

Government of Jharkhand
Department of Forest, Environment and Climate Change
0/o The Divisional Forest Officer,Publicity and Extension Division, Van
Bhawan, Doranda, Ranchi-834002.
(Short Tender Notice No. 191 dtd. 13.03.2018)

Invitation of Expression of Interest (EoI)

Proposals are invited in sealed cover for selection/Empanelment of eligible firm/company/Agency as consultant for Social Media Tools Application in the the Department of Forest, Environment and Climate Change, Government of Jharkhand. The tender documents with detailed scope of works and other terms and conditions is available at the website www.forest.jharkhand.gov.in or the intended firm/company/agency can procure the same from 0/o The Divisional Forest Officer,Publicity and Extension Division, Van Bhawan, Doranda, Ranchi-834002 during office hours in working days by paying Rs. 1500.00(Fifteen hundred) only in the shape of Demand Draft from a nationalized bank drawn in favour of Divisional Forest Officer, Publicity and Extension, Ranchi payable at Ranchi towards the cost of the tender documents which is non refundable and should be enclosed in the tender. The tender is offered in two parts viz. technical and financial bids. The last date for submission of proposal complete in all respect, is fixed on 21.03.2018 upto 5.0pm. The sealed proposal will be opened on 22.03.2018 at 4.0 pm in the presence of the tenderers or their authorized representatives. Divisional Forest Office (Public Relation) Forest Publicity and Extension Division Ranchi, reserves the right to reject any or all proposals and annul the bid process at any time without assigning any reason whatsoever.

Divisional Forest Officer,
Publicity and Extension Division,
Van Bhawan,Ranchi.

TERMS and Conditions for

Selection/Empanelment of eligible firm/company/Agency as Consultant for Social Media Tools Application in the Department of Forest, Environment and Climate Change, Government of Jharkhand.

Short Tender Notice NO 191 Dated 13/03/2018
Cost of Tender form Rs. 1500/- (one thousand five hundred) only.

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Government of Jharkhand
Department of Forest, Environment and Climate Change
0/o The Divisional Forest Officer, Publicity and Extension Division, Van Bhawan, Doranda, Ranchi-834002.

Schedule of Bidding Process

The schedule of Bidding Process shall be as follows

| Sl. No | Description | Date and Time |
|-------------------|--|---|
| 1 | Issue of EoI document | 14.03.2018, Office Hour |
| 2 | Last date of receipt of queries | 19.03.2018,Office hour |
| 3 | Last Date of submission of Proposal (Proposal Due Date or PDD) | 21.03.2018, upto 5.0 pm |
| 4 | Opening of Technical Proposal. | 22.03.2018 at 4.0 pm |
| 5 | Opening of Financial Proposal. | 22.03.2018 in continuation of opening of Technical bid. |

Sd/-
Divisional Forest Officer
Publicity and Extension Division,
Van Bhawan, Doranda, Ranchi.

Introduction

Keeping in mind, the needs of extensive publicity of the work and projects being implemented by, the Department of Forest, Environment and Climate Change, Government of Jharkhand and awareness among the public at wider scale though social media tools. The Divisional Forest Officer, Publicity and Extension Division, Van Bhawan, Doranda, Ranchi invites Proposals in sealed cover for selection/Empanelment of eligible firm/company/Agency as consultant for Social Media Tools Application in the Department of Forest, Environment and Climate Change, Government of Jharkhand. The terms and conditions for selection/empanelment of consultant for Hiring of Creative & Social, Digital Marketing will be as follow;

A. Cost of Tender Documents

The tender documents with detailed scope of works and other terms and conditions is available at the website www.forest.jharkhand.gov.in or the intended firm/company/agency can procure the same from O/o The Divisional Forest Officer, Publicity and Extension Division, Van Bhawan, Doranda, Ranchi-834002 during office hours in working days by paying Rs. 1500.00(Fifteen hundred) only in the shape of Demand Draft from a nationalized bank drawn in favour of Divisional Forest Officer, Publicity and Extension, Ranchi payable at Ranchi towards the cost of the tender documents which is non refundable and should be enclosed in the tender.

B. Details Scope of Services

1. The Agency shall create and subsequently maintain the official Facebook Page, Twitter Profile and YouTube Channel, Google plus, LinkedIn and Instagram including any other upcoming social media platform during the course of contract and hence set up a complete social networking management system for department.
2. Publishing and updating the content as and when required on 24X7 bases. The frequency of information will be on a continuous and daily basis.
3. Feedback, messages and any other communication received from visitors to the sites shall be forwarded to the officials concerned directly from time to time.
4. Management of Facebook, Twitter, Google+, YouTube and other social media identities for the departments viz forest awareness activities & forest conservation activities.
5. Round the clock running of social media sites, updating, analyzing social media trends, moderation and intervention as and when required.
6. Feedback/comment management on regular basis, moderation of page on regular basis to keep the social media site free from spam/advertisement/ inappropriate contents, appropriate tagging etc.
7. Repackaging of the content (videos and photographs) into suitable formats (video packages and others)
8. The content like photographs, video and animation will be quality content.(video ie. Full HD/ 4k)
9. Uploading of repackaged and creative content on various social media platforms such as Face book, YouTube, Google, twitter etc.

10. The content will be original and agency must have to create their own content with quality and background music will be copyrighted.
11. The selected agency will have to provide the live AV coverage (AV system) of the event/seminar/inauguration/any program with multi-cam setup.
12. The selected agency will have to provide LED wall and Plasma TV for the event.
13. Provide detailed analytics about Social Media activities.
14. Ensure that the response to these posts is provided on the social networking site under the supervision of the designated Departmental official.
15. Agency would also be responsible for advertising of Departmental various schemes, acts and related activities on the social media platforms.
16. The agency shall provide live coverage of event(s) on Social Media, at department's request, on a notice period of at-least 2 days, such that there is at-least 50% of the coverage on the same day itself, remaining (if any) on the day after, across all applicable.

C. Eligibility Criteria

C1. Technical

1. Company/Firm should be empanelled with DAVP and any other state Govt. IT Department. It must be mandatory. Attach copy of supporting document).
2. Company/Firm should be registered from GSTIN (Copy of supporting document).
3. Agency should have expertise in doing live on social media platforms (Mobile App/YouTube, facebook) of government events at least 5 work order in any location. Out of the above, at least one of the same work should be from client other than Govt. Departments (attach copy of supporting document)
4. Each Bidder shall submit a maximum of one (1) Proposal for the Assignment, in response to this EoI document. Any Bidder who submits more than one Proposal for the Assignment shall be disqualified.
5. Professional experience of executing at least 2 promotional audio/visual productions for government department in these financial years 2016-17 & 2017-2018. (attach copy of supporting document)
6. Consortium/ Joint venture shall not be considered.
7. The Applicant should have an office in Ranchi. In case Applicant has no office in Ranchi, it should undertake to establish a fully functional office with the required
8. The bidder should have minimum average turnover of Rs. 1 crore for last 3 financial years (FY 2016-17, FY 2015-16 and FY 2014-15)
9. The Firm / agencies should have a minimum net worth of 20 lakh.

10. The agency should have dedicated and expert personal /manpower with knowledge of Information Technology, Mass communication and forest- environment. (necessity certificate should be attached)

C2. Net worth

Net worth means the excess of the book value of assets (other than fixed assets) of an enterprise over its liabilities. It would be calculated as sum of the paid up equity and free reserves minus accumulated losses, if any, in the company. The applicant shall furnish a proof of its net worth certified by a statutory auditor/chartered accountant. Net worth will be calculated at the closing of the financial year immediately preceding the year of application.

D. Evaluation of Experience of the Applicant

All the Applicant who have fulfilled the Conditions of Eligibility shall be ranked on the basis of the marks obtained in accordance with the parameters set out in the table below (in case of equal marks obtained the rank of older company will be upgraded in competition): a minimum of 70 marks would be required for empanelment, subject to condition and this marks can be allowed duly.

| Sl No. | Parameter | Evaluation Criteria | Maximum Marks |
|---------------|--|--|----------------------|
| 1. | Company/Firm should be empanelled with DAVP and any other state Govt. IT Department. | On completion of this, complete number 30 will be given. | 30 marks |
| 2. | Turnover of the Applicant over a period of 3 FYs (i.e FY, 2014-15, 2015-16 and 2016-17) should be at least Rs. 1 Crores. | i) Rs 1 Crore = 10 marks ii) More than Rs 1 Crore = 2.5 marks for each 50 lakh additional | 15 marks |
| 3. | Agency should have expertise in doing live on social media platforms (Mobile App/YouTube, facebook) of government events at least 5 work order in any location. Out of the above, at least one of the same work should be from client other than Govt. Departments | i) No of 5 Govt. work order= 10 marks ii) More than 5 (Five) assignments= 2 marks for each additional Govt. work order. | 20 marks |
| 4. | Professional experience of executing at least 2 promotional audio/visual productions for government department in these financial years 2016-17 & 2017-2018. | i) No of 2 Govt. work order= 5 marks More than 2(Two) assignments= 2.5 marks for each additional Govt. work order. | 10 marks |

| | | | |
|----|--|---|------------------|
| 5. | The Firm / agencies should have a minimum net worth of 20 lakh. | i) On completion of this, complete number 10 will be given. | 10 marks |
| 6. | The Firm/company should also submit, audit report duly verified by a Chartered Accountant (indicating membership no. of Chartered Accountant in his seal), | i) On completion of this, complete number 10 will be given. | 10 marks |
| 7. | Valid GSTIN registration | i) Valid Service GSTIN | 5 marks |
| | | Total | 100 marks |

E. Submission of APPLICATION

1. All applications shall be required to be submitted in the prescribed Performa. The following information/documents/material must be furnished along with the applications:
2. Firm/company shall be required to submit copies of income-tax returns of last three finance year with PAN number. The Firm/company should also submit, duly verified by a Chartered Accountant (indicating membership no. of Chartered Accountant in his seal),
3. Bio-data of the key persons of his/her with consent. Composition of creative team to be submitted along with bio-data of at least Director and one IT base member.
4. An EMD of INR 25,000/-(Twenty Five Thousand Only) in favour of, Divisional Forest Officer, Publicity & Extension Division, Ranchi, (In the form of Demand Draft should be included in the same envelope containing the Technical Bid)

Note: Divisional Forest Office (Public Relation) Forest Publicity and Extension Division Ranchi reserves the right to reject any Proposal, if: a. at any time, a material misrepresentation is made or discovered; or b. the Bidder does not respond promptly and diligently to requests for supplemental information required for the evaluation of the Proposal.

F. Termination

1. Without prejudice to any other right or remedy it may have, either party may terminate the Empanelment at any time by giving three month advance notice in writing to the other party.
2. Divisional Forest Office (Public Relation) Forest Publicity and Extension Division Ranchi reserves the right to withdraw / terminate empanelment in any of the following circumstances:
 - (a) Information provided to Divisional Forest Office (Public Relation) Forest Publicity and Extension Division Ranchi is found to be incorrect;
 - (b) Empanelment conditions are not met within the specific time period;
 - (c) Misleading claims about the empanelment status are made;
 - (d) If the Selected Agency is found to be engaged in corrupt, fraudulent, unfair trade practices, coercive or collusive.

G. Indemnification

The Selected Agency will indemnify Divisional Forest Office (Public Relation) Forest Publicity and Extension Division Ranchi against any misuse of brand name, logo and related activities. For any misuse of brand name, logo etc., the Selected Agency themselves will be held responsible. Divisional Forest Office (Public Relation) Forest Publicity and Extension Division Ranchi will take necessary legal actions for such cases.

H. Applicable Laws and Jurisdiction

1. Applicable Law would mean the laws and any other instruments having the force of law in India as they may be issued and in force from time to time.
2. All legal disputes between the parties shall be subject to the jurisdiction of Courts situated in Ranchi only.

Sd/-
Divisional Forest Officer
Publicity and Extension Division,
Van Bhawan, Doranda, Ranchi.

ANNEXURE – 1(Technical Bid)

Bid Proposal Sheet (To be Enclosed with Technical Bid)

Bidders Proposal Reference No. and Date : _____

Bidders Name and _____

Address _____

Person to be contacted _____

Designation _____

Telephone No(s) _____

Telex No. _____

Fax No. _____

To

Division Forest Officer,
Publicity and Extension Division,
Van Bhawan, Doranda,
Ranchi-834002

Subject: Proposals for selection/Empanelment of eligible firm/company/Agency as consultant for Social Media Tools Application in the Department of Forest, Environment and Climate Change, Government of Jharkhand.

Sir,

1. We, the undersigned Bidders, having read and examined in detail the Specifications and all the bidding documents as specified in the Bidding documents

2. PRICE AND VALIDITY

All the prices mentioned in our proposal are in accordance with the terms as specified in bidding documents. All the prices and other terms and conditions of this proposal are valid for a period of 2 years from the date of finalization of the Bids.

We are an Indian firm and do hereby confirm that our Bid prices include all taxes including Income Tax and Professional Tax.

3. Unit Rates

We have indicated in the relevant schedules enclosed the unit rates and in case of any discrepancy in the unit price & the total price, the unit price shall prevail and the total price shall be corrected.

4. EMD

We have enclosed a Demand Draft in favor of Forest Division Officer, Publicity and Promotions Division, Ranchi for a sum of Rs. 25,000/- (Twenty Five thousand only). This EMD is liable to be forfeited in accordance with the provisions of Bid documents.

5. Bid Pricing

We further declare that the prices stated in our proposal are in accordance with your Instructions to Bidders included in bidding documents.

6. Bid Price

We declare that our bid prices are for the entire scope of the work as specified in the technical specification and bid documents. These prices are indicated in Annexure 2 attached with our proposal as part of the Financial Bid.

We hereby declare that our proposal is made in good faith, without collusion or fraud and the information contained in the proposal is true and correct to the best of our knowledge and belief.

Thanking you,

Yours faithfully,

(Signature)

Printed Name and Designation:

Seal:

Date:

Place :

Business Address :

Enclosures with Technical Bid TO BE GIVEN BY THE BIDDER

1. Name of the Bidder Firm/Company _____

2. Address : _____

Telephone No: _____

: Office/Residence Mobile

:FAX_____

3. Registration particulars of the Firm/Company: _____

viz. Proprietary, Partnership, Private Limited,

Public Limited etc. (attach photocopy

of the Certificate of Incorporation)

4. Name of Proprietor/Director signing the: _____

5. Name/Designation/Address of the Authorized: _____

6. Signatory holding the Power of Attorney

(if any) _____

7. Income Tax Return Particulars: _____

8. Permanent Account Number (PAN): _____

9. GST Number: _____

10. Details of Experience: _____

11. Details of Technical Personnel _____

11. Details of other documents is attached:

a.) _____

b.) _____

c.) _____

d.) _____

e.) _____

f.) _____

g.) _____

h.) _____

Certified that the information given above is true and if any information is found to be false or misleading the contract may be cancelled.

Name:
(with Seal)

Signature

ANNEXURE – 2 (Financial-Bid)

Bid Price Form (To be Enclosed with Financial Bid)

Subject:- Proposals for selection/Empanelment of eligible firm/company/Agency as consultant for Social Media Tools Application in the Department of Forest, Environment and Climate Change, Government of Jharkhand.

Bidders Proposal Reference No. and Date :

Bidders Name and Address :
Person to be contacted :
Designation :
Telephone No(s) :
Telex No. :
Fax No. :

To,

Division Forest Officer,
Publicity and Extension Division,
Van Bhawan, Doranda,
Ranchi-834002

Format for Commercial/Financial Proposal (PROFORMA- C)

| Sl.No. | Item Name | Price inclusive of Taxes & duties and all other costs | | |
|---------------------|--|---|----------|------------------|
| | | Cost per unit (Rs.) | Quantity | Total cost (Rs.) |
| 1 | Creation and Operationalisation of Social Media Tools (One Time) | | | |
| 2 | Maintenance of Social media tools (Monthly basis) | | | |
| 3 | Supply of Manpower (Individaul/Monthly basis) | | | |
| Total Amount | | Rs. | | |

(In figures)

(In Words)

Date

Yours ‘faithfully,

(Signature)
**Printed Name and
Designation:**
Seal:
Date:
Place :
Business Address :