

**Request for Proposal
For
Engaging Agency for executing the work of Social Media Management
for the UT Administration of DNH & DD**

RFP Ref No: 5/192/DDT/SMM/2017-18/PART/43

Dated: 21/01/2026

Issued by

Society for Promotion of Tourism, Art and Culture (SPOTAC)

UT Administration of DNH & DD

O/o. Member Secretary (SPOTAC)/Director (Tourism),

4th Floor, Vidyut Bhawan,

Kachigam-396215

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**U.T. ADMINISTRATION OF DADRA & NAGAR HAVELI AND
DAMAN & DIU, DEPARTMENT OF TOURISM,
SOCIETY FOR PROMOTION OF TOURISM, ART & CULTURE
(SPOTAC)**

Section-1 Notice Inviting Tender (NIT)

Tender No. 5/192/DDT/SMM/2017-18/PART/43

Dated: 21/01/2026

1. The Society for Promotion of Tourism, Art and Culture (SPOTAC), DNH & DD proposes to Engage Agency for Executing the work of Social Media Management for the UT Administration of DNH & DD for the period of one (01) year and may be extended for one (01) more year in case of satisfactory work. The Society for Promotion of Tourism, Art and Culture (SPOTAC), Daman on behalf of President of India invites tender for said purpose.
2. **Name of Services:** Engaging of Agency for executing the work of Social Media Management for the UT Administration of DNH & DD.
3. **Tender fees:** ₹ 2,000/- in the name of Member Secretary (SPOTAC), DNH & DD
4. **EMD:** ₹ 1.08 Lakhs in the name of Member Secretary (SPOTAC), DNH & DD (Exemption for MSME)
5. **Quantity & Specification:** As per Scope of Work.
6. **Tender schedule is as follows:**

1.	Document Downloading Starts	21/01/2026
2.	Pre bid meeting	28/01/2026 at 12:00 PM meet.google.com/axm-kofb-rpm
3.	Closing date and time for submission of tender and important documents offline	10/02/2026 06:00 PM
4.	Tender opening date & time (Technical Bid)	11/02/2026 12:00 PM
5.	Presentation	Will be intimated later
6.	Tender opening date & time (Financial Bid)	After technical evaluation

Hard copies of all the relevant documents must be submitted in the office of the Society for Promotion of Tourism, Art and Culture (SPOTAC), Daman on or before the closing date of the tender. Financial bid to be submitted ONLINE only.

7. Accepting Authority:
O/o. Member Secretary (SPOTAC)/Director (Tourism),
4th Floor, Vidyut Bhawan,
Kachigam,Daman-396215

Section-2 General Notice

1. RFP through two tier bid system is invited by the Society for Promotion of Tourism, Art and Culture (SPOTAC) for selection of an agency/firm for executing the work of Social Media Management for the UT Administration of DNH & DD for the period of one (01) year and may be extended for one (01) more year in case of satisfactory work. Interested agency, may submit the bids at the office of the Member Secretary (SPOTAC)/Director (Tourism), Society for Promotion of Tourism, Art and Culture (SPOTAC), Daman on or before the closing date of the tender.

2. Scope of Work

The selected Agency shall provide comprehensive, end-to-end social media management services for the UT Administration of Dadra & Nagar Haveli and Daman & Diu (DNH & DD), aimed at enhancing digital presence, citizen engagement, information dissemination, and positive image building of the Administration and its departments, particularly Tourism and allied sectors.

a) Objectives of the Assignment

The primary objectives of this assignment are:

- To strengthen the official digital presence of the UT Administration across major social media platforms.
- To disseminate authentic, timely, and accurate information to citizens and stakeholders.
- To promote tourism destinations, government initiatives, events, achievements, and public interest campaigns.
- To encourage citizen participation and two-way communication.
- To monitor public sentiment and proactively manage online reputation.

b) Strategy and Planning

The Agency shall:

- Prepare and submit a comprehensive Social Media Strategy within a stipulated time from the date of award of contract.
- Define platform-wise objectives, target audience segmentation, content themes, posting calendars, engagement mechanisms, and performance indicators (KPIs).
- Align the strategy with the communication goals of the UT Administration and update the strategy periodically, as directed by the Tender Inviting Authority.

c) Social Media Account Setup and Management

The Agency shall:

- Create, manage, operate, and maintain official social media accounts/pages of the UT Administration on platforms including but not limited to Facebook, X (formerly Twitter), Instagram, YouTube, LinkedIn, and any other platforms as may be required during the contract period.
- Ensure verification/authentication of official accounts as per the norms and eligibility criteria of respective platforms.
- Deploy qualified and experienced manpower for daily operations, moderation, and content management.

- Ensure compliance with Government communication protocols and platform-specific policies.

d) Content Creation and Management

The Agency shall be responsible for:

- Conceptualization, design, development, adaptation, and publishing of high-quality creative content such as static creatives, banners, videos, reels, animations, infographics, GIFs, illustrations, and short films.
- Preparing original content and adapting existing departmental content for social media use.
- Drafting captions, copy, hashtags, and descriptions suitable to each platform while adhering to character limits and technical specifications.
- Ensuring content accuracy, visual consistency, brand identity, and alignment with Government standards.
- Developing a content calendar and executing content posting as per approved schedules or directions of the Tender Inviting Authority.

e) Content Dissemination and Engagement

The Agency shall:

- Disseminate messages, announcements, campaigns, events, and achievements through organic (non-paid) social media outreach.
- Upload posts regularly across platforms to maintain consistent visibility and engagement.
- Publish blogs, articles, stories, and milestone-based content related to Government initiatives and tourism promotion.
- Curate and use relevant hashtags to increase discoverability and reach.
- Encourage audience interaction through comments, polls, discussions, and platform-specific engagement tools.

f) Language and Localization

- Content shall primarily be created and published in English and Hindi.
- Content may be extended to other Indian languages based on requirement and directions of the Tender Inviting Authority.
- Language used shall be simple, citizen-friendly, inclusive, and appropriate for Government communication.

g) Conversation and Community Management

The Agency shall:

- Continuously monitor social media conversations related to the UT Administration, its departments, and key initiatives.
- Initiate and participate in relevant discussions to enhance engagement and public connect.
- Manage hashtag-based campaigns and discussions periodically.
- Build and nurture an active online community around official social media handles.

h) Influencer Outreach and Collaboration

The Agency shall:

- Identify, shortlist, and engage suitable influencers, content creators, bloggers, and digital opinion leaders relevant to tourism, culture, public awareness, and governance.
- Coordinate influencer collaborations to amplify reach and promote positive narratives, subject to approval of the UT Administration.

- Maintain professional rapport with influencers having credible and relevant follower bases.

i) Response and Moderation Management

The Agency shall:

- Respond promptly, politely, and accurately to comments, messages, feedback, queries, and grievances received on social media platforms.
- Escalate important issues, grievances, or sensitive matters to concerned officials of the UT Administration on a regular basis.
- Moderate all platforms to prevent spam, misleading information, advertisements, abusive language, or inappropriate content.
- Track relevant keywords, mentions, and tags to proactively address issues and initiate positive engagement.

j) Monitoring, Analytics, and Sentiment Analysis

The Agency shall:

- Monitor social media platforms, blogs, forums, and online discussions related to the UT Administration and Tourism sector.
- Conduct sentiment analysis to categorize feedback as positive, neutral, or negative.
- Identify emerging issues, misinformation, or adverse trends and report the same promptly.
- Propose corrective communication strategies to neutralize negative sentiments, subject to approval.

k) Reporting and Documentation

The Agency shall submit periodic reports to the Tender Inviting Authority, including but not limited to:

- Platform-wise performance metrics (reach, engagement, follower growth, impressions, etc.).
- Content performance analysis and audience insights.
- Sentiment analysis and issue reports.
- Effectiveness Analysis Reports on a weekly/monthly basis or as specified.
- Any other reports or presentations as required by the UT Administration.

l) Tools, Data Management, and Compliance

The Agency shall use appropriate analytical, monitoring, and social media management tools for execution of the assignment.

- All data generated during the contract period shall be securely stored with proper backup and recovery mechanisms.
- Ownership of all content, creatives, accounts, data, and analytics shall vest with the UT Administration of DNH & DD.
- The Agency shall maintain confidentiality and comply with all applicable Government rules IT policies, and legal requirements.

4. Rates and Quotes

The rates quoted shall be inclusive of all taxes and duties as applicable as per the law. The quoted rates shall be firm and shall not be subject to any change whatsoever.

5. Submission of Tender

The bidder shall submit the mandatory documents of the tender at the office of the Member Secretary (SPOTAC)/Director (Tourism), Society for Promotion of Tourism, Art and Culture (SPOTAC), Daman on or before the closing date of the tender only and also the other related hard copies of the firm may be submitted in a sealed envelope super scribed as “Request for Proposal for Engaging Agency for Executing the work of Social Media Management for the UT Administration of DNH & DD.” Financial bids for the tender shall be submitted ONLINE only.

6. Opening of Tenders

The Tender Inviting Authority will open the tenders at the specified date and time as indicated in the NIT.

7. Tender Evaluation

The bids will be evaluated by the Evaluation Committee duly approved by the competent authority which will decide successful bidder on the basis of Quality cum cost basis.

8. Scrutiny of Tenders

Unresponsive bids:

The tenders will be scrutinized before further evaluation to determine whether they are complete and meet the essential and important requirements, conditions etc. as prescribed in the Tender Document. The tenders received, are liable to be treated as non – responsive and will be summarily ignored, if following documents are not attached along with the bid.

- (i) Tender form not duly signed and stamped. (i.e. all the terms & conditions of tender document are acceptable.)
- (ii) Tender is unsigned and incomplete in any aspect.
- (iii) Tender validity is shorter than the required period.

9. Tender Validity

The tenders shall remain valid for acceptance for a period of 180 days (one hundred eighty days) after the date of tender opening prescribed in the Tender Document.

10. Performance Security: The Successful bidder shall provide a security deposit of 5 % of total quoted amount annually in the financial bid which will be non-interest bearing and will be valid for a period of 12 months from the date of award of contract. The same will be returned after successful completion of the work by the bidder. The bank guarantee will be forfeited by the Department of Tourism, Daman in case the agency violates any terms and conditions of the tender conditions.

11. Award of work

Award of work against the tender is at the sole discretion of the Tender Inviting Authority. Proposal of the successful bidder would form the basis for future negotiations and lead to issuing of a Letter of Award (LOA)/Work order.

- After selection, a Letter of Award (LOA)/Work order shall be issued in duplicate, by the Tender Inviting Authority to the Selected Bidder and the Selected Bidder shall sign and return the duplicate copy of the LOA/Work order in acknowledgement thereof. In the event of the duplicate copy of the LOA/Work order duly signed by the Selected Bidder is not received by the stipulated date, the Authority may, unless it consents to extension of time for submission thereof, cancel the LOA/Work order and the next highest-ranking Bidder may be considered.
- The Tender Inviting Authority reserves the right to relax any of the conditions of the Tender Document if suitable bidders are not found due to exigency of situation.

Section-3 Tender Form

(For all the terms & conditions of tender document are acceptable to bidder)

To
The Director (Tourism)/
Member Secretary (SPOTAC),
Department of Tourism
Vid्युत भवान,
काचिगाम, दमान – 396 215
UT Administration of DNH & DD

Ref No._____

Dated_____

I/We, the undersigned have examined the above mentioned tender document, including amendment/corrigendum no. , dated _____ (if any), the receipt of which is hereby confirmed. We now offer to create and submit the services in conformity with your above referred document.

If our tender is accepted, we undertake to perform the services as mentioned in tender document with the delivery schedule specified in the “Scope of Work” of tender document.

I/We agree to keep our tender valid for acceptance as required in tender document or for subsequently extended period, if any, agreed to by us. I/We also accordingly confirm to abide by this tender up to the aforesaid period and this tender may be accepted any time before the expiry of the aforesaid period. I/We further confirm that, until a formal contract is executed, this tender read with your written acceptance thereof within the aforesaid period shall constitute a binding contract between us.

I/We further understand that you are not bound to accept the lowest or any tender you may receive against your above-referred tender enquiry.

I/We confirm that I/we qualify all the eligibility criteria & terms and conditions specified in the RFP For Engaging Agency for executing the work of Social Media Management for the UT Administration of DNH & DD as on date.

I/We confirm that we fully agree to the terms and conditions specified in above mentioned the document, including amendment/ corrigendum etc. if any.

(Signature with Date) (Name and Designation)

To Be Signed By the Proprietor / All Partners of the Firm / Directors of the Company under Its Common Seal

Section 4 Instructions to Bidders

1. Tender Contents

The Tenders are to be submitted at the office of The Society for Promotion of Tourism, Art and Culture (SPOTAC), Daman and in 2-part bid system:

- Technical Proposal (signed and stamped RFP document and mandatory documents)
- Financial Proposal

Technical Proposal

The Technical proposal should contain

- a) RFP Document (duly signed and stamped to be submitted along with physical bid document)
- b) Agency having experience in engaging of Social Media Management for any Government and/or semi-Government Department. Documentary proof in the form of work order/LOA/Completion certificate in this reference shall be submitted.
- c) Concept for implementing the assignment along with proof of technical expertise.

Financial Proposal

The Agency has to submit the financial bid for implementing the assignment as per the format enclosed. The financial bid should contain all expenses involved in the assignment like transportation, accommodation, out of pocket expense, etc.

2. Right to accept / reject tender

No tender will be considered unless the tender documents are fully and completely filled in. All information that may be asked from a bidder must be unequivocally furnished.

The Member Secretary (SPOTAC), DNH & DD reserves to itself the right to accept or reject any tender or reject all tenders without assigning any reason thereof, and without thereby incurring any liability to the affected bidders. The tenders shall be considered invalid and non- responsive for non-submission of any document stipulated herein.

3. Commencement of work

The date of receipt of LoA/Work order shall be considered to be the date of commencement of work.

4. Escalation of Prices

The prices quoted shall be firm and shall remain applicable during the entire period of the contract till completion (including extension of time granted, if any) and no escalation in prices will be permitted due to increase in prices of materials, rise in labour prices or due to any other reasons.

Section 5: Terms & Conditions

1. Bidders are strictly advised to go through all the documents in connection with this contract carefully.
2. The work shall be carried out in appropriate stages under the direction and supervision of the Tender Inviting Authority.
3. The Successful Bidder shall not be entitled to any compensation for any loss suffered by him on account of delay in commencing or executing the work whatever the cause for such delays may be including delays in procuring Government controlled or other materials.
4. The agency will have to abide by the guidelines and the standards laid down by the ADVERTISING/MARKETING STANDARDS COUNCIL OF INDIA/ Government regulations and shall not violate any moral standards, legal framework and Government guidelines while producing these films. In case there are any allegations from any third-party regarding plagiarism and infringement of any copyright, then the sole responsibility and the consequent legal proceedings for the same shall be that of the agency and the agency will have to indemnify the Tourism Department against the same. The agency will have to indemnify and keep indemnified the Tourism Department against any or all claims arising out of any or all actions of the agency.

5. Damage to Persons and Property

The Successful Bidder shall indemnify and keep indemnified the Tender Inviting Authority against all losses and claims for injuries or damages to any person or property whatsoever which may arise out of or in consequence of the construction and maintenance of works and against all claims, demands, proceedings, damages, costs, charges, expenses, whatsoever in respect thereof in relation thereto.

6. Compliance with the Law

1. The Successful Bidder shall comply with all the bye-laws and regulations of local and other statutory authorities having jurisdiction over the works and shall be responsible for the payment of all fees and other charges and the giving and receiving of all necessary notices, and keep the Tender Inviting Authority informed of the said compliance with the bye-laws, payments made, notices issued and received.

2. If any conflict arises between the selected bidder and the Tender Inviting Authority during the period of execution or after completion of work, Hon'ble Courts of Daman shall have the jurisdiction and the venue of arbitration shall be Daman and will be governed by provisions of the Indian Arbitration & Reconciliation Act.

7. Payments

Successful Bidder can claim the payment only after completion of the job against invoice. The selected agency shall be ready to take up work beyond the mentioned scope if felt necessary and asked by the Tender Inviting Authority and the Tender Inviting Authority shall give effect to such payment arising out of the additional work.

8. Work treated as Completed

The work shall not be treated as complete until and unless

- a) The successful bidder submits the photography documentation to the Tender Inviting Authority satisfactorily after taking into consideration all the suggestions and alterations (if any).

9. Scope of Contract

The Successful Bidder shall carry out and complete the said work in every respect in accordance with this contract.

- a. The re-execution of any works executed by the Successful Bidder.
- b. The amending and making good of any defects after completion.

10. Extra Work

Should it be found after the completion of the works that some extra work has been carried out on due instruction from the Tender Inviting Authority, the price for such extra work will be ascertained on mutually negotiated terms.

Selection Procedure:

A selection committee will evaluate the technical as well as financial bids on last date of submission. The technical bids of all Tenderers will be opened first.

The technical evaluation will carry a weightage of 70 marks. The financial bid will carry weightage of 30 marks. The experience as per technical eligibility will carry 20 marks and the Presentation or creative execution plan will carry weightage of 50 marks. The agencies scoring 80 percent marks (56 marks) or above in Technical Evaluation and Presentation shall be eligible for opening of financial bids. After analysis of Technical Bids, the financial bids of only qualified tenders (scoring 80 percent marks in Technical Bids) will be opened.

Financial evaluation will carry a weightage of 30 marks. The lowest financial offer will be the benchmark for financial evaluation and will get 30 marks and the next higher offer will be evaluated in the form of lowest rate X 30 / Offered rate

The agency which scores the highest aggregate marks on the basis of cumulative marks obtained in technical bid and financial bids (after adding the scores from the technical, presentation and financial evaluation) will be awarded the contract for Engaging of Agencies for Executing the work of Social Media Management.

Appendix – I
TECHNICAL CRITERIA
PART A

Sr.No.	Item	Evaluation Criteria		Marks
1	Technical eligibility	Agency having experience in engaging of Social Media Management for any Government and/or semi-Government Department must include one work order/ work completion certificate of at least ₹ 25 Lakhs per year inclusive of taxes and above:		
		Number of Work Orders (≥ ₹25 lakh per year each)		
		Minimum 01 Work Order	10	
		02 Work Orders	15	
		03 or More Work Orders	20	
2	Presentation	Presentation reflecting Concept, Proposed Methodology & Work Plan. Evaluation will be based on the quality of presentation. The presentation should cover the following in sufficient detail: <ol style="list-style-type: none"> Content development Understanding of the overall objective of the assignment Specific strategies for various promotion mediums Detailed work plan Man power planning and Scheduling 		50

Signature & Seal of the Bidder

Date

**Financial bid document for Engaging Agencies for Executing the work of
Social Media Management for the UT Administration of DNH & DD**

PART B
Financial bid: (To be submitted ONLINE only)

Description	Rate (per month) Rs.
Executing the work of Social Media Management for the UT Administration of DNH & DD (as per the scope of work mentioned in Section 2-point number 2 and other conditions mentioned in this RFP)	
NOTE: The Bidder shall quote for the entire scope of work such that the total bid price cover all the bidder's obligations mentioned in or reasonably inferred from the bidding documents in respect of providing the product/services.	The Rate quote shall be inclusive of all applicable taxes, duties and other levies and charges etc.