) or NFDC or MyGOV 	<ul style="list-style-type: none"> • Copy of the valid proof of empanelment
3.	Blacklisting/ No conviction	Mandatory Certifications	<ul style="list-style-type: none"> • Bidders should not have been blacklisted by any of state or central government organization. 	<ul style="list-style-type: none"> • Self-certificate letter undertaking to this effect on company's letter head signed by the company's authorized signatory • Bidder must disclose any blacklisting and nature thereof and must provide blacklisting-revocation letter (if applicable).

4.	Conflict of Interest	Mandatory Certifications from the bidder	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Duly signed Undertaking from the authorized Representative of the agency on the agency's letter head.
5.	Financial Worth	Turnover	<ul style="list-style-type: none"> The minimum cumulative annual turnover of the agency from Media Communication services/ creative services/ promotional services in the last three Financial Years 2020-21, 2021-22, 2022-2023 respectively should be Rs.10 crore for each of the financial year. (Clarification: The average annual turnover for each of the year should be Rs 10 Cr. based upon the calculation from the average turnover for the years 2020-2021, 2021-2022, 2022-2023) 	<ul style="list-style-type: none"> A certificate shall be given by the chartered accountant clearly specifying the turnover for last three financial year.
6.	Profitability		<ul style="list-style-type: none"> Bidder should be profit making as per the audited consolidated financial statements in every year for the last 3 financial years (FY 2020-21,2021-22, 2022-23). 	<ul style="list-style-type: none"> Attach Balance Sheets & documents certified by Chartered Accountant.
7	Office establishment in India with a dedicated office in Delhi/NCR		<ul style="list-style-type: none"> The bidder should have full-fledged establishment within India and an office with a dedicated team in New Delhi. 	<ul style="list-style-type: none"> Self-undertaking on agency letter head, duly stamped and signed by authorized representative of agency that bidding agency has an office in New Delhi/NCR along with address and contact details of Delhi office

8	No sub-contracting		<ul style="list-style-type: none"> No sub-contracting or assignment will be permitted. The selected agency will not sub-contract or transfer the contract to any other agency. 	<ul style="list-style-type: none"> Self-undertaking on agency letter head, duly stamped and signed by authorized representative of agency that bidding agency will not sub-contract or transfer the contract to any other agency
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Eligibility Conditions

9.	Experience 1	Media related experience of working with at least 3 Central/State Government Department clients/PSU	<ul style="list-style-type: none"> The agency must have an experience of working with at least 3 Central/State Government Department clients with 2 consecutive years respectively. 	<ul style="list-style-type: none"> Copies of the work order along with satisfactory completion certificate must be attached.
10.	Experience 2	Work experience in Social Media Management in a Central/State Government Department clients/PSU	<ul style="list-style-type: none"> The agency must have an experience of at least 3 years in social media Management for a Central/State Government Department clients/PSU 	<ul style="list-style-type: none"> Copies of the work order along with satisfactory completion certificate must be attached.
11.	Software and Equipment	In House tool/software development & management team	<ul style="list-style-type: none"> The agency must have an in-house Tools/Applications Software Development and Management Team which can develop applications and Apps. The agency must have expertise in providing media analysis in respect of matters that are of importance to DoF by way of an integrated dashboard from print/electronic/social media 	<ul style="list-style-type: none"> Self-declaration confirming the same

Qualification of Manpower for Deployment in DoF

12.	Qualification of Manpower for	A.) Media Advisor/Team	<ul style="list-style-type: none"> A Postgraduate from a recognized university in Journalism & Mass 	<ul style="list-style-type: none"> Attached relevant Documents (CV's) of the respective
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Deployment in DoF	Leader (1 Position)	<p>Communication/ Communication and Media Studies/ Public Relations with at least 5+ years of experience with deep understanding of media trends and technologies, experience in a specific industry or with a particular type of media, such as social media, electronic or print media or broadcast media/ content management for website.</p> <ul style="list-style-type: none"> • Published at least 5 articles in reputed journals/newspapers/magazines etc. • Excellent Skills in social development/ Fisheries/ Data Analytics/Data Science along with 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. 	resources in Support of Qualification & Experience
	B.) Content Writer (1 English Content Writer & 1 Hindi Content Writer)	<ul style="list-style-type: none"> • Bachelor's Degree in mass communications, journalism, or related field from a recognized University with at least 3 years' experience of content writing in Hindi and English and others, experience in creating content marketing campaigns, content types such as media blogs, white papers, creating innovative content ideas etc. • Excellent script/content writings of blogs, tweets, posts etc. 	<ul style="list-style-type: none"> • Attached relevant Documents (CV's) of the respective resources in Support of Qualification & Experience

		C.) Graphic Designer/ Software Designer (2 Positions)	<ul style="list-style-type: none"> • Bachelor's Degree from a recognized university in Fine Arts/ Graphic Design/ Communication Design & Technology or related field from a recognized University with at least 3 years' experience in graphic designing/online designs, animation, UI/UX, visualization in multimedia activities. 	<ul style="list-style-type: none"> • Attached relevant Documents (CV's) of the respective resources in Support of Qualification & Experience
		D.) Media Researcher Analytics & English Content Writer (1 Position)	<ul style="list-style-type: none"> • A bachelor's degree from a recognized university in Journalism /Mass Communication/ Public /Statistics/ Data Analytics/ Data Science or related field with at least 3 years of rich experience and excellent skills in report writing/ Analytical and research skill /MS Office/Statistical Software etc. with basic knowledge about Fisheries sector. 	<ul style="list-style-type: none"> • Attached relevant Documents (CV's) of the respective resources in Support of Qualification & Experience
		E.) Photographer- cum- videographer (1 Position)	<ul style="list-style-type: none"> • Graduate with a Degree in Graphic Designing, Visual Arts or in a related field. • At least 3-5 years of experience in photography, videography, FCPX editing, or other professional editing software, social media management, photo editing & video editing software 	<ul style="list-style-type: none"> • Attached relevant Documents (CV's) of the respective resources in Support of Qualification & Experience
Media Aggregation and Analytics	Use of In-House software/dashboard for analytics and aggregation of relevant	<ul style="list-style-type: none"> • The agency must have in-house media analytics, media scanning and aggregation capability across all mediums (print/electronic/social media), knowledge of UI/VX in maximum number of languages 	<ul style="list-style-type: none"> • Self-Declaration confirming the same 	

*DoF reserves the right to accept or reject the Bidder's supporting proof.

2.6 Commercial Conditions

Apart from the above, each bidder is required to fulfill the following terms and conditions:

a) Earnest Money & Tender Fee

Each bidder is required to submit Rs. 2,00,000/- (Rupees two lakh only) as EMD in the form of Bank Draft / Demand Draft in favor of Pay and Accounts Officer (P&AO), Department of Fisheries, New Delhi, payable at Delhi. The EMD should be submitted in physical form to eligible Bidders may obtain further information/clarification from concerned officer, Dr. Niyati Joshi Director (social media), Department of Fisheries, First Floor, Chanderlok Building, New Delhi. Email Id: soc.media-fy@dof.gov.in

- (i) at least one day before opening of technical bids.
- (ii) Bids not accompanied with EMD shall summarily be rejected.
- (iii) No bank guarantee will be accepted in lieu of the Earnest Money Deposit.
- (iv) The EMD of the unsuccessful bidders would be returned after award of the contract. No interest shall be payable by the DOF for the sum deposited as EMD.
- (v) EMD is not required to be submitted by MSMEs as per Procurement Policy issued by Department of MSME as per Rule 170 of GFR-2017, for which they shall submit a valid certificate issued by the appropriate authority in this regard.

b) Performance Bank Guarantee

- (i) The successful Bidder shall at his own expense deposit with DoF, within Twenty-One (21) working days from the date of issuance of Letter of invitation (LoI), an unconditional and irrevocable Performance Bank Guarantee (PBG) from any scheduled commercial bank to DoF, payable on demand, for the due performance and fulfillment of the contract by the bidder.
- (ii) This Performance Bank Guarantee will be for an amount equivalent to 10% of total contract value. PBG shall be invoked by DoF in the event the Bidder:
 - Fails to perform the responsibilities and obligations as set out in the RFP to the complete satisfaction of DoF
 - Misrepresentations of facts/information submitted to DoF
- (iii) The performance bank guarantee shall be valid for 60 days post satisfactory completion of the overall engagement/work as stipulated in RFP. In the event of any amendments to Agreement, within 15 days of receipt of such amendment furnish the amendment to the Performance Guarantee as required.
- (iv) The performance bank guarantee may be discharged/returned by DoF 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.
- (v) In the event of the Bidder being unable to service the contract for whatever reason, DoF would invoke the PBG. Notwithstanding and without prejudice to any rights whatsoever of DoF under the contract in the matter, the proceeds of the PBG shall be payable to DoF as compensation for any loss resulting from the bidder's failure to perform/comply its obligations under the contract. DoF shall notify the bidder in writing of the exercise of its right to receive such compensation within 40 days, indicating the contractual obligation(s) for which the bidder is in default.

(vi) DoF 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 this RFP, the performance bank guarantee shall be accordingly extended by the Bidder.

c) Failure to agree with the Terms & Conditions of the RFP

Without prejudice to above, failure of the successful bidder to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event DoF may award the contract to the next best value bidder or call for new proposals. In such a case, DoF shall forfeit the EMD of successful bidder.

d) Period of Contract

The initial contract period will be 1 year. Department may further extend for 1 year based on the satisfactory performance and on an escalation of 10% above the existing terms & conditions, subject to review of performance. The contract shall come into effect on the date of signing of the contract or work order (whichever is earlier) hereinafter referred to as the 'Effective Date'.

e) Prices

- (i) All prices must be quoted on unit rate basis in INR along with all applicable charges i.e., professional fee and applicable taxes, duties, etc. (if any).
- (ii) The agency has to ensure that the prices / rates quoted are all inclusive including the manpower support required procurement of equipment/software for the project execution and continuous support during the entire contract period.

f) Amendment of Tender Document

At any time prior to the deadline (or as extended by DoF) for submission of bids, DoF for any reason, whether at its own initiative or in response to clarifications requested by prospective bidder may modify the RFP document by issuing amendment(s). All bidders will be notified of such amendment(s) by publishing on the website, and these will be binding on all the bidders. DoF, at its discretion, may extend the deadline for the submission of proposals.

DoF may change the scope after the submission of technical bids by the Bidders. In this case, DoF will release a corrigendum/ clarification and ask the Bidders to resubmit their financial bids only.

Conflict Of Interest: The Agency is required to provide professional, objective, and impartial advice and at all times hold the DoF's interest's paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.

Without limitation on the generality of the foregoing, Agencies, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

Conflicting Activities: An Agency or any of its affiliates, selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.

Conflicting Assignment/job: An Agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may conflict with another assignment/job of the Agency to be executed for the same or for another Employer.

Conflicting Relationships: An Agency that has a business or family relationship with a member of the DoF staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract,

unless the conflict stemming from this relationship has been resolved in a manner acceptable to the DoF throughout the selection process and the execution of the Contract.

Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of DoF, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the forms of technical proposal provided herewith. If the Agency fails to disclose said situations and if the DoF comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its contract during execution of the assignment.

g) Payment Schedule

The payment will be released to the agency on quarterly basis on receipt of invoice inclusive of all taxes, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Section III of this document for assessment by the DoF. No advance payment will be made. All payments shall be made in Indian Rupees. For the avoidance of doubt, it is expressly clarified that the payments shall be deemed to include all ancillary and incidental costs and charges arising in the course of delivery of the Services, including consultancy charges, infrastructure costs, project costs and all other related costs including taxes.

2.7 Penalty Clause

- (i) The detailed contract/work order will be signed with successful bidder. Any breach in contract/work order will lead to penalty and later termination of the contract. All the documents/ code / application etc. prepared and developed by the bidder will be the property of the DoF. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the DoF and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the DoF, together with a detailed inventory thereof.
- (ii) If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfil any of the contractual obligations, the DoF may take a decision to cancel the contract with immediate effect. Further, performance bank guarantee of the agency may also be invoked if the performance of the agency is not satisfactory.
- (iii) In case of late services / no services on a specific activity, in which the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule DoF may impose a 2% of monthly fees as penalty and if the work does not achieve the required levels mentioned in the Contract/work order, in 4 weeks, DoF can cancel the contract altogether. The timeline/schedule of deliverables will be reasonable and will be decided as and when the requirement arises.

2.8 Bid Submission Process

Willing and interested Organizations may submit their two-part bid as technical and financial bids as per extant procedure elaborated in this document. The procedure for online submission of bids may be seen below.

(a) Instructions for Online Bid Submission

The bidders are required to attach soft copies of their bids electronically on the GeM Portal. The instructions given below are meant to assist the bidders in registering on the GeM Portal, prepare their bids in accordance with the requirements and submitting their bids online on the GeM Portal.

(b) Registration

- i. Bidders are required to enroll on the Government eMarketplace (GeM) portal (URL: www.gem.gov.in). As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- ii. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any further communication from the GeM Portal.

(c) Language:

The bids are to be submitted in either English or bilingually (English and Hindi). In case of any discrepancy, the bids submitted in English will be treated as final.

(d) Searching for Tender Documents

- i. There are various search options built in the GeM Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the GeM Portal.
- ii. Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the GeM Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- iii. The bidder should make a note of the unique Tender ID assigned to each tender; in case they want to obtain any clarification /help from the Helpdesk.

(e) Preparation of Bids

- i. Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- ii. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Any deviations from these may lead to rejection of the bid.
- iii. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR /DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- iv. To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g., PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid and need not be uploaded again and again.

(f) Submission of Bids

- i. Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e., on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- ii. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- iii. Bidder has to select the payment option as "offline" to pay EMD as applicable and enter details of the instrument.

- iv. Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be deposited in original in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise, the uploaded bid will be rejected.
- v. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable.
- vi. The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- vii. All the documents being submitted by the bidders would be encrypted using Public Key Infrastructure (PKI) encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128-bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- viii. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- ix. Upon the successful and timely submission of bids (i.e., after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- x. The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

(g) Assistance to Bidders

- i. Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for the tender or the relevant contact person indicated in the tender.
- ii. Any queries relating to the process of online bid submission or queries relating to GeM Portal in general may be directed to the 24x7 GeM Portal Helpdesk.
- iii. Detailed information useful for submitting online bids on the GeM Portal may be obtained at: www.gem.gov.in

2.9 Signing of Bid

The original and all documents of the Bid shall be e-signed by the Bidder

2.10 Method of Evaluation and Awards of Contract

Bidders are requested to submit all requisite documents as per Tender Document along with their bids, failing to which the bids are liable for rejection.

2.10.1 Evaluation Process

- i) DoF will constitute an Evaluation Committee to evaluate the responses of the bidder

- ii) The Evaluation Committee constituted by the DOF 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.
- iii) The decision of the Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of evaluation with the Committee.
- iv) The Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals
- v) The Evaluation Committee reserves the right to reject any or all proposals on the basis of any deviations.
- vi) Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

2.10.2 Tender Validity

The offer submitted by the Bidders should be valid for minimum period of 180 days from the date of submission of Tender.

2.10.3 Tender Evaluation

Initial Bid scrutiny will be held, and incomplete details as given below will be treated as non-responsive. If proposals.

2.10.3.1 Are not submitted as specified in the RFP document

2.10.3.2 Received without the Letter of Authorization (Power of Attorney)

2.10.3.3 Are found with suppression of details

2.10.3.4 Submitted with incomplete information, subjective, conditional offers and partial offers

2.10.3.5 Submitted without the documents requested in the checklist

2.10.3.6 Have non-compliance of any of the clauses stipulated in the RFP

2.10.3.7 With lesser validity period

- a. All responsive Bids will be considered for further processing as mentioned below.
- b. DoF will prepare a list of responsive bidders, who comply with all the Terms and Conditions of the Tender. All eligible bids will be considered for further evaluation by the Evaluation Committee according to the Evaluation process define in this RFP document. The decision of the said Committee will be final in this regard.
- c. Consortiums are not allowed for this engagement. The bidding entity has to be a single entity duly registered under the applicable laws of country.

2.10.4 Evaluation Process

The steps for evaluation are as follows: -

Stage 1: Technical Evaluation

- a. DoF will review the technical bids of the short-listed bidders to determine whether the technical bids are as per the requirements laid down. Bids that are not in accordance with the requirements are liable to be disqualified by DoF.
- b. The bidders' technical solutions proposed in the bid document will be evaluated as per the requirements specified in the RFP and technical evaluation framework as mentioned in the Section III
- c. Bidders will be asked to give a presentation on the understanding of the requirement of the DoF for media campaign and demonstrate the Proof of Concept for comprehensive media campaign for the DoF.

- d. Each Technical Proposal will be assigned a technical score out of a maximum of 100 marks. Only the bidders who get a technical score of 70% or more (prior to normalization) will qualify for financial evaluation stage. Failing to secure minimum marks shall lead to technical rejection of the Bid.
- e. Bidder should also score at least 50% in individual sections of Technical Evaluation as mentioned in Technical Evaluation Framework.

Stage 2: Technical Evaluation Framework

The Bidder's technical solution proposed in the Technical Evaluation bid document will be evaluated as per the evaluation criteria mentioned in the following table.

S. No.	Evaluation Criteria	The Number of Awards marks will be as under		Maximum Marks
		Experience (in Years)/Clients	Marks	
1.	Media related experience of working with at least 3 central Government/ State Department	1-3 clients	5	10
		4-6 clients	7	
		7 and above	10	
2.	Work experience of handling print/electronic/social media campaigns handling media Analytics in a Central/State Government Department.	1-3years	2	5
		3-5 years	5	
3.	Work Experience of working in Social/print media with any Central/State government/PSU Fisheries Department or related subjects of Agriculture during last 5 years	1-2 years	3	10
		3-4 years	5	
		5 and above	10	

Deployed Manpower Experience				
		Experience (In Years)/Clients	Marks	Maximum Marks
4	Media Advisor/Team Lead	5-7	3	10
		>8	10	
	Content Writer (1 English Content	3-5	3	5

	Writer & 1 Hindi Content Writer)	>5	5	
	Graphic Designer	3-5	3	5
		>5	5	
	Media Researcher Analytics & English Content Writer	3-5	3	5
		>5	5	
	Photographer-cum-videographer	3-5	3	5
		>5	5	
5.	Presentation on the understanding of the scope of work/Approach/Methodologies including demonstration of integrated dashboard using the software tools.			30
6.	Designing and printing of Coffee Table Book.	1-2 projects	5	10
		3-5 projects	7	
		6 and above	10	
7.	Creation of E-Book/M Book/Virtual Tour	1-2 projects	2	5
		3 and above	5	
TOTAL				100

** The bidder should ensure that it has experience of media analytics and scanning/aggregating relevant contents for at least two languages Hindi and English.

* The scoring on technical evaluation will be done only for those bidders who fulfill the minimum eligibility criteria.

The Final Normalized technical score of the bidder shall be calculated as follows:

Normalized Technical Score of a Bidder = {Technical Score of that Bidder / Score of the Bidder with the highest technical score} X 100 (adjusted to 2 decimals)

Example:

Bidders	Technical Score	Calculation	Normalized Technical Score
Bidder-1	88	(88/95) *100	92.63
Bidder-2	90	(90/95) *100	94.74
Bidder-3	80	(80/95) *100	84.21

Bidder-4	95	$(95/95) * 100$	100.00
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(i) Stage 3: Financial Evaluation

- All the technically qualified bidders will be notified to participate in Financial Bid opening process.
- The financial bids for the technically qualified bidders will then be opened on the notified date and time in the presence of representatives of qualified bidders and reviewed to determine whether the financial bids are in accordance with the RFP requirements. Bids that are not substantially responsive are liable to be disqualified by DoF.
- The Normalized financial score of the technically qualified bidders will be calculated, while considering the financial quote given by each of the Bidders in the Financial Bid as follows:

Normalized Financial Score of a Bidder = {Lowest Financial Quote of Bidder / Financial Quote of Bidder under consideration} X 100 (adjusted to 2 decimals)

Example:

Bidders	Financial Quote (In lakhs)	Calculation	Normalized Financial Score
Bidder-1	110	$(110/110) * 100$	100.00
Bidder-2	140	$(110/140) * 100$	78.57
Bidder-3	160	$(110/160) * 100$	68.75
Bidder-4	130	$(110/130) * 100$	84.62

- The bid price will include all taxes and levies and shall be in Indian Rupees and mentioned separately.
- Any conditional bid would be rejected.

(ii) Stage 4: Final score calculation through QCBS

The final score will be calculated through Quality and Cost selection method based with the following weightage:

Technical: **70%**

Financial: **30%**

Final Score = (0.70*Normalized Technical Score) + (0.30* Normalized Financial Score)

Example:

Bidders	Normalized technical Score	Normalized Financial score	Final Score (70:30)
Bidder-1	92.63	100.00	94.84
Bidder-2	94.74	78.57	89.89
Bidder-3	84.21	68.75	79.57
Bidder-4	100.00	84.62	95.39

- a. The bidder with the highest Final score shall be treated as the Successful bidder. In the above example, Bidder-4 will be treated as successful bidder.
- b. In the event the Final scores are ‘tied’, the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Project.

2.10.5 Negotiations

Normally there should be no post tender negotiations, it would be only on exceptional circumstances, if considered necessary and shall be held only with the Agency as per extant rules that shall be placed as H-1 bidder after combined evaluation of the Technical and Financial bids, as indicated above. This will be subject to Government rules and procedure in the matter. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by the Agency.

2.10.6 General

- a) Bids once submitted cannot be amended.
- b) Any Bid which does not quote for all items will be determined to be non-responsive and may be rejected.
- c) The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency, without written consent of the DoF.
- d) Technical bids and financial bids will be opened, in the presence of Bidders representatives (one for each bidder), who wish to be present.
- e) The bidders shall not include/indicate any financial cost direct/indirect in the proposed technical bid. Proposals indicating financial cost in technical bids shall be rejected at the technical stage only.

2.11 Arbitration

- (i) If any dispute, difference, question or disagreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assignees in connection with or arising out of the contract, the DoF would appoint a sole arbitrator, which shall be accepted by the Agency. The decision of the arbitrator would be final and binding on both the parties.

- (ii) It is also a term of the contract that contractor shall not stop the work under this contract and work shall continue as expected to continue whether the arbitration proceedings have commenced or not.
- (iii) The Venue of the arbitration shall be at New Delhi. Subject to as aforesaid, the provision of the Indian Arbitration Act, 1996 and any statutory modifications or re-enactments thereof and rules made there under and for the time being in force shall apply to the arbitration proceedings under this clause.

2.12 Labour Laws and Safety Measures

Agency gives a binding representation that any legal / semi legal prosecution / penalty befalling any activity undertaken to fulfill this contract shall be the sole responsibility of the Agency, and the DoF will not be liable to any direct / indirect prosecution / penalty because it receives services.

2.13 Applicable Law and Jurisdiction

This contract/work order arising out of this bidding process, including all matters connected therewith with this contract/work order shall be governed by the Indian laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Delhi Court, if required.

2.14 Indemnification

- (i) Agency shall always indemnify and keep indemnified DoF against all claims/ damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this work order.
- (ii) All claims regarding indemnity shall survive the termination or expiry of the work order.

2.15 Force Majeure

- (i) For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of either party.
- (ii) In the event of either party being rendered unable by force majeure to perform any obligation required to be performed by them under the contract, if any concluded, the relative obligation of the part affected by such force majeure lasts. The terms "Force Majeure" as implied herein shall mean acts of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely the Agency. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy-two hours of the alleged beginning and ending thereof giving full particulars and satisfactory evidence in support of its claim. If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organization shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part.
- (iii) Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

2.16 Failure and Termination Clause

Time and date of delivery and period of execution shall be essence of the contract. If the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time

repudiates the contract before the expiry of such periods, the DoF may without prejudice to any other right or remedy available to him to recover damages for breach of the contract: -

- (i) Recover from the Agency as liquidated damages which will be charged by way of penalty, as specified already at para 7 (Penalty Clause).
- (ii) Cancel the contract or a portion thereof by serving prior notice to the Agency.
- (iii) The DoF may take a decision to cancel the contract with immediate effect and / or debar / blacklist the bidder from bidding prospectively for a period of 1 years or as decided by the DoF and shall take any other action as deemed necessary.

2.17 Agency Code of Conduct and Business Ethics

The DoF is committed to its “values & beliefs” and business practices to ensure that Agency, who provides services, will also comply with these principles.

2.17.1 Bribery and Corruption:

Agencies are strictly prohibited from directly or indirectly (through intermediates or sub-contractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

Agencies shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the DoF. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suspension of material facts, such contract shall be voidable at the sole option of the competent authority of the DoF. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and the DoF or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the DoF on account of such fraud, misrepresentation, or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them in SECTION III

2.18 Exit Management

a) Purpose:

- This Schedule sets out the provisions, which will apply on expiry or termination of the Agreement/Work order, the Project Implementation and Performance Assessment.
- In the case of termination of the Project Implementation, the Parties shall agree at that time whether, and if so during what period, the provisions of this Clause shall apply.
- The Parties shall ensure that their respective associated entities carry out their respective obligations set out in this Exit Management Clause.

b) Transfer of assets:

- The Department/Ministry shall be entitled to serve notice in writing to the Agency at any time during the exit management period as detailed herein above requiring the Agency to provide the Ministry with a complete and up to date list of the assets within 30 days of such notice.
- The Department/Ministry shall then be entitled to serve notice in writing to the agency at any time prior to the date that is 30 days prior to the end of the exit management period requiring the agency to transfer to the Ministry as determined as of the date of such notice in accordance with the provisions of relevant laws.

- In case of Agreement being terminated by the Ministry reserves the right to ask the agency to continue running the project operations for a period of 6 months after termination orders are issued.
- Upon service of a notice under this Article the following provisions shall apply. In the event, if the Assets to be transferred any institutions by the agency, the agency shall ensure that all such liens and liabilities have been cleared beyond doubt, prior to such transfer. All documents regarding the discharge of such lien and liabilities shall be furnished to the Department/Ministry
- All risk in and title to the Assets to be transferred/ to be purchased the Department/Ministry pursuant to this Article shall be transferred to the Ministry, on the last day of the exit management period.
- Payment to the outgoing agency shall be made to the tune of last set of completed services/deliverables, subject to performance requirements.
- The outgoing agency will pass on to the Department/Ministry and/or to the Replacement agency, the subsisting rights in any licensed products on terms not less favorable to the Department/Ministry, Replacement Agency, then that enjoyed by the outgoing agency.

SECTION 3: SCOPE OF WORK / DELIVERABLE

3.1 INTRODUCTION

On behalf of the Department of Fisheries, Government of India, proposals/bids are invited from professional media agencies to facilitate utilization of various media platforms for creating awareness, publicity and dissemination of information about the schemes, programs and activities of the Department of Fisheries. This will involve tasks as mentioned under but will not be limited to these only.

3.2 Scope of Work

a) Creation & Maintenance of Social Media Platforms:

- The Agency shall maintain the Social Media Platforms for the Department of Fisheries (Ministry of Fisheries), which currently comprises of Facebook, Twitter, Instagram and YouTube etc.
- The Agency shall create (as and when required) and maintain the official Facebook Page, Twitter Profile and YouTube Channel, LinkedIn, Instagram, WhatsApp and any other social media handles for Hon'ble Ministers, the ministry and the various schemes of the Ministry.
- Developing e-Books/m-book/e-Newsletter on Content shared by the Department of Fisheries.
- Design backdrops, direction panels, and other awareness creating content for various workshops/meetings/conferences/trainings organized by Department of Fisheries.
- Designing and Printing of Coffee Table Book.

b) Strategic Planning

- Build strategies (creative and content), plan and schedule timelines to engage the right target audience at the right time, with the social media handles of the Department/Ministry and amplify the reach. Provide strategic counsel for advertising of Department of Fisheries various schemes, acts and related activities.
- Conceptualize and strategize all communications to be disseminated to the media including press notes, press releases, media advisories, briefs, and speeches for spokespeople and other communiqués for media communication on all matters concerning Department of Fisheries, as and when required.

c) New Look

- Give all the Social Media Platforms of the Department/Ministry a new look as per requirement by putting up new creatives, links, cover images on various theme lines, etc.

d) Updates:

- Regular/daily informative and promotional updates in the form of relevant creative text, posts, infographics, photos, audio, video, unique interactive content, interviews, news, quiz etc.
- Publicize promotional events, National & Regional programs, fisheries development programmes, festivals, cultural events, workshops, seminars & foundation days etc. related to the Department/Ministry and its schemes on all the social media platforms.

e) Creatives:

- Develop creative units like banners, posters, videos, GIFs etc. about events, achievements, initiatives, etc., concerned to the Department/Ministry for posting on all the social media handles.
- Develop and produce high quality creatives and videos for innovative social media campaigns on thematic subjects/ events/ activities based on any new initiatives or policies of the Department/Ministry.

- Increase the recall value amongst the users/ target audience with regular posts, unique & Relevant content and innovative campaign ideas.
- Relevant content to be scanned and aggregated from all major newspapers across all major centers as mutually agreed to. In print and TV data news to be scanned in all languages of India.

f) Live Coverage

- Provide high quality live coverage of the exhibitions, events, seminars, conferences, foundation days, etc. of the Department/Ministry on all the social media handles.
- Provide Live Streaming for all the important events of the Department/Ministry, ensuring all the important moments are captured.
- Shall cover PMO/ Budget speech/Presidential Address relevant to Department of Fisheries related topics.
- Minimum 1 personnel should cover any live event/ live streaming with a high-end camera to ensure high video quality and make sure that the streaming is run smoothly with a proper Internet connection.
- Photographic and videographic coverage of events, FCPX or other professional editing, social media management, photo editing & video editing.
- Provide high quality photographs and videos to be shared on digital communication platforms.

g) Engaging the users

- Engage the audience regularly with informative quizzes about the department/ministry, interactive campaigns, online surveys etc. on all the social media platforms with a prior (approved) strategy.

h) Query/ Response Management:

- Queries received on all the social media handles must be replied to and addressed online, live or within 48 hours after receiving approved information from the Department/Ministry and appropriate digital records must be maintained and handed over to Ministries whenever desired.
- Any query/ queries that are negative in nature and needs the Department/Ministry attention should immediately be brought into the notice of the respective department/ministry.
- Any action/ communication related to inbound queries or inbound collaboration requests by influencers, celebrities, institutions, and eminent personalities via Department/Ministry's social media domains with respect to any matter pertaining to the department, the same shall duly be informed to the concerned Department/Ministry official

i) Gate Keeping

- Moderation of all the platforms with a frequency of minimum but not restricted to 2-3 times a day in order to deal with spam, unauthorized advertisements, inappropriate content and corrective action etc. with adequate and appropriate firewall.

j) Social Media Tracking:

- The agency would be responsible for improving the reach of messages and other activities on various social media platforms particularly organic reach, so that the content would reach to a large set of targeted audiences in real time basis.
- The agency shall undertake Twitter trending for the Hashtags and the campaigns of that particular month.

- Use a good industry standard monitoring tool for tracking comments, remarks as per scope of work (as already defined in the document) for all the social media platforms both offline & online.
- Submission of weekly/ month end reports (as required by the Department/Ministry) with respect to the new strategies, campaigns and initiatives executed in that particular month/ week.

k) Tagging:

- Create relevant tagging, meta tagging, hash tags & linkages of content on all platforms.

l) Archival Set-up & Photo, Video Bank:

- A Photo and Video Bank with cataloguing to be developed with regular updation of quality and high-resolution aesthetic photographs, videos of relevant activities and events, per account periodically as per consultation with the Department/Ministry
- Agency would be responsible for storage/backup/recovery facility of content and data created. The archive set-up should have back-up storage and would have retention until 12 months from the date of creation of the content.
- The agency shall handover the entire content archives to the Department/Ministry at the end of every 3 months
- Agency should safely protect/ secure the sensitive information such as passwords, content, images/ video bank/ archives and any-other information related to the social media management of the department/ministry. Any updation/ change of passwords or any other sensitive information during the contract shall be duly intimated to the officials of the respective department.

m) Copyright:

- All the material, artwork used in management of Social Media Network shall belong to the Department/Ministry exclusively. Content shared online must be copy right protected and unauthorized use of this must be monitored for appropriate action and reported to the Department/Ministry.

n) Reporting:

- The agency shall introduce a system/dashboard/or any other tool to view the overall performance of social media which will help in finding the gaps and improving the same. Also, shall come up with the provision of repository of each and every posts/articles/videos/press released etc. The agency must submit weekly "Effectiveness Analysis" reports to the concerned authority, showcasing the effectiveness of the social media strategy.
- The agency must submit a detailed analysis on the steps undertaken for overall promotion of programmes of the Ministry on the Social Media Platforms and the results achieved. A daily report shall also be generated for the activities undertaken.

o) Capacity building:

- Training and Capacity building of the officers of the Ministry to manage social media sites and activities.

p) Content coordination:

- The agency needs to constantly coordinate with the respective programme/scheme divisions for content, photographs and videos or any other material as required for the social media activity.

Other Deliverables

a) Creative designing and repackaging:

- Agency shall undertake creative content generation, recreate, convert, or repackage the available content. The content may be of various forms such as graphics, smart art, animations, story board etc. based on Government schemes and programs and policies etc.
 - Writing/ Collage of articles for publishing in the print media including success stories (at least three in a month) of Fisheries related activities.
 - Up to 300 prints creatives (print ads, brochures, ready reckoners, leaflets, flip books, standees, posters, etc.), these creatives would be adaptable for use in all other media formats. The creatives would be produced with fresh shoot/stock images (with perpetuity).
- b) Comprehensive 24 / 7 / 365 support for Content:**
- Social Media Listening: 24/7/365 operations
 - Television Listening: 24/7/365 operations
 - Web Listening: 24/7/365 operations
 - Print / E Paper: 24/7/365 operations.
 - Online Media Catalogue / Dissemination Management tool
 - Shall cover online cataloguing that enables intelligent archiving of all photographs, videos, and audios, categorized into events, occasion, dates etc.
- d) Production of Audio-Visual Films**
- Production of short videos up to 5 to 10 minutes on the subject decided by DoF (6 each month).
 - Preparation and Compilation of E-Books/M-books/Virtual Tour/E-Newsletters on Content shared by the Department of Fisheries.
 - Deployment of media team, video and still camera teams with DoF dignitaries for official meetings/conclave/ Parikrama /Summits throughout India for media coverage.
- e) Other assistances to be provided by the Department of Fisheries would be as under:**
- Provide timely information on events of importance to the Department of Fisheries, from time to time.
 - The various Divisions of the Department of Fisheries will provide relevant (basic information/pictures/approvals) content as available
 - Department shall provide all the necessary information such as logo of Ministry / event / press releases issued for traditional media and updates etc.
 - Assist in obtaining any other permissions / information as required.
 - Media Coverage of DoF events such as Mela/ Fair, National or International Food/Exhibitions/ Fairs for promoting consumption and production of fisheries sector.

❖ Below table consists few of the major categories of media plan for better understanding of agencies.

S. No	Category	Major Activities/ Type	Topic Covered	Frequency
1	Fisheries Fact (Campaigns)	Video	All Fisheries Sector	As per Department Requirement
2	Fish 4 Poshan (Campaigns)		Nutrition available in Fish	
3	Success story of fish farmers (Campaigns)	Creative Post	All Fisheries Sector	
4	Nutrition Benefits of Fish (Campaigns)		Nutrition available in Fish	
5	Quiz		PMMSY	
6	Polls		All Fisheries Sector	
7	Special Days/ National Days	Creative & Video	Specific to Event	

S. No	Category	Major Activities	Topic Covered	Frequency
1	Annual Reports	Documents on Fisheries sector	All Fisheries Sector	As per Department Requirement
2	Reform Booklet		Details of the schemes	
3	Fisheries Handbook			
4	Newsletter			
5	Press Releases/Press Conferences	Print Media	All Fisheries Sector/	
6	Interviews from Officers/ Experts		Specific to Event	
7	Feature Articles from Expert			
8	Magazine			

❖ Below table consists few of the major activities/outreach programme of media plan for better understanding of agencies.

Proposed Activities	Topics
Workshops	Pearl Farming, Seaweed Cultivation, Post-Harvest Production loss elimination, Aquatic Disease etc.
Trainings	PMMSY, FIDF, KCC, Bioflock Units, Ornamental fisheries & opportunities in the sector
Webinars	Schemes, Emerging technology, New Methodologies etc.
Awareness Campaigns	Schemes, Reforms, Subsidy, New Methodology & Techniques, Best Practices etc.
Paid Film on Door Darshan	

❖ (Agency shall note that above scope is indicative. However, it may vary during implementation)

Manpower Requirement:

Seven resources* (1 Media Advisor/Team Lead, Content Writer (1 English Content Writer & 1 Hindi Content Writer), 2 Graphics Designer, 1 Media Researcher Analytics & Content Writer (English), 1 Photographer-cum-videographer) shall be stationed in the Department of Fisheries, New Delhi office for day-to-day coordination during working hours and during the emergent exigencies. Even before and after the working hour or during weekend and holidays. The other team member for managing media activities may be deployed off site by the agency. More manpower resources may be hired based on the business requirements as and when need arises.

*Please provide the quotes of manpower rates per month for individual category of the personnel to be engaged.

Terms of Service:

A. Performance Review

The agency will submit a suggested process of Performance Review on monthly basis before signing of contract. This will be appropriately and suitably amended (if required) by the Department and implemented.

B. Reporting:

- i. The agency must submit weekly, "Effectiveness Analysis and Management Information System (MIS) Reports to DOF on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of DoF on the Social Media Platforms and the results achieved.
- ii. The agency should suggest the no. of reports eliciting periodicity, format and content of such report which should help the management of this Ministry to know the exact position of the efforts undertaken.

C. Data Security and Prevention of Fraud

The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity. In case of any such leak /breach of data, the entire legal, financial, and other consequences will be borne by the firm/agency.

D. Legal matter, including copy-right of content

Agency will have the responsibility of ensuring that all content featured/published on the basis of this assignment is free of legal encumbrances including of copy-right issues. The DoF will not have any responsibility in this matter. IPR of all content will solely vest with DoF.

ANNEXURE- 1

Technical Bid Format

Sr. No.	Particulars	To be filled by the Tenderer
1.	Name of the Bidder (Agency)	
2.	Whether brief profile of the agency is enclosed (max 2-3- pages)	
3.	Address of the Bidder (Agency)	Address: Telephone: E-Mail:
4.	Year of establishment	
5.	Type of Company (Proprietorship / Public Sector Unit/ Private Limited /Public Limited)	
6.	Number of fulltime employees handling services asked for in this Notice in the agency as on 31 st December 2019.	
7.	Registration Details: PAN No. (Copy to be enclosed)	
8.	Registration Details: GSTIN (Copy to be enclosed)	
9.	The agency must have expertise of running media campaigns as per requirement of experience in the RFP. (Copies of contract/orders should be attached)	
10.	The agency must have in-house production facilities for production and editing of contents in all forms. (Self-certification on letter head).	
11	The agency must have in-house Software Development & Management Team which has the ability to develop Applications and Apps and media Management tools supporting documents, screen shots and live URL of all medium integrated Media Management tools and application and details	

***Proof of each above-mentioned particulars to be attached**

S.No.	Particulars	To be filled by the Tenderer	
	Self-certification on letter head too		
12	Details of EMD Amount Draft No. Date Issuing Bank		
13	Whether the firm is blacklisted by any Government Department, or any criminal case is registered against the firm or its owner/partners anywhere in India (If no, attach an undertaking to this effect on letter head)		
14	All other documents supporting the eligibility of the bidder indicating the fulfillment requirements of the Department as in the RFP.		
15	A brief write-up on the understanding of the Media requirements of the Department to be attached.		
16	Name, Designation and address of the officer to whom all references shall be made regarding this Tender.		
		Tel:	Mobile:
		Fax:	Email:

***Proof of each above-mentioned particulars to be attached**

Apart from the above, all the requisite papers mentioned in the tender document are also to be enclosed.

Authorized Signature [In full and initials]

Name & address and Title of Signatory

Date: (Seal)

ANNEXURE- 2

Financial Bid Format

To

Director (social media),

Department of Fisheries

Ministry of Fisheries, Animal Husbandry and Dairying Government of India,

Chanderlok Building, Janpath

New Delhi-110001

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 dated (insert Date). Our **Financial Bid** against the **Scope for work in Section – III as well as details defined in the tender document** is as mentioned below. Break- up of the cost, taxes & other charges are as under: -

S. No	Description of Items	
1	Manpower rate per month (in INR)* * Please provide monthly manpower rate for each resource category	
2	Pre-Requisites list of Machinery/Hardware/Software/Equipment's with their respective cost per month (in INR)	
3	Management Cost (in INR)	
4	Taxes and Other Charges (in INR)	
5	Total Cost per moth inclusive of all taxes & other charges)	

6	Total cost for one Year for providing services and maintenance of all the social media platforms for DoF (inclusive of all taxes & other charges) (in INR)	
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Our bid shall be binding upon us up to period of validity as indicated in note above. We understand you are not bound to accept any bid you receive.

Date:

Yours sincerely,

Authorized Signatory (In full and Initials)

Name and Title of the Signatory Name & Address of firm (Seal)

INTEGRITY AND ETHICS UNDERTAKING

[Name of the bidder] Undertakes to act in good faith with respect to one and others to one and others' rights prior to, during or subsequent to the currency of the contract and to adopt all responsible measures to ensure the realization of the objectives prior to, during or subsequent to the currency of the contract

Integrity and Ethics

[Name of the bidder] undertakes to avoid all forms of corruption by following a system that is fair, transparent, and free from influence and prejudice, prior to, during or subsequent to the currency of the contract.

[Name of the bidder] commits itself to take all measures necessary to prevent corrupt practice, unfair means and illegal activities during any stages of its bid or during any pre-contract or post-contract stage in order to secure the contract or in furtherance to secure it.

The GoI undertakes that during the pre-contract stage, it shall treat all bidders alike and will provide to all bidders the same information and will not provide any such information to any bidder which could afford an advantage to any bidder in comparison to other bidders. Any breach of aforesaid provisions by **[Name of the bidder]** or its employees or authorized representatives, shall entitle GoI to take all or any one of the following actions, wherever required: -

- i. forfeiture of performance guarantee.
- ii. to immediately call-off the pre-contract negotiations without assigning any reason or providing any compensation to **[Name of the bidder]**.
- II. to debar **[Name of the bidder]** from participating in any bidding process in future for a minimum period of 5years.
- III. to cancel all or any other contract signed with **[Name of the bidder]**.

The GoI will be entitled to initiate the criminal liabilities as well.

Seal with Signature of the authorized signatory of the bidder

To be provided on 'Company letter head

To,
Director (social media),
Department of Fisheries
Ministry of Fisheries, Animal Husbandry and Dairying Government of India,
Chanderlok Building, Janpath
New Delhi-110001

Subject :- Undertaking

Madam/ Sir,

This has reference to Department of Fisheries 's RFP No.....
dated.....
for Appointment of a Social Media Management Agency.

In this context, I/We, as an authorized representative(s) of the company, declare that:

- (i) Presently our Company/ firm has an unblemished record and is not declared ineligible with regard to corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.
- (ii) We will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the agency in the financial proposal.
- (iii) We shall be able to provide a qualified servicing team for undertaking the work related to social media management for Department of Fisheries, as per the 'Scope of Work' detailed in the above RFP. The social media team would work closely with Department of Fisheries.
- (iv) We have an office in Delhi / Delhi NCR (i.e. Noida/ Gurugram/ Faridabad/ Ghaziabad) and contact details of the Office are given below:

(Complete address, telephone/ mobile number, e-mail ID and name of contact person to be given)

If this declaration is found to be incorrect then my/our bid security without prejudice to any other action that may be taken, may be forfeited in full and the tender, if any, to the extent accepted, may be cancelled.

Thanking you,

Name of the Bidder:

Authorized Signatory:

Name:

Seal:

Date:

Place:

Performance Bank Guarantee Format

From: Bank

To

The President of India through _____
Government of India, New Delhi.

Dear Sir,

Whereas you have entered into a contract No.....Dt(hereinafter referred to as the said Contract with M/s_____,

hereinafter referred to as the “Contractor/Supplier” for supply of services as per Part-II of the said contract to the said contractor and whereas the contractor/supplier has undertaken to produce a bank guarantee for 10% of total Contract value amounting to.....to secure its obligations to the President of India. We the..... Bank hereby expressly, irrevocably and unreservedly undertake and guarantee as principal obligors on behalf of the contractor/supplier that, in the event that the President of India declares to us that the goods have not been supplied according to the Contractual obligations under the aforementioned contract, we will pay you, on demand and without demur, all the any sum up to a maximum of..... Rupees only. Your written demand shall be conclusive evidence tous that such repayment is due under the terms of the said contract. We undertake to effect payment upon receipt of such written demand.

2 We shall not be discharged or released from this undertaking and guarantee by any arrangements, variations made between you and the Contractor/supplier indulgence to the Contractor/Supplier by you, or by any alterations in the obligations of the Contractor/Supplier or by any forbearance whether as to payment, time performance or otherwise.

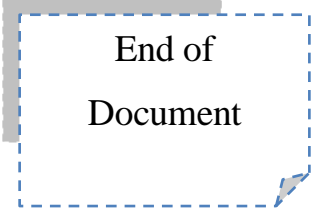
3 In no case shall the amount of this guarantee be increased.

4 The performance bank guarantee shall be valid for 60 days post satisfactory completion of the overall engagement/work as stipulated in RFP.

5 Unless a demand or claim under this guarantee is made on us in writing or on before the aforesaid expiry date as provided in the above referred contract or unless this guarantee is extended

by us, all your rights under this guarantee shall be forfeited and we shall be discharged from the liabilities hereunder.

6. This guarantee shall be a continuing guarantee and shall not be discharged by any change in the constitution of the bank or in the constitution of M/s.....



End of
Document