



Bid Number/बोली क्रमांक (बिड संख्या):
GEM/2023/B/3641959
Dated/दिनांक : 03-07-2023

Bid Document/ बिड दस्तावेज़

Bid Details/बिड विवरण	
Bid End Date/Time/बिड बंद होने की तारीख/समय	17-07-2023 16:00:00
Bid Opening Date/Time/बिड खुलने की तारीख/समय	17-07-2023 16:30:00
Bid Offer Validity (From End Date)/बिड पेशकश वैधता (बंद होने की तारीख से)	80 (Days)
Ministry/State Name/मंत्रालय/राज्य का नाम	Ministry Of Water Resources River Development And Ganga Rejuvenation
Department Name/विभाग का नाम	Na
Organisation Name/संगठन का नाम	N/a
Office Name/कार्यालय का नाम	Central
Item Category/मद केटेगरी	Custom Bid for Services - ----
Contract Period/अनुबंध अवधि	1 Year(s) 1 Day(s)
Minimum Average Annual Turnover of the bidder (For 3 Years)/बिडर का न्यूनतम औसत वार्षिक टर्नओवर (3 वर्षों का)	200 Lakh (s)
Years of Past Experience Required for same/similar service/उन्हीं/समान सेवाओं के लिए अपेक्षित विगत अनुभव के वर्ष	3 Year (s)
Past Experience of Similar Services required/इसी तरह की सेवाओं का पिछला आवश्यक अनुभव है	Yes
MSE Exemption for Years Of Experience/अनुभव के वर्षों से एमएसई छूट/ and Turnover/टर्नओवर के लिए एमएसई को छूट प्राप्त है	Yes
Startup Exemption for Years Of Experience/अनुभव के वर्षों से स्टार्टअप छूट/ and Turnover/ टर्नओवर के लिए स्टार्टअप को छूट प्राप्त है	Yes
Document required from seller/विक्रेता से मांगे गए दस्तावेज़	Experience Criteria,Bidder Turnover,Certificate (Requested in ATC),Additional Doc 1 (Requested in ATC) *In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer

Bid Details/बिड विवरण	
Bid to RA enabled/बिड से रिवर्स नीलामी सक्रिय किया	No
Type of Bid/बिड का प्रकार	Two Packet Bid
Time allowed for Technical Clarifications during technical evaluation/तकनीकी मूल्यांकन के दौरान तकनीकी स्पष्टीकरण हेतु अनुमत समय	2 Days
Estimated Bid Value/अनुमानित बिड मूल्य	5056000
Evaluation Method/मूल्यांकन पद्धति	Total value wise evaluation
Financial Document Indicating Price Breakup Required/मूल्य दर्शाने वाला वित्तीय दस्तावेज ब्रेकअप आवश्यक है	Yes

EMD Detail/ईएमडी विवरण

Advisory Bank/एडवाइजरी बैंक	State Bank of India
EMD Amount/ईएमडी राशि	151680

ePBG Detail/ईपीबीजी विवरण

Advisory Bank/एडवाइजरी बैंक	State Bank of India
ePBG Percentage(%) / ईपीबीजी प्रतिशत (%)	10.00
Duration of ePBG required (Months) / ईपीबीजी की अपेक्षित अवधि (महीने).	14

(a). EMD EXEMPTION: The bidder seeking EMD exemption, must submit the valid supporting document for the relevant category as per GeM GTC with the bid. Under MSE category, only manufacturers for goods and Service Providers for Services are eligible for exemption from EMD. Traders are excluded from the purview of this Policy./जेम की शर्तों के अनुसार ईएमडी छूट के इच्छुक बिडर को संबंधित कैटेगरी के लिए बिड के साथ वैध समर्थित दस्तावेज प्रस्तुत करने हैं। एमएसई कैटेगरी के अंतर्गत केवल वस्तुओं के लिए विनिर्माता तथा सेवाओं के लिए सेवा प्रदाता ईएमडी से छूट के पात्र हैं। व्यापारियों को इस नीति के दायरे से बाहर रखा गया है।

(b). EMD & Performance security should be in favour of Beneficiary, wherever it is applicable./ईएमडी और संपादन जमानत राशि, जहां यह लागू होती है, लाभार्थी के पक्ष में होनी चाहिए।

Beneficiary/लाभार्थी :

Section Officer
Central, NA, N/A, Ministry of Water Resources River Development and Ganga Rejuvenation
(Shashi Kumar)

Splitting/विभाजन

Bid splitting not applied./बोली विभाजन लागू नहीं किया गया

MII Compliance/एमआईआई अनुपालन

MII Compliance/एमआईआई अनुपालन	Yes
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1. If the bidder is a Micro or Small Enterprise as per latest definitions under MSME rules, the bidder shall be exempted from the requirement of "Bidder Turnover" criteria and "Experience Criteria" subject to meeting of quality and technical specifications. If the bidder is OEM of the offered products, it would be exempted from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. In case any bidder is seeking exemption from Turnover / Experience Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer.
2. If the bidder is a Startup, the bidder shall be exempted from the requirement of "Bidder Turnover" criteria and "Experience Criteria" subject to their meeting of quality and technical specifications. If the bidder is OEM of the offered products, it would be exempted from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. In case any bidder is seeking exemption from Turnover / Experience Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer.
3. The minimum average annual financial turnover of the bidder during the last three years, ending on 31st March of the previous financial year, should be as indicated above in the bid document. Documentary evidence in the form of certified Audited Balance Sheets of relevant periods or a certificate from the Chartered Accountant / Cost Accountant indicating the turnover details for the relevant period shall be uploaded with the bid. In case the date of constitution / incorporation of the bidder is less than 3-year-old, the average turnover in respect of the completed financial years after the date of constitution shall be taken into account for this criteria.
4. Years of Past Experience required: The bidder must have experience for number of years as indicated above in bid data sheet (ending month of March prior to the bid opening) of providing similar type of services to any Central / State Govt Organization / PSU / Public Listed Company. Copies of relevant contracts / orders to be uploaded along with bid in support of having provided services during each of the Financial year.
5. Estimated Bid Value indicated above is being declared solely for the purpose of guidance on EMD amount and for determining the Eligibility Criteria related to Turn Over, Past Performance and Project / Past Experience etc. This has no relevance or bearing on the price to be quoted by the bidders and is also not going to have any impact on bid participation. Also this is not going to be used as a criteria in determining reasonableness of quoted prices which would be determined by the buyer based on its own assessment of reasonableness and based on competitive prices received in Bid / RA process.
6. Past Experience of Similar Services: The Bidder must have successfully executed / completed at least one single order of 80 % of the Estimated Bid Value or 2 orders each of 50 % of the Estimated Bid Value or 3 orders each of 40 % of the Estimated Bid Value for similar service(s) in last three years to any Central / State Govt Organization / PSU / Public Listed Company. Copies of contracts / work orders and documentary evidence of successful execution / completion in support of Past Experience of Similar Services along with names, address and contact details of clients shall be uploaded with the bid for verification by the Buyer.

Additional Qualification/Data Required/अतिरिक्त योग्यता /आवश्यक डेटा**Scope of Work:**[1688378306.pdf](#)**Service Level Agreement (SLA):**[1688378314.pdf](#)**Payment Terms:**[1688378329.pdf](#)**GEM Availability Report (GAR):**[1688378337.pdf](#)**This Bid is based on Quality & Cost Based Selection (QCBS) . The technical qualification parameters are :-**

Parameter Name	Max Marks	Cutoff Marks	Qualification Methodology Document
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Relevant experience in Media/Social Media Management etc. (as per attached document)	15	11	View File
Details of Team Members (as per attached document)	36	25	View File
Presentation on work done etc. (as per attached document)	39	27	View File
Strategy, Strength, Approach and Methodology etc. (as per attached document)	10	7	View File

Total Minimum Qualifying Marks for Technical Score: 70

QCBS Weightage(Technical:Financial):70:30

Presentation Venue:Shram Shakti Bhawan, New Delhi

Custom Bid For Services - ---- (1)

Technical Specifications/तकनीकी विशिष्टियाँ

Specification	Values
Core	
Description /Nomenclature of Service Proposed for procurement using custom bid functionality	----
Regulatory/ Statutory Compliance of Service	YES
Compliance of Service to SOW, STC, SLA etc	YES
Addon(s)/एडऑन	

Additional Specification Documents/अतिरिक्त विशिष्टि दस्तावेज़

Consignees/Reporting Officer/परेषिती/रिपोर्टिंग अधिकारी

S.No./क्र. सं.	Consignee Reporting/Officer/ परेषिती/रिपोर्टिंग अधिकारी	Address/पता	The quantity of procurement "1" indicates Project based or Lumpsum based hiring.	Additional Requirement/अतिरिक्त आवश्यकता
1	Shashi Kumar	110001,Shram Shakti Bhawan, Rafi Marg, New Delhi	1	N/A

Buyer Added Bid Specific Terms and Conditions/क्रेता द्वारा जोड़ी गई बिड की विशेष शर्तें

1. **Generic**

OPTION CLAUSE: The buyer can increase or decrease the contract quantity or contract duration up to 25 percent at the time of issue of the contract. However, once the contract is issued, contract quantity or contract duration can only be increased up to 25 percent. Bidders are bound to accept the revised quantity or duration

2. **Buyer Added Bid Specific ATC**

Buyer Added text based ATC clauses

1. AVAILABILITY OF OFFICE OF SERVICE PROVIDER: An office of the Service Provider must be located in the state of Consignee. DOCUMENTARY EVIDENCE TO BE SUBMITTED.

2. Bidder's offer is liable to be rejected if they don't upload any of the certificates / documents sought in the Bid document, ATC and Corrigendum if any.

3. Escalation Matrix For Service Support : Bidder/OEM must provide Escalation Matrix of Telephone Numbers for Service Support.

4. Dedicated /toll Free Telephone No. for Service Support : BIDDER/OEM must have Dedicated/toll Free Telephone No. for Service Support.

3. **Buyer Added Bid Specific SLA**

File Attachment [Click here to view the file.](#)

Disclaimer/अस्वीकरण

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization, whereby Buyer organization is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any eccentricity / restriction arising in the bidding process due to these ATCs and due to modification of technical specifications and / or terms and conditions governing the bid. Any clause(s) incorporated by the Buyer regarding following shall be treated as null and void and would not be considered as part of bid:-

1. Definition of Class I and Class II suppliers in the bid not in line with the extant Order / Office Memorandum issued by DPIIT in this regard.
2. Seeking EMD submission from bidder(s), including via Additional Terms & Conditions, in contravention to exemption provided to such sellers under GeM GTC.
3. Publishing Custom / BOQ bids for items for which regular GeM categories are available without any Category item bunched with it.
4. Creating BoQ bid for single item.
5. Mentioning specific Brand or Make or Model or Manufacturer or Dealer name.
6. Mandating submission of documents in physical form as a pre-requisite to qualify bidders.
7. Floating / creation of work contracts as Custom Bids in Services.
8. Seeking sample with bid or approval of samples during bid evaluation process.
9. Mandating foreign / international certifications even in case of existence of Indian Standards without specifying equivalent Indian Certification / standards.
10. Seeking experience from specific organization / department / institute only or from foreign / export experience.
11. Creating bid for items from irrelevant categories.
12. Incorporating any clause against the MSME policy and Preference to Make in India Policy.
13. Reference of conditions published on any external site or reference to external documents/clauses.
14. Asking for any Tender fee / Bid Participation fee / Auction fee in case of Bids / Forward Auction, as the case may be.

Further, if any seller has any objection/grievance against these additional clauses or otherwise on any aspect of this bid, they can raise their representation against the same by using the Representation window provided in the bid details field in Seller dashboard after logging in as a seller within 4 days of bid publication on GeM. Buyer is duty bound to reply to all such representations and would not be allowed to open bids if he fails to reply to such representations.

This Bid is governed by the [General Terms and Conditions/सामान्य नियम और शर्तें](#), conditions stipulated in Bid and [Service Level Agreement](#) specific to this Service as provided in the Marketplace. However in case if any condition specified in General Terms and Conditions/सामान्य नियम और शर्तें is contradicted by the conditions stipulated in Service Level Agreement, then it will over ride the conditions in the General Terms and Conditions.

In terms of GeM GTC clause 26 regarding Restrictions on procurement from a bidder of a country which shares a land border with India, any bidder from a country which shares a land border with India will be eligible to bid in this tender only if the bidder is registered with the Competent Authority. While participating in bid, Bidder has to undertake compliance of this and any false declaration and non-compliance of this would be a ground for immediate termination of the contract and further legal action in accordance with the laws./जेम की सामान्य शर्तों के खंड 26 के संदर्भ में भारत के साथ भूमि सीमा साझा करने वाले देश के बिडर से खरीद पर प्रतिबंध के संबंध में भारत के साथ भूमि सीमा साझा करने वाले देश का कोई भी बिडर इस निविदा में बिड देने के लिए तभी पात्र होगा जब वह बिड देने वाला सक्षम प्राधिकारी के पास पंजीकृत हो। बिड में भाग लेते समय बिडर को इसका अनुपालन करना होगा और कोई भी गलत घोषणा किए जाने व इसका अनुपालन न करने पर अनुबंध को तत्काल समाप्त करने और कानून के अनुसार आगे की कानूनी कार्रवाई का आधार होगा।

---Thank You/धन्यवाद---

Ministry of Jal Shakti

Department of Water Resources, River Development
and Ganga Rejuvenation

Request for Proposal For Selection of Media/Social Media Agency

**Offers are invited from reputed and experienced Agencies/Firms/
Consortium for working with DoWR, RD & GR**

DISCLAIMER

The information contained in this Request for Proposal document (the “RFP”) or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of the DoWR, RD & GR or any of its employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer nor invitation by the DoWR, RD & GR to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in making their offers (Bids) pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by DoWR, RD & GR in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for DoWR, RD & GR, its employees or advisors to consider the objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in the Bidding Documents 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, statements and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Bidder(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. DoWR, RD & GR accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

DoWR, RD & GR, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Applicant or 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 this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way for participation in this Bid Stage.

DoWR, RD & GR also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP.

DoWR, RD & GR may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.

The issue of this RFP does not imply that DoWR, RD & GR is bound to select a Bidder or to appoint the Selected Bidder or Consultant, as the case may be, for the Project and DoWR, RD & GR reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.

Data Sheet

S.No.	Particular	Details
1.	Document Reference Number	<u>K-11016/1/2017-IEC Section-Part(7)</u>
2.	Date of Issue of Request for Proposal	<u>As per GeM</u>
3.	Last Date & Time for Submission of Technical and Financial proposal	<u>As per GeM</u>
4.	Date & Time for opening of proposals Technical	<u>As per GeM</u>
5.	Earnest Money Deposit	<u>As per GeM</u>
6.	Address for Bid Submission	<u>As per GeM</u>
7.	Website	www.jalshakti-dowr.gov.in
8.	Method of Selection	<p>Quality cum Cost Based Selection</p> <ul style="list-style-type: none"> • To qualify technically, a Proposal must secure minimum Technical Score of 70. Only technically qualified proposals shall be considered for Financial Bid Opening. • The Technical and Financial Scores secured by each Bidder will be added using weightage of 70% and 30% respectively to compute a Composite Bid Score. • The Bidder securing the highest Composite Bid Score will be adjudicated as the most responsive Bidder for award of the Project. • In the event the Composite Bid Scores are tied, the Bidder securing the highest Technical Score will be adjudicated as the most responsive Bidder forward of the Project.

Section 1: Invitation for Proposal

INTRODUCTION

(Department of Water Resources, River Development and Ganga Rejuvenation)

VISION

Optimal sustainable development, maintenance of quality and efficient use of water resources to match with the growing demands on this precious natural resource of the country.

MISSION

India is endowed with a rich and vast diversity of natural resources, water being one of them. Its development and management plays a vital role in agriculture production. Integrated water management is vital for poverty reduction, environmental sustenance and sustainable economic development. National Water Policy envisages that the water resources of the country should be developed and managed in an integrated manner.

FUNCTIONS

This Department is responsible for laying down policy guidelines and programmes for the development and regulation of country's water resources. The Department has been allocated the following functions:-

- Overall planning, policy formulation, coordination and guidance in the water resources sector.
- Technical guidance, scrutiny, clearance and monitoring of the irrigation, flood control and multi-purpose projects (major/medium).
- General infrastructural, technical and research support for development.
- Providing special Central Financial Assistance for specific projects and assistance in obtaining External Finance from World Bank and other agencies.
- Overall policy formulation, planning and guidance in respect of Minor Irrigation and Command Area Development, administration and monitoring of the Centrally Sponsored Schemes and promotion of Participatory Irrigation Management.
- Overall planning for the development of Ground Water Resources, establishment of utilizable resources and formulation of policies for exploitation, overseeing of and support to State level activities in ground water development.

- Formulation of national water development perspective and the determination of the water balance of different basins/sub-basins for consideration of possibilities of inter-basin transfers.
- Coordination, mediation and facilitation in regard to the resolution of differences or disputes relating to Inter-State Rivers and in some instances overseeing of implementation of inter-state projects.
- Operation of the central network for flood forecasting and warning on inter-state rivers, provision of central assistance for some State Schemes in special cases and preparation of flood control master plans for rivers Ganga and Brahmaputra.
- Talks and negotiations with neighbouring countries, with regard to river waters, water resources development projects and the operation of the Indus Water Treaty.
- Ensure effective abatement of pollution and rejuvenation of the river Ganga by adopting a river basin approach to promote inter-sectoral co-ordination for comprehensive planning and management.

Goals and Objectives

- i. To raise awareness about the need and necessity for Water Conservation and Management.
- ii. To oversee the design, set-up, and execution of events/ceremonies/conferences etc highlighting the achievements/initiatives of the Department in the field of water sector.
- iii. Highlight the role of DoWR, RD & GR in Water Conservation and River Management.
- iv. Make people aware about various initiatives and activities that are linked to Water Conservation and also the manner in which people can contribute to the cause of Water Conservation, River Development and Ganga Rejuvenation.
- v. Widening DoWR, RD & GR reach among different communities on media and online platforms.
- vi. To create as simple and user-friendly system for exchanging ideas and feedback on services online.
- vii. To allay the apprehensions, misconception if any, prevailing amongst people and portray the efforts in the direction of Management of Water Resources in proper perspective.
- viii. To inform people online about new policies, initiatives and opportunities for the people.
- ix. To enhance brand image of DoWR, RD & GR and position DoWR, RD & GR as a rallying point for people's participation in the task of Water Conservation.

INVITATION TO BIDDERS/CONSORTIUM OF BIDDERS

The invitation is for selection of a Firm/ Agency/ Consortium to carry out Media/Social related activities for DoWR, RD & GR.

- i. The Request for Proposal can be downloaded from **GeM**.
- ii. DoWR, RD & GR may, at its own discretion, extend the date for submission of proposals. In such a case, all rights and obligations of DoWR, RD & GR and Bidders/ Consortium of Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.
- iii. All Banker's Cheque/Demand Draft should be in Indian Rupees and from any Nationalised/Scheduled Bank in favour of **PAO, Department of Water Resources, River Development and Ganga Rejuvenation** (Payable at New Delhi) or as per GeM.

Section 2: Instruction to Bidders / Consortium of Bidders (ITB)

2.1 Conflict of Interest

- i. The selected Firm/ Agency/ Consortium should provide professional, objective and impartial service and hold DoWR, RD & GR's interest paramount.
- ii. The selected Firm/ Agency/ Consortium shall not downstream or outsource any part of the scope of work.
- iii. Non-disclosure of such an association will lead to termination of the contract.

2.2 Validity of Proposal

The following will be considered for the validity of the proposals deemed submitted:

- i. Proposal shall remain valid for a period of 180 days from the date of opening of Proposal or as per the provisions of GeM.
- ii. DoWR, RD & GR reserves the right to reject a proposal valid for a shorter period as non – responsive.
- iii. In exceptional circumstances, DoWR, RD & GR may solicit the Bidder's consent to an extension of the period of validity. The request and the response thereto shall be made in writing.

2.3 Right to Accept or Reject any Proposal

DoWR, RD & GR reserves the right to annul the Request for Proposal process, or to accept or reject any or all the proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Bidder(s) or any obligation to inform the affected Bidder(s) of the ground of such decision.

2.4 Fraud & Corruption

It is required that the Bidders/Consortium of Bidders submitting Proposal and Agency selected through this Request for Proposal must observe the highest standards of ethics during the process of selection and during the performance and execution of the Work Order.

For this purpose, definitions of the terms are set forth as follows:

- i. **“Corrupt practice”** means the offering, giving, receiving or soliciting of anything of value to influence the action of DoWR, RD & GR or its personnel in Work Order executions.

- ii. **“Fraudulent practice”** means a misrepresentation of facts, in order to influence selection process or the execution of the Work Order, and includes collusive practice among Bidders / Consortium of Bidders (prior to or after Proposal submission).
- iii. **“Unfair trade practice”** means supply of devices different from what is ordered on, or change in the scope of work.
- iv. **“Coercive practice”** means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the selection process or execution of the Work Order.
- v. **“Conflict of interest”**: participation by a bidding firm or any of its affiliates that are either involved in the consultancy contract to which this procurement is linked; or if they are part of more than one bid in the procurement; or if the bidding firm or their personnel have relationships or financial or business transactions with any official of DoWR, RD & GR who are directly or indirectly related to tender or execution process of contract; or improper use of information obtained by the (prospective) bidder from the DoWR, RD & GR with an intent to gain unfair advantage in the procurement process or for personal gain; and
- vi. **“Obstructive practice”**: materially impede the DoWR, RD & GR’s investigation into allegations of one or more of the above mentioned prohibited practices either by deliberately destroying, falsifying, altering; or by concealing of evidence material to the investigation; or by making false statements to investigators and/or by threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation; or by impeding the DoWR, RD & GR’s rights of audit or access to information;
- vii. DoWR, RD & GR will **reject** a proposal for award, if it determines that the Bidder recommended for the award, has been determined to have been engaged in corrupt, fraudulent or unfair trade practices.
- viii. DoWR, RD & GR may **terminate** the contract if it determines at any time that representatives of the bidder were engaged in corrupt, fraudulent, collusive or coercive practices during the selection process or the execution of the work order, without the bidder having taken timely as well as appropriate action to the satisfaction of DoWR, RD & GR to remedy the situation.
- ix. DoWR, RD & GR may also declare a Firm/Agency/Consortium **ineligible**, either indefinitely or for a stated period of time, for awarding the Work Order, if it any time determines that the Firm/ Agency/ Consortium has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing the Work Order.

2.5 Clarifications & Amendment to Request for Proposal

- i. During the process of evaluation of Proposals, DoWR, RD & GR may, in its discretion, ask Bidders / Consortium of Bidders for clarification on their proposal. The Bidders / Consortium of Bidders are required to respond within the prescribed timeframe.

- ii. DoWR, RD & GR may for any reason, modify the Request for Proposal from time to time. The amendment(s) to the Request for Proposal would be clearly spelt out and the Bidders / Consortium of Bidders may be asked to amend their proposal due to such amendments.
- iii. DoWR, RD & GR has all the rights to approve/disapprove any claim or not to consider any claim.

2.6 Earnest Money Deposit (EMD)

- i. The Bidder shall furnish an Earnest Money Deposit (EMD) as per GeM and Government of India's rule.
- ii. The EMD shall be in Indian Rupees and shall be in the form of Banker's Cheque or Demand Draft from any of the Nationalised/Scheduled Commercial Bank in favour of **PAO, Department of Water Resources, River Development and Ganga Rejuvenation** payable at New Delhi.
- iii. The earnest money of the unsuccessful Bidders/Consortium of Bidders shall be refunded on request by the Bidder after final award of the Work Order.
- iv. EMD of the successful Bidder will be released after the Bidder signs the final agreement (or accepts the agreement/contract on GeM) and furnishes the Performance Bank Guarantee (PBG). **PBG will be 10% of the amount stated in the work order.**
- v. EMD exemptions will be available as per Government of India instructions issued from time to time.

2.7 Preparation of Proposal

The Bidder must comply with the following instructions during preparation of Proposals:

- i. The Bidder is expected to carefully examine all the instructions, guidelines, terms and condition and formats of the Request for Proposal. Failure to furnish all the necessary information as required by the Request for Proposal or submission of a proposal not substantially responsive to all the requirements of the Request for Proposal shall be at Bidder's own risk and will be liable for rejection.
- ii. The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writing shall be valid only if they are initialled by the authorized person signing the Proposal.
- iii. The proposal shall be in indelible ink and shall be signed by the Bidder or duly authorized person(s). The letter of authorization shall be indicated by written power of attorney and shall accompany the proposal.
- iv. Only detailed proposals complete in all respect and in the forms indicated shall be treated as valid.

- v. All the pages of the bids **shall be duly signed by the authorized representative** of the bidding agency/firm/Consortium.
- vi. No Bidder is allowed to modify, substitute or withdraw the Proposal after its submission.

2.8 Pre-bid Clarification

A prospective Bidder, requiring a clarification on the Request for Proposal shall notify DoWR, RD & GR on GeM only.

2.9 Submission of Proposal

Bidders/ Consortium of Bidders shall submit the soft copies of their Proposals electronically on GeM.

- **Each page of all parts should be page numbered and the eligibility qualifications should be clearly indicated using an index page. The proposals should not contain any irrelevant or superfluous documents.**
- The detailed presentation of 3 case studies, as mentioned in Sec 2.12 (Table Sl. No.3), must also be submitted in GeM.
- Each page of the document, being submitted by the Bidder, must be duly signed by the authorized signatory of the Firm/ Agency.

The two parts of the Proposal should be as per the following:

1. **Technical Proposal** –

The Technical Proposal comprising Form 1P (Covering Letter), Form 2P (Bidder Organization Details), Form 1T (Technical Form), Form 2T (Details of Similar Assignments), Form 2TA (Client Case Study Evaluation) and Power of Attorney for Lead Member of Consortium) *to be submitted through GeM.*

The documents are to be submitted for ensuring meeting the eligibility criteria as well as for technical evaluation as per the QCBS factor. Merely meeting the eligibility criteria shall not mean that the bidder is technically qualified.

2. **Financial Proposal** –*To be submitted through GeM.*

2.10 Evaluation of Proposals

The bid will be opened as per the schedule mentioned in the Data Sheet/GeM. Authorized representatives of the Bidders/ Consortium of Bidders may be present during the Bid Opening, if desired. DoWR, RD & GR may constitute **Consultancy Evaluation Committee** to evaluate the Proposals submitted by Bidders/ Consortium of Bidders for a detailed scrutiny. Subject to the terms mentioned in the Request for Proposal, a two stage process as explained below will be adopted for evaluation of Proposal submitted by the specified date and time.

2.11 Eligibility

Scrutiny of the Proposals for eligibility will be done to determine whether:

- The Bidders / Consortium of Bidders meet the eligibility criteria defined asunder:

Sl. No.	Criteria	Documentary Evidence
1.	The Firm/Agency (All members/agencies in case of Consortium) should be registered entity with minimum 3 years of existence on the day of submission of bid. In case of consortium, the lead agency/ firm shall be the bidder.	<ul style="list-style-type: none"> Certificate of Incorporation/ Registration Certificate PAN Card GST <p>In case of a consortium, all members should provide documentary evidence separately.</p>
2.	The Firm/Agency (all members put together in the case of a Consortium) should have a minimum cumulative turnover of INR 2 Crore during the last three financial years.	<p>Certified copies of financial statements duly audited by applicants' statutory auditors for immediately preceding 3 financial years- 2020-21, 2021-22& 2022-23 along with summary as cover page on bidder's letter head.</p> <p>If an organization follows an accounting year, other than the financial year, it may clarify and submit relevant documents for its preceding three consecutive accounting years.</p>
3.	<p>Bidder should be a media/ Social Media agency having completed:</p> <p>(a) Three similar completed works costing not less than the amount equal to 50% of the estimated cost; or</p> <p>(b) Two similar completed works costing not less than the amount equal to 60 % of the estimated cost; or</p> <p>(c) One similar completed work costing not less</p>	<p>Work Orders alongwith a Client Completion Certificate of each completed work</p>

	<p>than the amount equal to 80% of the estimated cost from any Government Department/PSU/Autonomous organisation/Public Listed company.</p> <p>The estimated cost is Rs.50.56lakh (includingGST). However, GST amount will be reimbursed only after receipt of proof of submission of GST to the concerned Tax Authority.</p>	
4.	The Firm/ Agency (Any member of the Consortium) should not have been blacklisted by the Central/State Governments & PSUs.	Self-Certification(in case of consortium all members should sign self-certification).

- Please check that relevant documents as specified above have been attached.
- EMD is as per requirement.
- The RFP is for the entire work as defined under scope of work.
- **Applications of only such bidders who are fulfilling the eligibility criteria will be considered for further process of evaluation.**

NOTE: Proposals not conforming to the above requirements shall be summarily rejected.

2.12 Evaluation of Technical Proposal

The Technical Evaluation shall be based on the parameters and weightage as mentioned in the Table below:

2.12 (a) The Consultancy evaluation committee, appointed by the Department, will carry out the evaluation of Proposals on the basis of the following evaluation criteria and points system. The Department may seek specific clarifications from any or all Agencies at this stage and will take a 10 minute presentation from each bidder. The Department shall determine the Agency that qualifies for the next phase after reviewing the clarifications provided by the Agencies. Each evaluated proposal will be given a technical score (TS) as detailed below.

NOTE: The Technical Proposal must not include any financial information failing which the Proposal will be rejected.

Table: Parameters for technical evaluation

Sl. No	Parameters	Maximum Score
1.	Relevant experience in Media/Social media Management including event management for Government Departments/ PSUs/ Autonomous Bodies/Public listed companies (At least 3 completed projects of clients, in the last 3 years) (5 marks for each project of the value of INR 25 lakh or	15

	above)	
	10 projects or above in the last 3 years	15 (marks)
	8 to 9 projects in the last 3 years	13 (marks)
	3 to 7 projects in the last 3 years	11 (marks)
<p>Note: Bidder will need to score at least 11 marks out of 15 marks as mentioned above, failing which the bidder shall be disqualified from further bidding process.</p>		
2.	Team members who are permanent employees of the agency, having been on the payroll for a minimum of 1 year before the date of bid and who are to be deployed at DoWR, RD & GR:	
	<ul style="list-style-type: none"> • One Project-cum-event Manager – Post Graduate in Business Administration preferably with Marketing/Mass Communication/Event management/Public relations– Total Experience required - 8 years of which at least 4 years should be in Social Media (10 marks). 	
	(i) Experience of 8 years with at least 6 years in Social Media	10 (marks)
	(ii) Experience of 8 years or more with at least 5 years in Social Media	8 (marks)
	(iii) Experience of 8 years or more with at least 4 years in Social Media	7 (marks)
	<ul style="list-style-type: none"> • One Content Writer (English)– Any Graduate in mass communication – <u>Total Experience 4 years of which at least 2 years in editorial responsibility for print media/magazine and Social Media</u> (5 marks). 	
	(i) Experience of 4 years of which at least 3 years in editorial responsibility for print media/magazine and Social Media	5 (marks)
	(ii) Experience of 4 years of which at least 2 years in editorial responsibility for print media/magazine and Social Media	3 (marks)
		36

	<ul style="list-style-type: none"> • One Content Writer (Hindi) – Any Graduate in mass communication – <u>Total Experience 4 years of which at least 2 years in editorial responsibility for print media/magazine and Social Media</u> (5 marks). 	
	(i) Experience of 4 years of which at least 3 years in editorial responsibility for print media/magazine and Social Media	5 (marks)
	(ii) Experience of 4 years of which at least 2 years in editorial responsibility for print media/magazine and Social Media	3 (marks)
	<ul style="list-style-type: none"> • One Graphic Designer–Graduate in Web Designing and experience in working with graphics tools like Coral Draw/ Photoshop/ Illustrator/ Sketch Artor similar software. Total Experience required - 4 years of which at least 2 years in Social Media (10 marks). 	
	(i) Experience of 4 years or more in Social Media	10 (marks)
	(ii) Experience of 4 years of which at least 3 years in Social Media	8 (marks)
	(ii) Experience of 4 years of which at least 2 years in Social Media	6 (marks)
	<ul style="list-style-type: none"> • One Photographer-Diploma in Photography and Visuals with 2 years' experience 	6 (marks)
	<p>Note: Bidder will need to score at least 25 marks out of 36 marks as mentioned above, failing which the bidder shall be disqualified from further bidding process.</p>	
	<p>A detailed presentation on the work done for the three clients (as mentioned in Sl.No.1):</p>	
3.	<ul style="list-style-type: none"> • Each client's per day media interaction volumes. 	(Total 12 marks- for each client 4 mark)
	<ul style="list-style-type: none"> • Response matrix followed and Turnaround Time for the three clients. 	(Total 9 marks- for each client 3 marks)
	<ul style="list-style-type: none"> • Engagements Levels of Content (monthly average). Computed as percentage of (Total no. of engaged Fans/Followers) vis-a-vis (Total no. of Fans/Followers) - (Relevant supporting screen shots to be submitted as proof). 	(Total 9 marks- for each client 3 marks)
	<ul style="list-style-type: none"> • Most successful campaign carried out for each of the three clients – case studies. 	(Total 9 marks- for each
		39

		client 3 marks)	
<p>Note: Bidder will need to score at least 27 marks out of 39 marks as mentioned above, failing which the bidder shall be disqualified from further bidding process.</p>			
4.	<p>Strategy, Strength, Approach & Methodology etc. including but not limited to the following:</p> <ul style="list-style-type: none"> • Proposed brand vision and digital marketing strategy. • Proposed strategy (Cost effective and viable) • Content Development Strategy • Proposed usage of Media Monitoring and Management tools, applications and mobile devices • Comments on the scope of work • Innovative ideas and suggestions 		10
<p>Note: Bidder will need to score at least 07 marks out of 10 marks as mentioned above, failing which the bidder shall be disqualified from further bidding process.</p>			

2.12 (b) Consultancy Evaluation Committee may, at its discretion, call for additional information from the Bidder(s). Such information has to be supplied within the given time frame, otherwise the **Consultancy** Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of Bidders/Consortium of Bidders and the proposal is likely to be rejected. Seeking clarifications cannot be treated as acceptance of the Proposal.

2.12 (c) The **Consultancy** Evaluation Committee may invite short-listed agencies for making a presentation on their Strategy, Strength, Approach & Methodology for executing DoWR, RD & GR's media activities.

2.12 (d) For verification of the information submitted by the Bidders/ Consortium of Bidders, the Committee may visit Bidder's office at its own cost. The Bidders/ Consortium of Bidders shall provide all the necessary documents, samples and reference information as desired by the Committee. The Bidders/ Consortium of Bidders shall also assist the Committee in getting relevant information from the Bidders/ Consortium of Bidder's references, if desired. The bidder will **provide CV (duly signed)** of all the staffs being proposed to be deputed in the Department and will give presentation of work executed by them.

2.12 (e) For calculating the Technical Score (TS), the individual scores, as per respective weightage specified above, will be summed up. In order to qualify technically, a Proposal must secure **minimum TS of 70**.

2.12 (f) Only Technically qualified Proposals shall be considered for Financial Bid Opening.

2.13 Evaluation of Financial Proposal

Financial proposals of only those firms who are technically qualified shall be opened through GeM.

DoWR, RD & GR will correct any computational errors. While correcting computational errors, in case of discrepancy between a partial amount and the total amount (inclusive of taxes) or between words and figures, the former will prevail.

After opening of financial proposals, appropriate selection method shall be applied to determine the Firm who will be declared winner and be eligible for award of the work.

2.13 (a) The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services and should be stated in INR only. Omission, if any, in costing of any item shall not entitle the applicant to be compensated and the liability to fulfil its obligations as per the terms of reference within the total quoted price shall be that of the applicant. The applicant shall bear all taxes, duties, fees, levies and other charges other than GST imposed under the applicable Law as applicable on foreign and domestic inputs. The lowest Financial Proposal (Fm) will be given financial score (Sf) of 100 points. The financial score (Sf) of the other Financial Proposals will be determined using the following formula:

$$Sf=100 \times Fm/F;$$

In which Sf is the financial score, Fm is the lowest Financial Proposal and F if the Financial Proposal (in INR) under consideration. Proposal will be finally ranked in accordance with their combined score (S) based on their technical (St) and financial (Sf) score as per the following calculation:

$$S = St \times Tw + Sf \times Fw;$$

Where S is the combined score and Tw and Fw are weights assigned to technical proposal and financial proposal that will be **0.70: 0.30**.

The applicant achieving the highest combined technical and financial score will be considered to be the successful applicant and will be issued the Work Order.

2.14 Payment Terms

No advance payment would be admissible. The annual contract value will be paid in 4 equal quarterly instalments, in arrears, against agency's invoice in triplicate being submitted along with such supporting documents, as may be prescribed, and subject to:-

- Service Level Agreement (SLA) deductions, if any, as prescribed under Section 3, subsection 'D'-(SLA).
- Attendance of Personnel & SLA for defaults therein (man hours).

Section 3: Scope of Work & Deliverables

A. Scope of Work

The scope of work for the Agency would comprise Media/Social Media Management for DoWR, RD & GR on turnkey basis including, but not limited to following activities:

1. Strategy Formulation:-

The Agency to formulate a result oriented comprehensive media promotion strategy for DoWR, RD & GR.

2. Script writing:-

The agency shall compose various scripts for audio-video spots which will be used for disseminating awareness on the issues of water conservation and management and related topics. Minimum three audio scripts and three video scripts (every month) shall also be composed of 30 seconds to 60 seconds duration as directed.

3. Promotion of Social Media Platforms for DoWR, RD & GR:-

- a. The agency shall create or/and maintain already existing official Facebook Page, Twitter Profile, You Tube Channel, Googleplus, LinkedIn, Instagram etc. and any other social media platform during the course of contract and hence set up a complete social media networking management system for DoWR, RD & GR and manage the same by deploying requisite number of persons with requisite qualifications and skill sets.
- b. The Agency would develop and upload on various social media platforms, creative content or adapt the already available creatives. The content includes but not limited to banners, videos, infographics, graphics, cartoons, animation, success stories etc.
- c. The activities listed under this sub-section will have to be executed at periodic intervals, the frequency of which will be decided by DoWR, RD & GR.

4. Dissemination of message through Social Media outlets of DoWR, RD & GR:

- a. The Agency would be responsible for enhancing reach of messages and other schemes of DoWR, RD & GR on various social media platforms through paid and non-paid media so that the content would reach to the last mile on internet domain in real time basis.
- b. The content will be initially drafted in two languages (English & Hindi) and extended to other Indian languages as per need.
- c. Regularly upload posts on chosen social media platforms.
- d. Regularly generate original blog/ articles related to Water Conservation etc.
- e. While creating content, platform limitations should be given due care.
- f. Compilation and coordination of news, events and community involvement postings within social media.

- g. Select and upload images that increase curiosity amongst people.
- h. Design creative piece in accordance with Department's campaigns and adapt them to platforms.
- i. Curate topics on relevant Hash(#) tags on digital platform
- j. All activities listed under this sub-section are continuous activities and will be executed at the intimation of DoWR, RD & GR from time-to-time.

5. Event Management:

Oversee the design, set-up and execution of promotional and social events of the Department including conferences, ceremonies, high profile meetings & conventions. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, script writing, etc.

6. Influencer Marketing:

- a. Use influencers from society/ social media and invite them to be endorsers.
- b. No payment for the promotional activities carried out with influencers or any other similar activity will be considered by the Department. The Department will be liable only for the annual contract value with payment schedule as per 2.14 of Section 2 above.
- c. Maintain a rapport with digitally influential people having a large follower base.
- d. Target influencers for building up a positive mind-set amongst policy/ decision makers.
- e. At least two influencers to be targeted per month.

7. Viral Promotion on Internet:

The agency must formulate and operationalize viral projects for DoWR, RD & GR that will provide maximum brand impact in minimal time. For this purpose, the agency must create effective viral messages, designs/ creatives for social media websites, internet/ YouTube.

8. Response Management:

- a. The agency shall provide accurate, complete, polite and prompt feedback mechanism to user via social media platforms. The agency shall gather inputs from users and respond back to his service request. User interaction would initially be done in Hindi and English only to be extended to other languages subsequently on need based basis.
- b. The agency would also moderate the sites to avoid spam, advertisements and inappropriate content.

- c. The agency is also expected to track on social media networks for key words related to business in particular, and respond to them in a big way to initiate positive conversations on social media sites.

9. Monitoring and Reporting:

- a. Tracking conversations, links and blogs about DoWR, RD & GR, issues relating to Water Management, Environment and topics relating thereto.
 - b. Tracking sentiments-Positive, Neutral or Negative.
 - c. Use effective third party tracking tools to track the progress of each network.
 - d. Reporting any discrepancy in sentiments.
 - e. Channelizing and drafting a plan to work out and neutralize negative sentiments in a sensible manner.
 - f. Submit effectiveness analysis reports to DoWR, RD & GR on a daily, weekly or monthly basis as required.
 - g. The agency would employ requisite analytical and software tools.
10. The agency shall integrate social media with the official portal (web based) and vice versa.
11. The agency shall ensure that the content and activities on social media platforms do not restrict accessibility of the platform on various mobile devices and different browsers.
12. The agency must mark all electronic content (text, photo, video or otherwise) as copy right of DoWR, RD & GR wherever applicable and monitor and report unauthorized use. This responsibility includes but is not limited to the following activities:
- a. Content sanitization, formatting and uploading.
 - b. Use of SEO friendly clean permalink structure.
 - c. Tagging and categorization of posts and articles.
 - d. Feedback mechanism to accept and display hierarchical user comments.
 - e. Develop and update the FAQ bank based on user feedback.
13. **Archival Set Up:** Agency would be responsible for storage of content and data by means of online/offline archival support. The archived content should be available for complete duration of the contract period to be made available to DoWR, RD & GR at short notice. The same must be handed over to the Department on completion of the contract period.
- 14. Other anticipated activities but not limited to:**
- a. Manage and act on all related opportunities.
 - b. Preparation of press brief.
 - c. Distributing press releases, media announcements to on line and other media

- d. Conducting personal follow up on outreach via email
- e. Utilizing social media tools to support day to day image building efforts
- f. Mean and methods of Media Audit.
- g. All backend support to the staff employed.
- h. Photography of official events through camera to be provided by Department.
- i. Creation and updating of website as directed.
- j. Any other work not specifically described above as directed from time to time.

15. Designing e-books, yearbooks:

The agency shall be responsible for designing e-books and yearbooks of the Department. A timeline shall be decided by the Department and the agency shall be required to adhere to the timelines. Proper publicity of the e-books and yearbooks shall also be done through various media/ social media platforms.

16. Monthly Magazine:

The agency shall also be responsible for content writing and creative designing of the monthly magazine/e-magazine of the Department.

17. Designing of posters/ print advertisement:

Posters and print advertisements shall also be designed by the agency on regular intervals. Apart from above tasks, the agency may be assigned any other related task not mentioned above by the Government.

18. Working Hours and Holidays for Agency's Personnel

The Agency shall:

(a) ensure that the personnel engaged by them to observe the official timings, practices, etiquettes, norms etc. as is required from the officials of the DoWR, RD & GR or as communicated to them by the Nodal Officer (s) of the DoWR, RD & GR so authorised. DoWR, RD & GR may enroll the personnel of Agency deployed, in the biometric attendance system or have a physical record of attendance as applicable to its personnel.

(b) ensure that the personnel engaged by them to observe holidays as are applicable to the officials, employees, consultants of the DoWR, RD & GR. In case of Holidays, the norms applicable to the DoWR, RD & GR shall be applicable to the Personnel of the Agency. However, in case of exigencies, DoWR, RD & GR may require the Agency to depute such Personnel to work on holidays and late hours without any additional payments in this regard. If the personnel are out of station on tour or otherwise, the Nodal Officer of DoWR, RD & GR shall be kept informed by the Agency in this regard.

19. Travel:

The staff members placed by the agency at DoWR, RD & GR may be asked to travel to different locations within the city or anywhere in the country for carrying out the work pertaining to IEC/Media related activities of the Department :-

Within city: Transportation facility may be provided for carrying out IEC/Media related activities, limited to 250 hrs and 2500 km per month, as on required basis. No reimbursement/payment will be made for travelling within the city.

Outside city (anywhere in India): For travelling outstation for Department's work, the staff members of agency will be reimbursed as per the following table:-

Mode of travel	Reimbursement will be limited to:
By Train	Normal Train –Economy class by air or AC-II by train. Premium/Premium Tatkal/ Suvidha/ Shatabdi/Rajdhani/Duronto Train – AC 2 nd Class/Chair Car
By Bus	AC Bus
By Sea/ steamer	For places other than A&N Group of Islands and Lakshadweep Group of Island: Lower class if there be two classes only on the steamer For travel between the mainland and the A&N Group of Islands and Lakshadweep Group of Island by ships operated by the Shipping Corporation of India Limited: First/'A' Cabin Class

The above reimbursement is subject to following:-

- In case of places not connected by rail, travel by AC bus will be considered.
- The boarding pass/ ticket used for travelling is required to be submitted for claiming the reimbursement.
- If any other means of travel is provided by the Department, the staffs (of agency) cannot claim any reimbursement.
- Generally, the reimbursement will be restricted as per above table. However, the Department reserves the right to restrict the travel in a class (train, bus, steamer or sea) lower than those mentioned in the above table.
- All mileage points earned by Government employees on tickets purchased for official travel shall be utilized by the department for other official travel by the staffs of agency. Any usage of these mileage points for purposes of private travel by staff of agency will attract departmental action. This is to ensure that the benefits out of official travel, which is funded by the Government, should accrue to the Government.

- f. Any other restrictions applicable on Central Government employees, in this regard, will also be applicable to agency's staff members.

20.Reimbursement of Hotel Charges:

In a case, the agency staff members working with the Department are asked to visit an outstation place for official work and no accommodation is feasible to be arranged by themselves or the Department, they will be reimbursed for hotel accommodation of up to Rs.750 per day for the approved period of stay, subject to production of vouchers.

Additionally, the Bidder needs to provide for the following:-

- i. The bidder should position five dedicated staffs as mentioned in Section 2.12(Table Sl. No 2) at the DoWR, RD & GR office, New Delhi for the duration of the contract.
- ii. The bidders should arrange their own laptops/Computers/ internet, software etc. DoWR, RD & GR shall provide only space, furniture & electricity for operations.

NOTE:

- i. The selected Agency shall be actively involved in Content Creation & Management for a period of 1 year or such extended period thereafter and all such content created will be the property of DoWR, RD & GR.
- ii. The Agency must also understand that the operation of Social Media Platforms fall under the purview of Right to Information Act, 2005(including all amendments) and therefore, must answer any queries only after prior consultation with DoWR, RD & GR.
- iii. The Agency would be responsible to ensure compliance with latest IT Act and IT Amendment Act of 2008 and rules framed there under particularly Information Technology (reasonable security practices and procedures & sensitive personal data or information) Rules 2011, Information Technology (Intermediary guidelines) Rules, 2011.
- iv. Agency need to adhere to reasonable security practices and procedures as per ISO 27001 including any updation/revision in it, if any.
- v. The Social Media Platforms content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tablets etc., failure of any one of which shall be considered an incomplete execution of work order.
- vi. All Intellectual Property displayed on the social media platforms shall belong to DoWR, RD& GR and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with DoWR, RD & GR. **The agency will be required to sign a Non-Disclosure Agreement at the start of the contract and will also be responsible for complete Knowledge Transfer (including Documentation, creative content, etc.) at the end of the contract period.**
- vii. DoWR, RD & GR, I.E.C. Section will provide the approvals of the content.

B. Timelines & Deliverables:

The following is an indicative list of deliverables and milestones for the Agency, assuming that the engagement starts at time T (Issuance of Work Order):-

Sl. No.	Deliverable	Timelines
1.	Preparation & Submission of Detailed Plan of Action	T + 7 days – To be revised monthly basis
2.	Content Creation and Dissemination	Monthly Calendar to be shared at least 15 days in advance for each platform. A minimum of 4 posts per day for each platform(or as required by DoWR, RD & GR)
3.	Campaign Management	Minimum two campaign per month across platforms for user engagement (The number may increase as required by DoWR, RD & GR).
4.	Regular Monitoring and Response Management	To be done on day-to-day basis and to be shared with IEC Section on daily basis. Turnaround time of 2 hours for standard queries (as defined by DoWR, RD & GR) and 24 hours for special case queries.
5.	MIS Reports:- a. Social Media number crunching report. b. Regional Analysis report of each handle. c. High response analytics and statistics of each handle. d. Backward integration report. e. Forward integration report f. Derivation report.	The reports are to be submitted by third day of every month or as and when desired by DoWR, RD & GR.
6.	Staff (05 staffs to be housed in IEC Section)	Day to day activities of all staff members would be monitored by IEC Section, DoWR, RD & GR. In case of leave, alternate staff shall be provided by the agency, backend support to carry-out the activities shall also be provided by the agency.

		<p>Substitution of key personnel during execution of consultancy contract (in accordance with MoF(DoE)'s communication No. F-1/1/2021-PPD dated 29.10.2021):</p> <p>I. The following conditions will be applicable in this regard:</p> <p>a) Substitution of key personnel can be allowed in compelling or unavoidable situations only and the substitute shall be of equivalent or higher credentials. Such substitution may ordinary be limited to not more than 2 personnel (or 2 replacements), subject to equally, or better, qualified and experienced personnel being provided to the satisfaction of the procuring entity.</p> <p>b) Replacement of first personnel will be subject to reduction of contract amount. The contract amount will be reduced by 5% of the contract amount which would have been paid originally, from the date of the replacement till completion of contract.</p> <p>c) In case of the next replacement, the contract amount will be reduced by 10% of the contract amount which would have been paid originally, from the date of the replacement till completion of contract.</p>
7.	Audio/ Video Script composition	Three audio and three video scripts are to be composed each month.
8.	Monthly magazine	One monthly magazine of the Department is to be published every month (or as decided by the Department from time to time).

9.	Managing Social Media	<p>For different demography across country:-</p> <ul style="list-style-type: none"> i. Twitter handle ii. YouTube channel iii. Facebook iv. Instagram v. Any other social media platform <p>Preparation of content through valid research and development. Minimum four messages daily on each of the above handle.</p>
10.	Other Activities	<p>Apart from above all the activities as specified in Section-3 or which pertain to media/social media (as decided by the Department in due course) are to be undertaken.</p>

* Formats for delivering reports as mentioned in table above can be modified & will be approved by DoWR, RD & GR from time to time.

C. Milestones & Performance Evaluation:

- i. The follower base on all Social Media platforms should increase exponentially. Consistency in reach of the messages should be maintained. The grown in follower base on two key platforms are as under. More platforms will be added to this matrix as DoWR, RD & GR Social Media Engagement grows:

Social Media Platform	Quarterly Achievement Target
Facebook	Increase in number of followers by 25000 every quarter
Twitter	Increase in number of followers by 12500 every quarter
Instagram	Increase in number of followers by 12500 every quarter

ii. Turnaround Time (TAT):

Sl No.	Deliverable	TAT
1.	Content Calendar	By 15 th day of every month for the next month
2.	User responses	2 hours for standard queries (as defined by DoWR, RD & GR) and 24 hours for special case queries (Average of all user responses should be computed in a quarter)
3.	Other content/creative requests	24 hours
4.	Reports request	6 hours

D. Service Level Agreement(SLA):

Sl. No.	Deliverable	Severity	Severity	Severity
		Level 1	Level 2	Level 3
1.	Preparation & Submission of Detailed Plan of Action	Delay of 1-2 days	Delay of 3-5 days	Delay of more than 5 days
2.	Content Creation and Dissemination	Delay of 1 day	Delay of 1-2 days	Delay of more than 2 days
3.	Campaign Management	Delay of 2 days	Delay of 2-4 days	Delay of more than 4 days
4.	Regular Monitoring and Response Management	Delay of 4 hours	Delay of 6 hours	Delay of 8 hours
5.	MIS Reports	Delay of 1 day	Delay of 1-2 days	Delay of more than 2 days
6.	Non-Deployment of personnel (unauthorized absence)	Absence of 1 day	Absence of 2 days	Absence of 3 day

Sl. No.	Severity Levels	Definition	Penalty
1.	Level 1	For single violation in a quarter	0.5% of the quarterly invoice raised
2.	Level 2	For single violation in a quarter	1% of the quarterly invoice raised
3.	Level 3	For single violation in a quarter	2% of the quarterly invoice raised

An increase in the number of violations of any level will attract higher Severity Levels viz.4-6, which are defined in the table below:

Sl. No.	Severity Levels	Definition	Penalty
4.	Level 4	For two-four instances of any Level- violation	Penalty of respective level levied on each instance + 1% of the quarterly invoice raised
5.	Level 5	For five-six instances of any Level- violation	Penalty of respective level to be levied on each instance + 4% of the quarterly invoice raised
6.	Level 6	For more than six instances of any Level-violation	Penalty of respective level to be levied on each instance + 8% of the quarterly invoice raised

Note: Total Penalty that will be levied for violations of timelines as per SLA will be subject to a maximum of 10% of the quarterly invoice raised.

Section 4: General Terms & Conditions

NOTE: Bidders / Consortium of Bidders should read these conditions carefully and comply strictly while submitting the Proposals:-

- i. Rate shall be written both in words and figures. There should not be errors and / or over- writings and corrections, if any, should be made clearly and initialled with dates. The rates should mention elements of the service charges or any other charges separately.
- ii. Agency shall not assign or sublet the Work Order or any substantial part thereof to any other agency, nor can the agency have arrangement with other company for bidding purpose.
- iii. Rates quoted will be valid up to one 180 days from the issue of bid date or as per the provisions of GeM.
- iv. In the event of any loss /damage to DoWR, RD & GR, the Bidder shall be liable to make good such loss found. No extra cost on such incidents shall be admissible.
- v. Direct or indirect canvassing on the part of the Bidder or his representative will lead to disqualification.
- vi. If a Bidder imposes conditional bids, they are liable to summary rejection.
- vii. DoWR, RD& GR reserves the right to accept or reject one or all bids without assigning any reasons and accept bid for all or anyone. DoWR, RD & GR also reserves the right to award the work to more than one company.
- viii. The Agency shall not use any Govt. Emblems, DoWR, RD & GR's logo and/or any other information in any unauthorized, illegal or inappropriate way which may deceive the public to believe unsolicited, unauthorized content. The said logos emblems shall be used only in such manner as to provide credibility to the authentic web pages/applications/ platforms belonging to the DoWR, RD & GR.
- ix. The Agency shall also monitor the virtual space for any individual or organization which may be operating platforms/applications/web pages/websites and deceiving the public to believe that they are in anyway associated with the DoWR, RD & GR. Upon discovery of such entity, the Agency shall provide necessary information of such entity to the DoWR, RD & GR for immediate prosecution/legal action.
- x. The Agency must maintain uniformity while uploading of content on the platform. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platform simultaneously.
- xi. The Agency's contract is liable to be immediately terminated if it is found responsible for uploading any defamatory, seditious, gender prejudiced, illegal or obscene content. The Agency shall promptly remove any content of the aforementioned malicious nature uploaded by a member of the public and inform DoWR, RD & GR of the same to provide DoWR, RD & GR with the opportunity to take legal action against such an individual or group.
- xii. No interest shall be paid by DoWR, RD & GR on Performance Bank Guarantee (PBG).

- xiii. The PBG shall be refunded after two months after the satisfactory completion of the work or as per GeM.
- xiv. Termination: The Work Order can be terminated at any time by the DoWR, RD & GR, if the services are not up to satisfaction after giving an opportunity to the selected Agency of being heard and recording of the reasons for repudiation.
- xv. Liquidated Damages: In case of delay in supply of services to be provided within the prescribed period in the Work Order, liquidated damages will be charged, as per the SLA (Section 3, sub section 'D').
- xvi. Recoveries: Recoveries of liquidated damages shall be from Vendor's quarterly invoice(s) and/or PBG available with DoWR, RD & GR. In case recovery is not possible, recourse will be taken under Delhi PDR Act or any other law in force.
- xvii. DoWR, RD & GR may enforce forfeiture of PBG (in full or part) in the following cases:
 - a. Failure of agency to perform satisfactorily despite repeated warnings and consistent failure to improve services.
 - b. Breach of contract terms and conditions especially those relating to IPR, Knowledge Management etc.
 - c. Any other circumstance at the sole discretion of DoWR, RD & GR.
- xviii. If the Agency requires an extension of time incompleteness of the work order period on account of occurrence of any hindrance, he shall apply in writing to DoWR, RD & GR, which has placed the supply order for the same immediately on occurrence of the hindrance but not after the stipulated time. The case will be examined and permission in writing will be necessary for the Bidder.
- xix. Service Delivery period may be extended with or without liquidated damages if the delay in the services is on account of hindrances beyond the control of the Bidder.
- xx. The Department of WR, RD & GR reserves the right to remove any member not found suitable in his/her work. Only seven days' notice will be given to replace such member.
- xxi. If any dispute arises out of the Work Order with regard to the interpretation, meaning and breach of the terms of the Work Order, the matter shall be referred to arbitration by a sole Arbitrator to be appointed by the Secretary, DoWR, RD & GR.
- xxii. All legal proceedings, if necessity arises to institute, by any of the parties needs to be lodged in courts situated in Delhi.

Section 5: Opening of Proposal

- i. Technical Proposals shall be opened in GeM.
- ii. The date of opening of Financial Bid will be intimated to the technically qualified Bidder/ Consortium of Bidders through GeM.
- iii. The cost indicated in the Financial Bid shall be treated as final and reflecting the total cost of services.

Section 6: Award of Work

- i. Work shall be awarded to the Bidder with the highest cumulative score calculated as per the method provided in Data Sheet in terms of the aforementioned terms and conditions and decision of DoWR, RD & GR shall be final and binding.
- ii. DoWR, RD & GR reserves the right to accept or reject any or all the proposals without assigning any reason.
- iii. DoWR, RD & GR also reserves the right to call for additional information from the Bidders/Consortium of Bidders.
- iv. Notification on Award of Work for Bidder shall be made in writing to the successful Bidder or/and through GeM. The successful bidder will sign a contract (or make GeM contract) with DoWR, RD & GR for a period of one year. The Department will issue a work order for one year, after signing of contract or acceptance of Contract in GeM, as per the provisions available in GeM.
- v. However, the contract period of one year may be reduced, at any point of time, on sole discretion of DoWR, RD & GR without offering any reasons or entertaining any requests from the agency. If the contract period is reduced at any point of time by the Department, intimation will be sent to the selected agency atleast 15 days prior to the date decided by the Department to end the existing contract.
- vi. After the expiry of the initial one year, the work order/contract may be extended for a further period of 1 Year or as per the provisions of GeM, at sole discretion of DoWR, RD & GR depending upon agency's satisfactory performance, at the same terms and conditions.

Section 7: Proposal Formats

The Department of Water Resources, River Development & Ganga Rejuvenation invites the Proposals from Firms /Agencies /Consortium for “Media/ Social Media Management“. Bidders/ Consortium of Bidders are required to submit Proposals in the formats as given under:

S. No.	Form	Description
Forms		
1.	Form-1P	Covering Letter
2.	Form-2P	Bidder’s Organization Details and Financial Information
Technical Form		
1.	Form-1T	Technical Form
	Label as 1T ‘A’	Relevant experience in Media/ Social Management for Government Departments/PSU/Autonomous Bodies (Last 3 Years)
	Label as 1T ‘B’	Relevant experience in Media/ Social Management for Public Listed Companies (Last 3 Years)
	Label as 1T ‘C’	Strategy, Strength, Approach & Methodology etc. including but not limited to the following: <ul style="list-style-type: none"> • Proposed brand vision and digital marketing strategy. • Proposed strategy (Cost effective and viable) • Content Development Strategy • Proposed usage of Media Monitoring and Management tools, applications and mobile devices • Comments on the scope of work Innovative ideas and suggestions
	Label as 1T ‘D’	Team Composition:Details of the Team identified to work with DoWR, RD & GR
2.	Form-2T	Details of Similar Assignments
	Form-2T ‘A’	Client Case Study Evaluation
Power of Attorney for Lead Member of Consortium		

Form-1P: Covering Letter

[Bidders/ Consortium of Bidders are required to submit the covering letter as given here on their letterhead]

To,

Sub: Proposal for Selection of Agency for Media/ Social Media Management

Dear Sir/Ma'am,

1. We, the undersigned, having carefully examined the referred Request for Proposal, offer to provide the required services, in full conformity with the said Request for Proposal.
2. We have read all the provisions of Request for Proposal and confirm that these are acceptable to us.
3. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
4. We agree to abide by this Proposal, consisting of this letter our Technical and Commercial Proposals, the duly notarized written power of attorney and all attachments for a period of 180 days from the date fixed for submission of Proposals or as per the provision of GeM as stipulated in the Request for Proposal and modifications resulting from Work Order negotiations, and it shall remain binding upon us and may be accepted by you at any time before the expiry of that period.
5. Until the formal final Work Order is prepared and executed between us, this Proposal, together with your written acceptance of the Proposal and your notification of award, shall constitute a binding Work Order between us.
6. We declare that we do not have any interest in downstream business, which may ensue from the Request for Proposal, prepare through this assignment.
7. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation or misinterpretation contained in it may lead to our disqualification.
8. We understand you are not bound to accept any proposal you receive, not to give reason for rejection of any proposal and that you will not defray any expenses incurred by us in bidding.
9. Banker's Cheque/Demand Draft No. dateddrawn onfor INR..... is enclosed towards EMD.

Yours faithfully,

Name:

Date:

Signature (with stamp):

Form-2P: Bidder's Organization / Consortium Details

Organization and Financial information (on official letter head)

Details of the Organization	
Name	
Date of Incorporation /Establishment	
Date of Commencement of Business	
Address of the Headquarters	
Address of the Registered Office in India	
Area of expertise with respect to this project	
Contact Details (name, address, phone no., and email)	

Financial Information of last three financial years (All Figures in Lakh)			
	FY 2020-21	FY 2021-22	FY 2022-23
Revenue In INR			
Any other information			

All Bidders shall provide the details in the format above.

In case of a Consortium: Regarding role of each Member should be provided as per table below:

S.NO.	Name of Bidder	Lead Member /Consortium Member	Roles & responsibilities

Form – 1 T: Technical Form

S. No.	Item	To be Labelled as :
1.	Relevant experience in Media/Social Management for Government Departments/PSU/Autonomous Bodies (Last 3 Years)	Label as 1T ‘A’
2.	Relevant experience in Media/Social Management for Public Listed Companies (Last 3 Years)	Label as 1T ‘B’
3.	<p>Strategy, Strength, Approach & Methodology etc. including but not limited to the following:</p> <ul style="list-style-type: none"> • Proposed brand vision and digital marketing strategy. • Proposed strategy (Cost effective and viable) • Content Development Strategy • Proposed usage of Media Monitoring and Management tools, applications and mobile devices • Comments on the scope of work Innovative ideas and suggestions 	Label as 1T ‘C’
4.	Team Composition:Details of the Team identified to work with DoWR, RD & GR	Label as 1T ‘D’

Form 1T 'A'

Experience in Media/ Social Media Management for Government Departments/PSU/Autonomous Bodies

S. No.	Name of Government Departments/ PSUs/ Autonomous Bodies (At least 3 completed projects of clients, in the last 3 years)	Project Title	Years (during 2020-21, 2021-22, 2022-23)		Cost of Project (Rs in lakh)	Proof (relevant) documents attached (page/ref No.)
			Date of work order/contract	Date of completion		
1						
2						
3						
4						

Form 1T 'B'

Experience in Media/ Social Media for Public Listed Companies

S. No.	Name of Public Listed Company (At least 3 completed projects of clients, in the last 3 years)	Project Title	Year (during 2020-21, 2021-22, 2022-23)		Cost of Project (Rs in lakh)	Proof (relevant) documents attached (page/ref No.)
			Date of work order/contract	Date of completion		
1						
2						
3						
4						

Form 1T 'C'

Strategy, Strength, Approach & Methodology of the Agency

Presentation of about 10 minutes on Strategy, Strength, Approach & Methodology etc. including but not limited to the following:

- Proposed brand vision and digital marketing strategy.
- Proposed strategy (Cost effective and viable)
- Content Development Strategy
- Proposed usage of Media Monitoring and Management tools, applications and mobile devices
- Comments on the scope of work Innovative ideas and suggestions

Form 1T 'D'

Team Composition: Details of the Team identified to work with DoWR, RD & GR

First Team Member (Project-cum-event manager)	1. Name of First Team Member	
	(i) Designation	
	(ii) Work being handled	
	(iii) Qualifications	
	(iv) Whether qualifications include event management and public relations	
	(v) Number of years of experience in social media	
	(vi) Total number of years of experience	
	(vii) Number of years spent in the Agency	
Second Team Member (Content writer-English)	2. Name of Second Team Member	
	(i) Designation	
	(ii) Work being handled	
	(iii) Qualifications	
	(iv) Number of years of experience in editorial responsibility for print media/magazine and Social Media	
	(v) Total number of years of experience	
	(vi) Number of years spent in the Agency	
Third Team Member (Content writer-Hindi)	3. Name of Third Team Member	
	(i) Designation	
	(ii) Work being handled	
	(iii) Qualifications	
	(iv) Number of years of experience in editorial responsibility for print media/magazine and Social Media	
	(v) Total number of years of experience	
	(vi) Number of years spent in the Agency	

Fourth Team Member (Graphic Designer)	4. Name of Fourth Team Member	
	(i) Designation	
	(ii) Work being handled	
	(iii) Qualifications	
	(iv) Number of years of experience in social media	
	(v) Total number of years of experience	
	(vi) Number of years spent in the Agency	
Fifth Team Member (Photographer)	5. Name of Fifth Team Member	
	(i) Designation	
	(ii) Work being handled	
	(iii) Qualifications	
	(iv) Total number of years of experience	
	(v) Number of years spent in the Agency	

Form 2T

Details of similar Assignments

Assignment name:	Country:	
Location with Country :	Professional Staff Provided by Company:	
Name of Client:	No. of Support Staff	
Address & Contact details of client :	Duration of Assignment:	
Start Date:	Completion date:	Approx. Value of Services(INR):
Name of associate resources:	No. of Months of Professional Staff provided by Associate resources:	
Name of senior staff involved and functions performed:		

Form 2T 'A'

Client Case Study Evaluation

S. No.	Criteria (to be submitted for each of the 3 best client projects)
1.	Client's per day media interaction volumes
	Response Matrix followed + Turn Around Time
	Engagement Level of Content - determined on monthly average for 1 quarter. [Monthly Engagement to be computed as the %age of (Total no. of engaged Fans/Followers) vis-a- vis (Total no. of Fans/Followers)] <i>Note: Supporting Screenshots to be submitted as proof</i>
	Case study on the most successful campaign (with screenshots and volumes achieved)

Note: Bidder will need to score at least 27 marks out of 39 marks as given in S. No. 1 in the above table, failing which, the bidder shall be disqualified from further bidding process.

Power of Attorney for Lead Member of Consortium

(On a Stamp Paper of relevant value) Power of Attorney

Whereas the Department of Water Resources, RD & GR (“the Authority”) has invited applications from interested parties for “Media Management (the “Project”)

Whereas,
..... And (collectively the “Consortium”) being Members of the Consortium are interested in applying for the Project in accordance with the term and conditions of the Short 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 the Lead Member with all necessary power and authority 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
M/s..... having registered office at....., andhaving our registered office at.....,(hereinafter collectively referred to as the “Principals”) do hereby irrevocably designate, nominate, constitute, appoint and authorize M/S.....having its 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”).

We 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 shortlisted for award or awarded the concession/work order , during the execution of the Project and in this regard, to do on our behalf and behalf of the Consortium , all or any of such acts, deeds or things as are necessary or required or incidental or the prequalification of the Consortium and submission of its bid for the Project, including but not limited to signing and submission of all applications, bids and other documents and writings, participate in applicants and other conferences, response to queries, submit information / documents , sign and execute Work Orders and undertakings consequent of dealings with the Authority , and / or any other Government Agency or any person , in all matters in connection with or relating out of the Consortium’s bid for the Project and / or upon award thereof till the Concession Agreement is entered into with the Authority.

AND hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and an exercise of the powers conferred by this Project.

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.

IN WITNESS WHEREOF WE THE PRINCIPALS ABOVE NAMED HAVE EXECUTED THIS POWER OF

ATTORNEY ON THIS.....DAYOF..... 2023

For.....

(Signature)

..... (Name & Title)

For

(Signature)

..... (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 Applicant should submit for verification the extract of the charter documents and documents such as board or shareholders 'resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power here under on behalf of the Applicant.