

# REQUEST FOR PROPOSAL

## Selection of Social Media and Digital Media Communication Support Consultant



**January 2017**

**Tender No. 285/JSV/NRDA/2017**



**NAYA RAIPUR DEVELOPMENT AUTHORITY**

**Paryavas Bhawan, North Block**

**Sector -19, Naya Raipur (C.G.)**

**Ph. 0771 -2511500 , Fax : 0771 -2511400 ,**

**Email : ceo@nayaraipur.com, Website: www.nayaraipur.gov.in**

## REQUEST FOR PROPOSAL



### For selection of Social Media and Digital Media Communication Support Consultant

**RFP No.285/JSV/NRDA/2017, Naya Raipur**

**Dt.:20/01/2017**


Proposals are invited from eligible consultants for the captioned service. Detailed RFP document can be downloaded from the website [www.nayaraipur.gov.in](http://www.nayaraipur.gov.in). **Last Date of submission of the proposal is 15.00hrs 20/02/2017.** Amendment/Modification in tender, if any, will be uploaded only on the website.

**Naya Raipur Development Authority**

**Chief Executive Officer**

Paryavas Bhawan, North Block, Sector – 19, Naya Raipur 492 002  
Chhattisgarh T: +91.771.251.2500

# Press Advertisement

 nayaraipur नया रायपुर	
<b>REQUEST FOR PROPOSAL</b>	
RFP for appointment of Social Media and Digital Media Communication Support Consultant	
Ref. no	date 20th January 2017
NRDA invites proposal (RFP) from qualified and experienced firm who fulfil the Pre-Qualification criteria for the works as detailed below:	
Name of the work	Appointment of Social Media and Digital Media Communication Support Consultant
Pre-proposal meeting	Venue: NRDA hall, Paryavas Bhawan, North Block, Sector-19, Naya Raipur.
Due date and time for submission of proposal	20 <sup>th</sup> February 2017, 3 PM
Opening of technical proposal	20 <sup>th</sup> February 2017, 3:30 PM
<p>The Pre-qualification criteria and other details could be seen in the RFP documents can be downloaded from <a href="http://www.nayaraipur.gov.in">www.nayaraipur.gov.in</a></p> <p>Modifications/Amendments/corrigendum, if any, shall not be advertised in the newspaper but shall be published in the website only.</p>	
<p>Naya Raipur Development Authority          Paryavas Bhawan, Sector 19, North Block, Naya Raipur 492002. Chhattisgarh</p> <p><b>Chief Executive Officer</b></p>	

## Data Sheet

S.No.	Item	Description
1.	Type Of Technical Proposal	Quality Cum Cost based Selection (QCBS)
3.	Last date and time of Submission of Proposal (Proposal Due Date)	20 <sup>th</sup> February 2017, 3 PM
4.	Opening Of Technical Proposal	20 <sup>th</sup> February 2017, 3:30 PM
5.	Date Of Opening of Financial Proposals	Will be informed later
6.	Date of Presentation by Team Leader	Will be informed later
7.	Duration of Contract:	2 Years Extendable for next 1 year
8.	A non-refundable processing fee & Earnest Money Deposit	<p>a. Non-refundable processing fee: A crossed demand draft of Rs 5000 (Rupees Five Thousand Only) is required to be enclosed Drawn in favor of CEO, Naya Raipur Authority (NRDA) on any scheduled bank, payable at Raipur/ Naya Raipur, Chhattisgarh.</p> <p>b. EMD: Rs. 25,000/- (Rupees Twenty Five Thousand Only) in the form of DD drawn on Nationalised/ Scheduled bank in favour of "CEO, Naya Raipur Development Authority Payable at Raipur/ Naya Raipur."</p>
9	Validity of Proposal Representative	180 days from due date of submission of proposal
10.	Name and Address Where Queries/correspondence concerning this request for proposal is to be sent.	<p>The Chief Executive Officer (CEO) Naya Raipur Development Authority (NRDA) Paryavas Bhawan, North Block, Sector – 19, Naya Raipur – 492002, Chhattisgarh.</p> <p>E-Mail: ceo@nayaipur.com, and <a href="mailto:psc1@nayaipur.com">psc1@nayaipur.com</a></p> <p>Website: <a href="http://www.nayaipur.gov.in">www.nayaipur.gov.in</a></p>
11	Address where Bidders must submit proposal at the	The Chief Executive Officer (CEO), Naya Raipur Development Authority (NRDA) Paryavas Bhawan, North Block, Sector – 19, Naya Raipur – 492002, Chhattisgarh.

**DISCLAIMER**

1. The information contained in the RFP document or subsequently provided to applicants, whether verbally or in documentary or any other form by or on behalf of Naya Raipur Development Authority (NRDA) or any of their employees or advisers, is provided to Bidders on the terms and conditions set out in this RFP.
2. Though adequate care has been taken in the preparation of this RFP, the Bidder should satisfy himself that the document is complete in all respects. Intimation of discrepancy, if any, should be given to the Chief Executive Officer (CEO), Naya Raipur Development Authority immediately before last date of purchase of RFP document.
3. The RFP is not an agreement and is neither an offer nor invitation by the Naya Raipur Development Authority to the prospective Bidders or any other person. The purpose of this document is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. The RFP may include statements, which reflect various assumptions and assessments arrived at by the Naya Raipur Development Authority in relation to the requirement. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. The RFP may not be appropriate for all persons, and it is not possible for Naya Raipur Development Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses the RFP. The assumptions, assessments, statements and information contained in the RFP, may not be complete, accurate, adequate or correct, each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in the RFP and obtain independent advice from appropriate sources.
4. Information provided in the RFP to the Bidders is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. NRDA accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

5. Naya Raipur Development Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in the RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of the RFP or arising in any way in this Selection Process.
6. Naya Raipur Development Authority also accepts no liability of any nature whether resulting from negligence or otherwise arising from reliance of any Bidder upon the statements contained in the RFP.
7. Naya Raipur Development Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in the RFP which shall be posted only on the website of Naya Raipur Development Authority, at [www.nayaraipur.gov.in](http://www.nayaraipur.gov.in). It shall be the responsibility of the interested bidders to keep themselves informed about the same.
8. The issue of this RFP does not imply that Naya Raipur Development Authority is bound to select a Successful Bidder for the project and Naya Raipur Development Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.
9. The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by Naya Raipur Development Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses shall remain with the Bidder and Naya Raipur Development Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Proposal, regardless of the conduct or outcome of the Selection Process.



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# 1 Terms of Reference

## 1.1 Transfer of RFP

The RFP Document is not transferable to any other bidder. The bidder who purchases the document and submits the Bid shall be the same.

## 1.2 Completeness of Response

Bidders are advised to study all instructions, forms, terms, requirements and other information in the RFP documents carefully. Submission of bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.

The response to this RFP shall be full and complete in all respects. Failure to furnish all information required by the RFP document or submission of a proposal not substantially responsive to the RFP document in every respect shall be at the Bidder's risk and may result in rejection of its Proposal and forfeiture of the Bid EMD.

## 1.3 Proposal Preparation Costs and Related Issues

The bidder shall submit the bid at its cost and NRDA shall not be held responsible for any cost incurred by the bidder. Submission of a bid does not entitle the bidder to claim any cost and rights over NRDA, and NRDA, shall be at liberty to cancel any or all bids without giving any prior reason or notice. NRDA shall in no case be responsible or liable for the cost regardless of the conduct or outcome of the bidding process. The RFP does not commit NRDA, to award a contract or to engage in negotiations.

## 1.4 Amendment of RFP Document

On any day prior to the bid submission deadline, if NRDA, deems it appropriate to revise any part of this RFP or to issue additional data to clarify an interpretation of provisions of this RFP, it may issue amendments/ supplements to this RFP. Such amendments/ supplements shall be put on the NRDA, website ([www.nayaraipur.gov.in](http://www.nayaraipur.gov.in)). These amendments/ supplements will not be published separately in any newspaper. The onus of looking up the amendments/ supplements on the NRDA, website is of the bidder. NRDA, shall not be responsible in case any bidder misses the same. NRDA, also reserves the right to amend the dates mentioned in this RFP for successful bid process.

### 1.5 Earnest Money Deposit (EMD)

- 1 Bidders shall submit, along with their bids, EMD of Rs. 25 Thousand in form of a Demand Draft in favour of CEO, Naya Raipur Development Authority, payable at Raipur/ Naya Raipur. The demand draft shall be drawn from the Nationalized/ Scheduled Bank only. The EMD shall be denominated in Indian Rupees only. No interest shall be payable to the bidder on the amount of the EMD.
- 2 Those bidders who have submitted the bid in first call and are applying for this bid are not required to submit the EMD as authority shall consider the EMD submitted in the earlier bid as part of the bid. In case of any change in the name of the bidder and its consortium in respect to first call are required to submit a fresh EMD.
- 3 Unsuccessful bidder's EMD shall be returned within 90 days from the date of opening of the Financial Proposal.
- 4 Successful bidder's EMD shall be retained with NRDA and shall be treated as part of Performance Bank Guarantee.
- 5 The bidders shall submit the Demand Draft from the bidder's own bank account and the EMD shall be non-transferable.
- 6 The EMD may be forfeited:
  - a) If bidder fails to sign the Contract or to furnish Performance Bank Guarantee within specified time given in the RFP.
  - b) If during the bid process, a bidder indulges in any such deliberate act as would jeopardize or unnecessarily delay the process of bid evaluation and finalization. The decision of the NRDA, regarding forfeiture of the EMD shall be final and binding upon bidders.
  - c) If during the bid process, any information is found false/ fraudulent/ mala fide, then NRDA, shall reject the bid and, if necessary, initiate action.

### 1.6 Performance Bank Guarantee

1. The bidder shall at his own expense, deposit with NRDA, within fourteen (14) working days of the date of notice of award of the contract or prior to signing of the contract, whichever is earlier, an unconditional and irrevocable Performance Bank Guarantee (PBG) from a Nationalized/ Scheduled Bank acceptable to NRDA, payable at Raipur/ Naya

- Raipur and on demand, for the due performance and fulfilment of the contract by the bidder.
2. The Performance Bank Guarantee shall be for an amount equivalent to annual Contract value. It is made further clarified that the Performance Bank Guarantee shall be for an amount equivalent to annual contract value minus value of EMD (EMD of the Successful Bidder shall be retained by NRDA as the part of Performance Guarantee). All charges whatsoever such as premium, commission, etc., with respect to the Performance Bank Guarantee shall be borne by the bidder.
  3. The Performance Bank Guarantee shall be valid till the end of 24 months from the date of signing of contract.
  4. The Performance Bank Guarantee may be discharged/ returned within two months from the expiry of the term of contract by NRDA 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. .
  5. Forfeiture of Performance Bank Guarantee: Performance Bank Guarantee shall be forfeited in case of breach of any of the provisions of the contract.
  6. No interest shall be paid by NRDA on the amount of Earnest Money and Performance Bank Guarantee.
  7. Forfeiture of Earnest Money/ Performance Bank Guarantee shall be without prejudice to any other right of NRDA to claim any damages as admissible under the law as well as to take such action against the Bidder such as severing future business relation or black listing, etc.

### **1.7 Right to Terminate or Amend the Bid Process**

NRDA may terminate the RFP process at any time and without assigning any reason. NRDA reserves the right to amend/ edit/ add/ delete any clause of this RFP before 5 days from the deadline of receiving bid. All such changes shall be put on website and shall not be published. It is bidder's responsibility to check the website from time to time.

### **1.8 Late Bids and Bid Validity Period**

Any Bid received by NRDA, after the deadline for submission of Bids shall be declared late and shall be rejected and returned unopened to the Bidder at the discretion of NRDA.

The validity of the bids submitted before deadline shall be till 180 days from the last date of RFP for Selection of Social Media and Digital Media Communication Support Consultant

submission of the Bid.

### **1.9 Language of Bid**

This bid shall be submitted in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the bidder and submitted with the bid, and English translation shall be validated at Naya Raipur Development Authority, discretion.

### **1.10 Clarification or Query regarding the Bid**

In case of any bid query, the bidder shall mail their query to [pscl@nayaipur.com](mailto:pscl@nayaipur.com) or [ceo@nayaipur.com](mailto:ceo@nayaipur.com).

We prefer queries over email. Queries can be sent by post also at NRDA office address. The last date for receiving bid queries is 30th January 2017.

### **1.11 Change in Laws and Regulations**

Unless otherwise specified in the Contract, if after the date of the Invitation for Bids, any law, regulation, ordinance, order or bylaw having the force of law is enacted, promulgated, abrogated, or changed that subsequently affects the Delivery Date and/ or the Contract Price, then such Delivery Date and/ or Contract Price shall be correspondingly increased or decreased, to the extent that the bidder has thereby been affected in the performance of any of its obligations under the Contract.

### **1.12 Confidentiality**

The bidder shall keep all the information pertaining to the assignment CONFIDENTIAL and shall not provide/disclose any information of the assignment to anybody except on specific instructions from NRDA.

### **1.13 Proposal Submission**

The Proposals must reach authority as per the Last date and time for submission of RFP. Any proposal received by authority after the deadline for submission shall be returned unopened. Authority shall not be responsible for any delays on the part of bidder.

### **1.14 Force Majeure**

The bidder shall not be liable for forfeiture of its Performance Bank Guarantee, liquidated damages, or termination for default if and to the extent that it's delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure. For purposes of this Clause, Force Majeure means an event or situation beyond the control of the bidder that is not foreseeable, is unavoidable, and its origin is not due to negligence or

lack of care on the part of the bidder. Such events may include, but not be limited to, acts of NRDA in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes.

If a Force Majeure situation arises, the bidder shall promptly notify CEO, NRDA, in writing of such condition and the cause thereof. Unless otherwise directed by NRDA, in writing, the bidder shall continue to perform its obligations under the Contract as far as it is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

### **1.15 Terms & Conditions**

#### **A. Scope of Work Terms**

##### **I. Planning & Counsel**

1. Develop the overall brand strategy for digital engagement amongst target stakeholders
2. Develop content themes aligned with business goals, product attributes and experience, consumer benefits and corporate values
3. Provide counsel on digital channels and engagement strategy to drive results

##### **II. Social Media Program**

1. Develop a focused strategy aligned with business objectives and brand philosophy
2. Handling of Social Media Pages – Facebook, Twitter, YouTube, Wikipedia, Instagram etc.
3. Enhance visibility amongst target stakeholders through a content driven sustained program
4. Develop a periodic calendar of high-engagement activities on social media channels in order to reach defined goals
5. Monitor the social media channels for feedback (queries, concerns, adverse comments) and undertake requisite action based on feedback
6. Support key initiatives and event undertaken through live sharing information and update, as required
7. Response time to any social media queries shall not be more than 3 hours.
8. The team shall have the target to increase social media followers by 20% per month.

**III. Engaging digital Influencer**

1. Identify and engage digital influencer to drive positive conversations and endorsements for the brand
2. Develop a sustained engagement program for each segment of influencers through online and offline integrated activities
3. Leverage positive stories appeared in mainstream media through digital and social media channels to increase visibility amongst target stakeholders

**IV. Content Creation**

1. Develop content for social media program to increase reach and engagement for the brand
2. Conceptualize data-driven creative images such as infographics, graphs, short clips (10–30 sec) which can be leveraged through online and social media channels
3. Develop text and creative ad copies for social advertising program
4. Brand creative templates and videos if any will be provided by the client
5. Minimum content development –
  - a. 7 Contents for Twitter a week
  - b. 7 Content for Facebook a week
  - c. 2 Contents a year and as and when required (including meta tags etc) + Advisory and strategy on content creation
  - d. 1 image a day for Instagram
  - e. Monthly mapping and content seeding for Wikipedia

**V. Social Advertising**

1. Develop a targeted monthly outreach plan through advertising on social media channels
2. Target relevant stakeholder activity on digital/ social media channels which customized content and messages
3. Optimize paid media program to achieve reach and engagement goals

**VI. Website Updating and Maintenance**

1. Update, edit and create various graphics when required for the website. Pages are updated daily, monthly, seasonally and/or as needed
2. Maintain the integrity of the site and social media accounts against spams and social media postings regarding inappropriate comments
3. Complete conversion tracking, measure the click through rates and have good crawl depth within the website



4. Submit monthly reports on how the site is being used and effectiveness. Measurements would include traffic sources, top keywords, top pages and referrals, advertising overview for paid Google ad words. Other measurable components could include unique visitors, number of visits, page views, impressions and click through rate
5. Create seasonal electronic display ads; update icons and makes changes as needed for events, business listings and photos

#### **VII. Social Media Analytics/ Planning & Reporting**

1. Develop and submit to authority a monthly plan for social media program, with weekly activities
2. Develop a content calendar for social media initiative on monthly basis
3. Develop specific activity plans for social media campaign and key initiatives
4. Develop social advertisement plan specific to campaign and initiatives
5. Provide weekly WIP report which details activities undertaken
6. Provide a monthly report with an analysis of impact achieved (like number of followers and likes increased per month)

#### **VIII. Digital Media Strategy**

Preparation of an 'Strategic Guide' in relevance to Naya Raipur that may assist authority in effective and proper utilization of social media and digital media to generate publicity, word of mouth and grow the town's overall social and digital media presence. It shall include implementation online advertisement strategy on paid channels, social media and websites, using options, such as, SEO, Google Ads, Facebook Ads, Twitter Ads, etc. The consultant as part of the advertisement strategy should assist NRDA in preparing an online advertisement plan and budget and tools and technology that should be utilized including digital media and blogging to support day to day marketing efforts. The digital strategy and action plan for Naya Raipur promotion to reach the targeted audience in India and abroad. The strategy will include, media planning schedule using online channels, NRDA's website, social media platforms, search engine optimization, paid portal ads on relevant portals, blogs, communication calendar, KPIs and targets, etc. keeping in mind the target investment segments and other relevant stakeholders.

#### **B. Contract Duration**

The contract between Authority and the successful Bidder shall be for an initial period of 2 years and may be extendable for the subsequent one years.

### C. Payment Terms

Payment to the successful bidder who provides human resource shall be made only after the submission of bills in triplicate along with the attendance sheet of Key Team Members. Payment on a monthly basis will be paid by 15th of the subsequent month.

### D. Onsite Team

Team Member	Key Personal Credentials	Academic Qualification
Team Member 1	3 years of experience post qualification in following ; <ul style="list-style-type: none"> <li>• Content preparation for social media (in Hindi + English), Political communication (in Hindi English), New Papers, Magazine articles and similar platforms</li> <li>• Experience in Proof reading</li> <li>• Social Media Analytics</li> </ul>	Bachelors in Mass Communication, English Literature and similar bachelor degrees.
Team Member 2 – Visualizer	3 years of experience post qualification in graphic designing	Certification in Multimedia

### E. Other team members

These team members shall work back office. These members shall support the onsite team members or may take independent assignments in getting the scope of work accomplished. These team members shall have to make necessary visits related to assignment, as and when asked by the authority. These members shall be on company pay roles.

Team Member	Key Personal Credentials
Team Member 3 – Project Lead	10 years of experience with corporate and Govt Clients in Political Communication/ Public Affairs/ Social Media/ Public Relation/ Digital Media/ Social Media Analytics/ News Article Editor
Team Member 4 – Project Manager	5 years of experience of Political Communication/ Public Affairs/ Social Media/ Public Relation/ Digital Media/ Social Media Analytics/ News Article Editor

### F. Assignment Related Traveling

On the demand of the authority, Onsite Team Members and Other Team Members shall have to make visits to different locations in India. The Successful applicant/ Bidder shall have to make arrangements for Accommodation, Transportation and Food of these members. Expenses incurred during the travel can be claimed as per following:

- a. Transportation - Members are eligible for Train - AC 3 Tier travel. In case of any urgency the members are eligible for Economy Air Fare Travel only after the approval from the CEO, NRDA.
- b. Accommodation – Will be refunded as per actuals
- c. Food – Will be refunded as per actuals
- d. For Accommodation and Food maximum cap is INR. 4000 in total.

## 2 Eligibility Criteria and Evaluation Parameters

### Minimum Eligibility of Bidder

To be eligible for pre-qualification and short-listing, the Bidders shall have to satisfy the following conditions of eligibility:

The Bidder should be a company registered under Indian Companies Act, 1956 or a partnership firm registered under Indian Partnership Act, 1932 or a registered proprietorship firm. The Bidder should be in operation for last five years. **Bidder shall submit a self-attested Copy of Incorporation and Registration Certificate.**

**Technical Capacity:** Agency shall have experience in execution of public relation/ Public Communication/ Public Affairs/ Social Media/ Digital Media assignments for at least 3 years

**Financial Capacity:** The Bidder shall have a minimum Annual Average Turnover of 3 Crores in last three years (2013-14, 2014-2015, 2015-16) (from consultancy services in Social Media/ Digital Media/ Public Relation/ Political Communication/ Public Affairs/ Similar Services **(Bidder shall submit a CA Certificate with CA's Registration Number/ Seal.)**)

### Technical Proposal Evaluation Parameter

The Bidders fulfilling the Minimum Eligibility Criteria will be eligible for further evaluation process. The Bidder's competency and capability is proposed to be evaluated on the basis the following two stage process:

#### Stage 1: Technical Evaluation

This stage is divided in two sections:

- Technical Capability
- Financial Capability

#### Stage 2: Presentation Round

Following Table showcases the Technical Evaluation Process in Detail:

#	Particulars	Maximum marks
<b>Stage 1: Technical Evaluation</b>		
<b>1</b>	<b>Technical Capability</b>	<b>65</b>
	<b>Experience Parameters</b>	
<b>1.1</b>	Experience in execution of public relation or Social & Digital Media assignments for period of less than 1 year Upto 3 services : 5 Marks 3 to 7 services : 10 Marks More than 7 services : 14 Marks	14
<b>1.2</b>	Experience in execution of public relation or Social & Digital Media assignments for period of 1 year or more Upto 3 services : 5 Marks 3 to 7 services : 10 Marks More than 7 services : 14 Marks	14
	<b>Team Composition</b>	
<b>1.3</b>	Project Lead : Minimum 10 years of experience with corporate and Govt Clients in Political Communication/ Public Affairs/ Social Media/ Public Relation/ Digital Media/ Social Media Analytics/ News Article Editor	14
<b>1.4</b>	Project Manager : 5 years of experience of Political Communication/ Public Affairs/ Social Media/ Public Relation/ Digital Media/ Social Media Analytics/ News Article Editor	9
<b>1.5</b>	3 years of experience in following ; <ul style="list-style-type: none"> <li>• Content preparation for social media, Political communication, New Papers, Magazine articles and similar platforms</li> <li>• Experience in Proof reading</li> <li>• Social Media Analytics</li> </ul>	9
<b>1.6</b>	3 years of experience in graphic designing	5
<b>2</b>	<b>Financial Capability</b>	<b>14</b>
<b>2.1</b>	Annual Average turnover of 3 Crores to 7 Crores -5 Marks Annual Average turnover of more than 3 Crores to 15 Crores -10 Marks Annual Average turnover of more than 15 Crores -14 Marks <b>(Bidder shall submit a CA Certificate with CA's Registration Number/ Seal.)</b>	14
<b>Stage 2: Presentation Round on Past experience on</b>		<b>21</b>

3.1	Planning & Counsel	3
	Social Media Program	3
	Plan for Engaging Digital Influencers	3
	Content Creation	3
	Social Advertising	3
	Website Updating and Maintenance	3
	Social Media Analytics/ Planning & Reporting	3
	<b>Total Marks</b>	<b>100</b>

### Financial Proposal Evaluation Parameter

The Applicants shall be shortlisted on the basis of eligibility criteria specified in Technical Proposal Evaluation Parameters. Only those Applicants with a Technical Proposal Evaluation score of  $\geq 50$  shall be shortlisted for financial evaluation.

### Bid Stage

QCBS method shall be adopted for selection. Bidder with the lowest evaluated Financial Proposal ( $F_m$ ) will be given the maximum financial score ( $S_f$ ) of 100 points. The formula for determining the financial scores is the following:  $S_f = 100 \times F_m/F$ , in which  $S_f$  is the financial score,  $F_m$  is the lowest price and  $F$  is the price of the proposal under consideration.

The formula for determining the technical score is as follows:  $S_t = T$ , in which  $T$  is the technical score in percentage of the proposal under consideration.

Proposals will be ranked according to their combined technical ( $S_t$ ) and financial ( $S_f$ ) scores using the weights ( $W_t$  = the weight given to the Technical Proposal;  $W_f$  = the weight given to the Financial Proposal;  $W_t + W_f = 1$ ) indicated below. The combined score ( $S$ ) will be calculated as follows:  $S = S_t \times W_t + S_f \times W_f$ .

The weights given to the Technical and Financial Proposals are:  $W_t = 50\%$ ;  $W_f = 50\%$

In the event that two or more Bidders score equal marks (the "Tie Bidders"), the Authority shall identify the Selected Bidder with higher score in Technical Proposal



### 3 Submission, Receipt and Opening of RFP

The detailed proposal as desired in this RFP are to be submitted in a sealed cover envelop clearly marked ' **Proposal for Selection of Social Media and Digital Media Communication Support Consultant** '.

- 1) The original proposal (Minimum Eligibility Criteria, Technical Proposal and Financial Proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.
- 2) The Bidder shall submit the Proposal in hard bound form with all pages numbered serially and by giving an index of submissions. Each page of the submission shall be initialed by the Authorized Signatory of the Bidder as per the terms of this RFP. In case the proposal is submitted on the document down loaded from Official Website, the Applicant shall be responsible for its accuracy and correctness as per the version uploaded by the Authority and shall ensure that there are no changes caused in the content of the downloaded document. In case of any discrepancy between the downloaded or photocopied version of the RFP and the original RFP issued by the Authority, the latter shall prevail.
- 3) In Separate envelop proposals of Minimum Eligibility Criteria, Technical proposal and Financial proposal are to be submitted, in the following manner:
  - a) **Envelop A** : The Minimum Eligibility Criteria Proposal (including supporting documents to Minimum Eligibility Criteria) and the EMD shall be placed in a sealed envelope clearly marked '**Minimum Eligibility Criteria**'. An authorized representative of the bidder should sign all pages of the proposal. A power of Attorney or Board Resolution should be included in the 'Envelope A' for the same.
  - b) **Envelope B**: The Technical Proposal (including supporting documents) shall be placed in a sealed envelope clearly marked '**Technical Proposal**'. An authorized representative of the bidder should sign all pages of the proposal.
  - c) **Envelope C**: Financial Proposal shall be placed in a sealed envelope clearly marked '**Financial Proposal**'.

**Envelope D**: All the three envelopes (A, B & C) shall be placed into an outer envelope (D) and sealed. This outer envelope shall bear the submission address and be super scribed '**Proposal for Selection of Social Media and Digital Media Communication Support Consultant**'.

- 4) An authorized representative of the entity should sign all pages of the proposal.

The complete Proposals must be submitted not later than 3:00 pm on 20/02/2017 to –  
RFP for Selection of Social Media and Digital Media Communication Support Consultant

**The Chief Executive Officer (CEO) Naya Raipur Development Authority (NRDA)  
Paryavas Bhawan, North Block, Sector – 19, Naya Raipur – 492002, Chhattisgarh.**

NRDA may, at its discretion, extend the deadline for the submission of proposals.

**Any proposal received after the closing time for submission of proposals shall be  
returned unopened.**

## 4 Evaluation Process

1. The Proposal (envelope A) shall be opened first and evaluated for Minimum Eligibility Criteria.
2. The Technical Proposal (envelop B) of the Bidders fulfilling the Minimum Eligibility Criteria will be opened and the Bidder will be called for presentation. The date for perennation will be informed by authority separately.
3. The Financial Proposal (envelop C) Bidders scoring  $\geq 50$  Marks in Technical Proposal Round shall only be opened on date specified for Financial Proposal opening. All the qualified Bidders are invited to be present during the Financial Proposal opening. Amongst the bidders who are considered for financial evaluation the Bidder who scores highest Score (S) as per QCBS method will qualify for Successful Bidder. In case of tie up in score Bidder scoring highest marks in Technical Proposal round will qualify as Successful Bidder.
4. Authority reserves the right to accept or reject any or all bids without giving any reasons thereof.

## 5 Termination of Contract

### 5.1 Termination by NRDA

- 1) NRDA may, without prejudice to any other remedy for breach of Contract, terminate this Contract in case of the occurrence of any of the events specified in paragraphs (a) through (i) of the section below. In such an occurrence, NRDA shall give a 30 days written notice of termination to the Selected Bidder.
  - a) On breach of any conditions given in the RFP.
  - b) If the bidder does not remedy a failure in the performance of their obligations under the Contract, within fifteen (15) days after being notified or within any further period as NRDA may have subsequently approved in writing.
  - c) If the bidder becomes insolvent or goes into liquidation, or receivership whether compulsory or voluntary.
  - d) If the bidder, in the judgment of NRDA has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.
  - e) If, as the result of Force Majeure, the bidder is unable to perform a material portion of the Services for a period of not less than 60 days.
  - f) If the bidder submits to NRDA a false statement which has a material effect on the rights, obligations or interests of NRDA.
  - g) If the bidder places itself in a position of conflict of interest or fails to disclose promptly any conflict of interest to NRDA.
  - h) If the Successful Bidder fails to provide the quality services as in this Contract, NRDA may make judgment regarding the poor quality of services, the reasons for which shall be recorded in writing.
  - i) If any complaint is received regarding delay in submission of EPF or ESI or any other statutory dues to be paid by the Selected Bidder.

### 5.2 Termination by Mutual Agreement between the Parties

- a) If the parties consider that, due to existing circumstances, the achievement of the objectives of the contract is no longer possible at all or not to the satisfactory degree, the parties may decide at any moment to terminate the contract on a date mutually

agreed upon.

- b) The decision of termination shall be signed by the Authority Representatives of both Parties and shall be without prejudice to any other rights of the parties under the contract.

#### 11.1 Suspension of Contract

- a) If required by circumstance or on instruction of NRDA in writing, the contract may be suspended in whole or in part for a limited period of time and resumed as soon as practicable and decided by parties.
- b) In case of occurrence of an event of Force Majeure the performance of services may be suspended for the time as mutually agreed upon by both the parties.
- c) In case of suspension the contract, the performance period shall be extended for a period equal to the time during which the performance of the services has been suspended.

## 6 Forms & Annexures

### Checklist of Minimum Eligibility Criteria to be submitted in Envelope A

SR. NO	LETTER OF SUBMISSION OF PROPOSALS
1	Processing fee of Rs. 5000.00 in the form of Demand Draft
2	EMD of Rs. 25 Thousand
3	Form 1 – RFP Submission Letter
4	Technical Capacity Proof as per of Minimum Eligibility Criteria
5	Financial Capacity Proof as per Minimum Eligibility Criteria
6	Form 2 Details of Bidder and Authorized Signatory
7	Form 5 Power of Attorney (for signing of Tender)
8	Form 8 Power of Attorney (for Lead Member in case of consortium)
9	Form 9 Self Declaration – No Blacklisting

### Checklist of Technical Proposal to be submitted in Envelope B

SR. NO	LETTER OF SUBMISSION OF PROPOSALS
1	Technical Capacity as per Stage 1: Technical Evaluation
2	Financial Capacity as per Stage 1: Technical Evaluation

### Checklist of Financial Proposal to be submitted in Envelope C

SR. NO	LETTER OF SUBMISSION OF PROPOSALS
1	Form 6 Financial Proposal Submission Form



**Form 1 - RFP Submission Letter**

The following format and structure should be adhered to whilst preparing the response.

To:

Chief Executive Officer,

Naya Raipur Development Authority,

Prayavas Bhawan, North Block, Sector – 19, Naya Raipur 492002

Chhattisgarh, India

**Subject:** RFP for Selection of Social Media and Digital Media Communication Support Consultant

Dear Sir,

We, the undersigned, offer to services, based on the captioned RFP. We are hereby submitting our Proposal, which includes this Minimum Eligibility Proposal, Technical Proposal, and a Financial Bid sealed in a separate envelopes, Envelop A, Envelop B and Envelop C respectively. And both envelopes (A, B and C) is finally in an outlet Envelop D and sealed.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We agree to abide by all terms and conditions and all other instructions listed in this RFP.

We understand you are not bound to accept any Proposal you receive.

**Yours sincerely,**

Signature:

Name of the Authorized signatory:

Company seal:

---

RFP for Selection of Social Media and Digital Media Communication Support Consultant

**Form 2 - Details of Bidder and Authorized Signatory**

<b>A. Details of Bidder</b>			
Name of Firm			
Address			
Telephone		Fax	
Email		Website	
<b>Status of Firm/ Company (Whether Proprietorship / Partnership /Pvt. Ltd. / Public Ltd.Co.)</b>			
<b>Names of the Proprietor, Partners, Directors with Phone No(s)</b>			
I)			
II)			
III)			
<b>Registration with Registrar of Companies (No. &amp; Date) (For Corporate only):</b>			
<b>Locations and addresses of offices (in India)</b>			
<b>Registration with Statutory Authorities :</b>			
i. Income-Tax (PAN) No.			
iii. Income-Tax (TAN) No.			
iii. Service Tax No :			
iv. EPF No:			
v. ESI No:			
vi. EDLI No:			
vii. Labour Registration No:			
<b>Name of Banker of Company/ Firm with address :</b>			
A/c No. IFSC Code			
<b>B. Details of Authorized Signatory</b>			
Name			
Designation			
Address			
Telephone		Fax	
Email			
Note: Enclose proof and documents in support of Authorized Signatory, Like: Partnership Deed, Authorized Letter or Power of Attorney etc.			

**Form 3 –Firms Annual Financial Turnover**

1. Average Annual Financial Turnover (by way of Professional receipt/in terms of fees received from consultancy services in Social Media/ Digital Media/ Public Relation/ Political Communication/ Public Affairs/ Similar Services) for the past three years.
2. Details of Income tax
  - a. Permanent Account No
  - b. Details of latest Income tax return

Years	Annual Turnover
2013-14	
2014-15	
2015-16	

Signature of Chartered Accountant

Name:

Seal &amp; Registration Number:

Signature of Authorized Representative

Name:

Seal:

### Form 5 - Power of Attorney (for Signing of Tender)

Know all men by these presents, We, \_\_\_\_\_ (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and legalize Mr. / Ms (Name), son/daughter/wife of \_\_\_\_\_ and presently residing at \_\_\_\_\_, who is presently employed with us/ and holding the position of \_\_\_\_\_], as our true and lawful attorney (hereinafter referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Tender for .....("the Consultancy Project"), by the, (NRDA) (the "Authority") including but not limited to signing and submission of all applications, Tenders and other documents and writings, participate in Tenders' and other conferences and providing information / responses to the Authority, representing us in all matters before the Authority, signing and execution of all contracts including the Contract Agreement and undertakings consequent to acceptance of our Tender and generally dealing with the Authority in all matters in connection with or relating to or arising out of our Tender for the said Project and/or upon award thereof to us and/or till the entering into of the Contract Agreement with the Authority.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, \_\_\_\_\_, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\*\*.

For \_\_\_\_\_  
 (Signature)  
 (Name, Title and Address)

Witnesses:

- 1 .....
- 2 .....

Accepted  
 (Signature)

[Notarized]  
 (Name, Title and Address of the Attorney)

Notes:

- *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*
- *Also, wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a resolution/power of attorney in favor of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.*
- *For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued.*

RFP for Selection of Social Media and Digital Media Communication Support Consultant

**Form 6 – Financial Proposal Submission Form**

TO:

Chief Executive Officer,  
Naya Raipur Development Authority,  
Raipur, Chhattisgarh

Dear Sir,

Sub: - RFP for Selection of Social Media and Digital Media Communication Support  
Consultant

I/We, the undersigned, offer to provide services in accordance with your Request for Proposal dated \_\_\_\_\_, and our Proposal (Technical and Financial). Our attached financial proposal as a license fee per year for initial three years of License Period is for the sum of Rs. \_\_\_\_\_ (amount in words \_\_\_\_\_) and for extension of next three years license fee per year is for the sum of Rs. \_\_\_\_\_ (amount in words \_\_\_\_\_) .

Our financial proposal shall be binding upon us subject to modifications resulting from contract negotiations, up to expiration of the validity period of the proposal, .i.e., 180 ( One hundred Eighty) days from the submission of due date.

I/We undertake that, in completing for (and, if the award is made to us, in executing) the above contract we will strictly observe the laws against fraud and corruption in force in India namely “Prevention of Corruption Act 1988” . .

I/We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of the firm: Address:

### Form 7- Format of Performance Bank Guarantee (PBG)

Whereas ----- (hereinafter called Agency) has submitted its proposal dated ----- in response to the RFP issued by NRDA- "RFP for Selection of Social Media and Digital Media Communication Support Consultant"

KNOW ALL by these presents that WE ----- of ----- ----- having our registered office at ----- ----- (hereinafter called "the Bank") are bound unto the Naya Raipur Development Authority (hereinafter called "NRDA") in the sum of - ----- for which payment well and truly to be made to the said NRDA, the Bank binds itself, its successors and assigns by these present. Sealed with the Common Seal of the said Bank this -----day of -----2016

#### The Conditions of this obligation are:

- The Performance Bank Guarantee shall be valid till the end of agreement b/w \_\_\_\_\_(Name of Agency) and NRDA. In the event of \_\_\_\_\_(Name of Agency) being unable to service the contract for whatever reason, NRDA would evoke the PBG. Notwithstanding and without prejudice to any rights whatsoever of department under the Contract in the matter, the proceeds of the PBG shall be payable to the NRDA as compensation for any loss resulting from \_\_\_\_\_ (Name of Agency) failure to complete its obligations under the Contract. NRDA shall notify \_\_\_\_\_(Name of Agency) in writing of the exercise of its right to receive such compensation within 14 days, indicating the contractual obligation(s) for which the \_\_\_\_\_(Name of Agency) is in default.
- NRDA shall also be entitled to make recoveries from \_\_\_\_\_ (Name of Agency) from any other amount due to him, the equivalent value of any payment made to him due to inadvertence, error, collusion, misconstruction or misstatement.
- NRDA shall be entitled to invoke this Performance Bank Guarantee in part or in full.

This guarantee shall remain in force for the entire Contract duration. Any amendment in this context shall be mutually acceptable by NRDA/ Bank/ Bidder.

## Form 8 - Power of Attorney (for Lead Partner)

(For Lead Partner on a Non-Judicial Stamp Paper of Rs. 100 Stamp paper duly attested by Notary Public)

Whereas, the Naya Raipur Development Authority (NRDA) has invited Tenders from qualified bidders for ..... (the "Project").

AND

Whereas, (collectively the "Consortium") being Members of the Consortium are interested in bidding for the Project in accordance with the terms and conditions of the Tender Document and other connected documents in respect of the Project, and Whereas, it is necessary for the Members of the Consortium to designate one of them as the Lead Member with all necessary power and Client to do for and on behalf of the Consortium, all acts, deeds and things as may be necessary in connection with the Consortium's bid for the Project and its execution.

NOW THEREFORE KNOW ALL MEN BY THESE PRESENTS

We, having our registered office at ....., M/s. ...., having our registered office at , and M/s....., having our registered office at , [the respective names and addresses of the registered office] (hereinafter collectively referred to as the "Principals") do hereby irrevocably designate, nominate, constitute, appoint and authorize M/s....., having its registered office at ....., being one of the Members of the Consortium, as the Lead Member and true and lawful attorney of the Consortium (hereinafter referred to as the "Attorney") and hereby irrevocably authorize the Attorney (with power to sub-delegate) to conduct all business for and on behalf of the Consortium and any one of us during the bidding process and, in the event the Consortium is awarded the Contract, during the execution of the Project, and in this regard, to do on our behalf and on behalf of the Consortium, all or any of such acts, deeds or things as are necessary or required or incidental to the submission of its bid for the Project, including but not limited to signing and submission of all applications, bids and other documents and writings, submit information/ documents, sign and execute contracts and undertakings consequent to acceptance of the bid of the Consortium and generally to represent the Consortium in all its dealings with the Client, and/ or any other Government Agency or any person, in all matters in connection with or relating to or arising out of the Consortium's bid for the Project and/ or upon award thereof till the Contract Agreement is entered into with the Client and till the successful execution of the Project.

AND hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us/ Consortium.

AND hereby agree that we will be jointly as Consortium, and severally as individual member thereof, be responsible for the successful execution of the Project.

IN WITNESS WHEREOF WE THE PRINCIPALS ABOVE NAMED HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF 201 .

For

(Name & Title)

For (Name & Title)

For (Name & Title) Witnesses:

1.

2.

(Executants)

(To be executed by all the Members of the Consortium)

Notes:

- *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*
- *Also, wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a resolution/power of attorney in favor of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.*
- *For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued.*



**Form 9 – Self Declaration – No Blacklisting**

To:

Chief Executive Officer,  
Naya Raipur Development Authority,  
Raipur, Chhattisgarh, India

In response to the **Request for Proposal:** for Selection of Social Media and Digital Media Communication Support Consultant, issued by NRDA, as an Owner/ Partner/ Director of \_\_\_\_\_, I/ We hereby declare that presently our Company/ firm \_\_\_\_\_, at the time of bidding, is having unblemished record and is not blacklisted or declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any Central Government / State / Semi Government / or other Government subsidiaries including autonomous bodies in India.

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

We Remain,

Yours sincerely,

Authorized Signature [*In full and initials*]:

Name and Title of Signatory:

Name of Firm:

Date and Stamp of the Signatory

