



**Request for Proposal (RFP)
for
Selection of an Agency for Deployment of Social Media
Management & Content Generation for DGP Office,
Bhubaneswar**

Tender No: **23-RFP-Social Media Management and Content Generation-2024-25**

Date: 18/11/2024

Tender Fee: Rs.500 /-

A.I.G. of Police (Provisioning)
Tender Calling Authority
At/Po- Buxibazar, Cuttack, PIN – 753001

Tel./Fax No.0671-2304001,

Email – sphqrs.orpol@nic.in , aig-prov.odpol@gov.in

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1. Disclaimer

RFP document is neither an agreement nor an offer by the Odisha Police (the “Authority”) to the prospective Applicants or any other person. The purpose of this RFP is to provide information to the interested parties that may be useful to them in the formulation of their proposals pursuant to this RFP. The Authority does not make any representation or warranty as to the accuracy, reliability, or completeness of the information in this RFP document and it is not possible for the Authority to consider particular needs of each party who reads or uses this RFP document. This RFP includes statements which reflect various assumptions and assessments arrived at by Authority in relation to the consultancy. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. Each prospective Applicant should conduct its own investigations and analysis and check the accuracy, reliability and completeness of the information provided in this RFP document and obtain independent advice from appropriate sources.

Authority will not be responsible for any delay in receiving the proposals. The issue of this RFP does not imply that the Authority is bound to select an Applicant or to appoint the Successful Applicant, as the case may be, for the firm and the Authority reserves the right to accept / reject any or all of proposals submitted in response to this RFP document at any stage without assigning any reasons whatsoever. Authority also reserves the right to withhold or withdraw the process at any stage with intimation to all who submitted the Application in response to this RFP.

The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

Authority reserves the right to change/ modify/ amend any or all provisions of this RFP document. The amended RFP will be made available on the website of Authority.

Key Definitions:

- i. “AUTHORITY” means Odisha Police, Office of the D.G & I.G. of Police, Odisha, Cuttack
- ii. “BIDDER” means the agencies/firms submitting proposal against this RFP
- iii. “AGENCY” means the selected bidder to carry out the assignment in accordance with the terms defined in this RFP
- iv. “Applicable Law” means the laws and any other instruments having force of law in India from time to time
- v. “Proposal/bid” means proposal submitted by bidders in response to the RFP issued by Odisha Police, Office of the D.G & I.G. of Police, Odisha, Cuttack
- vi. “Contract Value” means the price payable to the selected bidder under the Contract for the complete and proper performance of its contractual obligations.
- vii. “Day” means Working day as defined by Government of Odisha
- viii. “Services” means the work to be performed by the Agency pursuant to the selection by Odisha Police and to the contract to be signed by the AGENCY

2. Notice Inviting Tender



Odisha Police

Office of the D.G & I.G. of Police, Odisha, Cuttack

Tel. :0671-2304001,

Website: www.odishapolice.gov.in, Email : sphqrs.orpol@nic.in & aig-prov.dopol@gov.in

RFP No.23-RFP-Social Media Management and Content Generation-2024-25

Date : 18.11.2024

Online Bids through e-Tender Portal <https://tendersodisha.gov.in> are invited from the eligible bidders for Selection of an Agency for Deployment of Social Media Management & Content Generation for DGP Office, Bhubaneswar by Odisha Police during the current financial year 2024-25 as per the schedule mentioned below.

Sl. No.	Name of the Items
1.	RFP for Selection of an Agency for Deployment of Social Media Management & Content Generation for DGP Office, Bhubaneswar

Sl. No.	Particulars	Date	Time
1	Date & Time of release of bid	18.11.2024	05:00 PM
2	Last Date & Time of online bid submission	03.12.2024	05:00 PM
3	Date & Time for online Technical bid opening	04.12.2024, 5:00 PM	
4	Date of presentation of solution of e-tender / Technical Bid evaluation	To be informed to the participated bidders	
5	Date of Price bid opening	To be informed to the qualified bidders.	
6	Venue	State Police Hdqrs., Cuttack, Buxi Bazar, Odisha	
7	Earnest Money Deposit (EMD) (Refundable)	50,000/- (Rupees Fifty Thousand) only (T) NEFT as per appendix-XIII clause-F.	

The bid document with all information relating to the bidding process including cost of bid document, Prequalification criteria and terms & conditions are available in the websites: <https://tendersodisha.gov.in> The Authority reserves the right to accept / reject any part thereof or all the bids without assigning any reason thereof.

**A.I.G. of Police (Provisioning,
Cuttack, Odisha
(Tender Calling Authority)**

3. Instruction to the Bidders

1. The Odisha Police –Odisha Police (Tender Inviting Authority) is a Govt. organization working under Home Department, Govt. of Odisha.
2. The bid documents published by the Bid Inviting Officer (Procurement Officer Publisher) in the e-procurement portal <https://tendersodisha.gov.in> will appear in the “Latest Active Tender”. The Bidders/ Guest Users can download the Bid documents from 18/11/2024 and submit it online from 19/11/2024, 05.00 PM to 03/12/2024, 5.00 PM after which the same will be removed from the list of “Latest Active Tender”.

3.1 PARTICIPATION IN BID

3.1.1 PORTAL REGISTRATION:

The bidder intending to participate in the bid is required to register in the e-procurement portal using an active personal/official e-mail ID as his/her Login ID and attach his/her valid Digital signature certificate (DSC) - Class II or III to his/her unique Login ID. He/ She has to submit the relevant information as asked for about the bidder. The portal registration of the bidder is to be authenticated by the State Procurement Cell after verification of original valid certificates/documents such as (i) PAN and (ii) Registration Certificate (RC) / GST Certificate (for Procurement of Goods) of the concerned bidder. The time period of validity in the portal is co terminus with validity of RC/ GST. Any change of information by the bidder is to be re-authenticated by the State Procurement Cell. After successful authentication, bidder can participate in the online bidding process.

3.1.2 LOGGING TO THE PORTAL:

The Bidder is required to type his/her Login ID and password. The system will again ask to select the DSC and confirm it with the password of DSC as a second stage authentication. For each login, a user's DSC will be validated against its date of validity and also against the Certificate Revocation List (CRL) of respective CAs stored in system database. The system checks the unique Login ID, password and DSC combination and authenticates the login process for use of portal.

3.1.3 DOWNLOADING OF BID:

The bidder can download the bid of his / her choice and undertake the necessary preparatory work off-line and upload the completed bid before the closing date and time of submission.

3.1.4 CLARIFICATION OF BID:

The registered bidder can ask questions related to the online bid in the e-procurement portal before the pre-bid meeting. The Odisha Police Headquarters, At-Buxi Bazar, Cuttack, (Email – aig-prov.odpol@gov.in) will clarify queries related to the bid. Through e-mail by the e-mail ID: aig-prov.odpol@gov.in and Contact No. 0671-2339517 or State e-Procurement cell help desk 1800-3456765, 0674-2530998 for assistance in this regard.

3.1.5 PAYMENT OF COST OF BID DOCUMENTS:

The detail guideline for payment of Cost of Bid Document is mentioned at General Condition of contract

3.1.6 SUBMISSION AND SIGNING OF BID

The detail guideline for submission of & signing of bid is mentioned at General Condition of Contract

Note : For management of space the bidders can serially arrange their scanned documents as per Annexure 1,2(all pages should be signed by authorized signatory with seal and then to be scanned) and create two equalized PDF files and upload them to avoid any space constraint.

The **BOQ** file (Excel file) is to be uploaded in the **price bid**.

4. General Definitions & Scope of Contract

4.1 General Definitions

- 4.1.1 *Department* means Odisha Police under Home Department, Government of Odisha.
- 4.1.2 *Government* means Government of Odisha.
- 4.1.3 *Bid / Tender Inviting Authority* is the Odisha Police or authorized person of Odisha Police (A.I.G. of Police (Provisioning), Odisha, Cuttack, who on behalf of the User Institution/Government or the funding agencies calls and finalizes bids and ensure supply, installation and after sales service of the equipment's procured under this bid document.
- 4.1.4 *Tender Evaluation Committee & Technical Committee* are Committees authorized by the D.G. & I.G. of Police, Odisha, Cuttack to decide on the purchase of the items to be procured by the Odisha Police.
- 4.1.5 *User Institutions* are the Odisha Police under Home Department, Govt. of Odisha for which the items under this bid is procured.
- 4.1.6 *De-recognition/ Debarment* – the event occurring by the operation of the conditions under which the bidders will be prevented for a period of 3 years from participating in the future bids of Tender Inviting Authority, more specifically mentioned in the Specific Conditions of Contract and General Conditions of Contract of this bid document, the period being decided on the basis of number of violations in the bid conditions and the loss/hardship caused to the Tender Inviting Authority on account of such violations.

5. Background & Objective

- a) Building a positive identity of Odisha Police among the people of the state of Odisha and the country at large.
- b) Creating Knowledge and Awareness about any crime and criminals in the society through social media.
- c) Creating a medium for Community Policing and Preventive Policing.
- d) Building a strong partnership with citizens, media, and civil society for creating awareness and spreading knowledge about Good Work done by Odisha Police.
- e) Effective use of social media for enhanced outreach, improving the efficiency and management of positive perceptions about the police organizations by connecting with the citizens through social media channels.
- f) Assisting Odisha Police in using the social media channels or platforms effectively to present policing achievements to the citizens.
- g) To use social media to receive grievance/ feedback, improve services and efficiency of Police to the citizens.
- h) Help Odisha Police in collecting intelligence through social media about Crimes, Criminals, Current Trends and any other relevant information.
- i) Guide, Advise and Train the social media Cells of District Units, and other Wings of Odisha Police.

6. SCOPE OF WORK:

Below given points is the list of proposed activities that the DGP Camp Office authority desires from the Agency to execute. The scope of work includes but is not limited to the following:

6.1 Strategy Formulation:

The agency will formulate a result oriented comprehensive social media promotion strategy.

6.1.1 Creation and management of Social Media Platforms:

- a) The agency shall create and subsequently maintain the official WhatsApp, Facebook Page, X (Twitter) Profile, YouTube Channel, and Instagram including any other social media platform of DGP Office during the course of contract and hence set up a complete social media networking management system 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 creative content of different schemes, success stories and guidelines. The content includes but not limited to banners, videos, info graphics, graphics 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 the DGP Office.
- d) Social Media Account will be verified/ authenticated by the agency as per the norms of respective platforms.

6.2 Content Generation:

- a) The agency would be responsible for enhancing reach of messages such as Scheme Benefits, Innovations, Initiatives and other activities on various social media platforms through non-paid media so that the content would reach to the last mile on internet domain in real time basis.
- b) Regularly upload posts on chosen media platforms.
- c) While creating content, platform limitation should be given due care (e.g., 140-character limitation on X(Twitter), image guidelines on Face book/ Instagram etc.).
- d) Compilation and coordination of news, events and community involvement postings within social media.
- e) Select and upload images that increase curiosity and engagement amongst people/ beneficiaries.
- f) Design creative piece in accordance with campaigns and adapt them to platforms.
- g) To devise an extensive social media campaign strategy to assist DGP Office for management of its social media presence and effectively communicate with citizens.
- h) To devise a content calendar and strategically lay down all the posts to be made in the official social media pages.
- i) Curate topics on relevant (#) Hash tags on digital platforms.

6.3 Response Management

- a) The agency shall provide accurate, complete, polite and prompt feedback mechanism to users via social media platforms. The agency shall gather inputs from users and respond back to their requests, queries, suggestions etc. and also pass onto authorized officials of DGP Office on regular basis.
- b) The agency would also moderate the sites to avoid spam, advertisements and inappropriate content.
- c) The agency is also expected to track social media networks for relevant and related key words and respond to the min a big way to initiate positive conversations on social media sites.

6.4 Monitoring and Reporting

- a) Tracking conversations, links and blogs about DGP Office and issues/topics relating thereto.
- b) Tracking sentiments—Positive, Neutral or Negative.

- c) Reporting any discrepancy in sentiments.
- d) Channelizing and drafting a plan to work out and neutralize negative sentiments.
- e) Submit "Effectiveness Analysis Reports" to DGP Office on a weekly basis, as required.

6.5 Other Terms and Conditions

6.5.1 Team Composition

Agency would deploy a team of five professionals at the DGP office. They would include:

- a) Social Media Manager.
- b) Content writer
- c) Graphics Designer
- d) Still Photographer
- e) Video Cameraman

6.5.2 Equipment's

- a) Agency would provide all necessary equipment's needed for the social media team resources like Nikon/Canon professional still camera, Canon/Sony 4K video camera, drone camera, graphics editing system, Computer Desktops/Laptops, Sound Equipments, Lights etc.
- b) The above team and resources would handle the social media platforms of Odisha Police and would generate content.
- c) A separate exclusive room and sitting arrangement needs to be provided by the Dept. in the DGP Office for the social media team.

6.6 Qualification and Requirement of Team

Sr. No.	Key Personal	Minimum Qualifications and Experience	Roles and Responsibilities
1	Social Media Manager (1 No.)	<ul style="list-style-type: none"> ▪ PG Diploma in Branding or Communications/MBA (Marketing & Branding) Social work / journalism/digital marketing or related areas / At least 10 years' experience in the relevant field in any reputable state/national level organization. ▪ Preferred experience in branding, communication, outreach activities related to public services. ▪ He/ She should be well versed in identifying markets and designing appropriate promotion and other communications techniques to reach them. 	<ul style="list-style-type: none"> ▪ Overall coordination with the Police Department for the communication cell ▪ Assist in Development of Branding and communication strategy for the police department followed by execution of the strategy. ▪ Handles the digital, social, and print media for the Police Department ▪ Conducts / handles / monitors promotion and outreach programs of the Police Department ▪ Responsible for Grievance Redressal and Knowledge Management
2	Content Writer (1 No.)	<ul style="list-style-type: none"> ▪ Masters or equivalent in Mass Communication/ Journalism/ PG Diploma in Branding or Communications/MBA (Marketing & Branding)/ At least 7 years' experience in the relevant field in any reputable state/national level organization. 	<ul style="list-style-type: none"> ▪ Handles the Public relation activities of the Police Department including Press Release, Press Conference, media handling ▪ Monitor and manage all the external communication on behalf of the Police

		<ul style="list-style-type: none"> ▪ He/ She should have at least 5 years of experience in Branding and Communication related work in government/ private agencies. 	<p>Department</p> <ul style="list-style-type: none"> ▪ Verify and approve all the content related to the Police Department before publishing it in press or electronic or digital or social media. ▪ Coordinate with different stakeholder for content generation. ▪ Manage and maintain the core content of the official website and other social media handles.
3.	(Graphical Designer (1 No.)	<ul style="list-style-type: none"> ▪ Bachelor's degree in graphic design, Fine arts, or PG Diploma in Branding or Communications / MBA (Marketing & Branding) equivalent field/ At-least 5 years of relevant experience in designing, Print Media, storyboarding, Illustrations, Print Media & Logo Design in any reputable state/national level organization. 	<ul style="list-style-type: none"> ▪ Developing concepts, graphics and layouts for product illustrations, Infographics, and websites. ▪ Working with team members, briefing, and advising them regarding design style, format, print production and timescales. ▪ Work with a wide range of media and use graphic design software ▪ think creatively and develop new design concepts, graphics, and layouts. ▪ Developing concepts, graphics, and layouts for Content on knowledge and awareness.
4.	Still Photographer (1 No.)	<ul style="list-style-type: none"> ▪ Diploma or degree in Photography, Visual Arts, Communications, or a related field. ▪ Experience: Minimum of 2-3 years of experience as a professional photographer, preferably in public relations, government, or media sectors. ▪ Technical Skills: Proficiency in digital photography, including knowledge of DSLR cameras mirror less camera, lighting, and editing software (e.g., Adobe Photoshop, Lightroom). ▪ Creative Vision: Strong understanding of composition. ▪ Communication Skills: ▪ Attention to Detail: High attention to detail in capturing and editing images 	<ul style="list-style-type: none"> ▪ Photography Coverage: Capture high-quality images during official events, public programs, press conferences, community engagement activities, and other departmental initiatives to document and highlight Odisha State Police activities. ▪ Photo Documentation: Ensure comprehensive photo documentation of training sessions, ceremonial occasions and significant public events. ▪ Editing and Post-Processing: Edit and retouch photos to meet the standards and requirements for publication across various platforms, including social media, websites, and print media. ▪ Collaboration with PR Team: Work closely with the Public Relations team ▪ Content Curation: Maintain an organized photo archive for easy access and retrieval, tagging and categorizing images for efficient use in future publications and PR materials. ▪ Storytelling through Imagery: Capture compelling images that tell a story, showcase police-community engagement, and highlight the dedication of officers in ensuring public safety. ▪ Compliance and Privacy: Ensure all photographs are taken in compliance

			with Odisha State Police policies, respecting privacy, security, and ethical considerations.
5.	Video Cameraman (1 No.)	<ul style="list-style-type: none"> ▪ Diploma or degree in Video Production, Media, or a related field. ▪ Experience: 2-3 years in videography, preferably in public relations or media. ▪ Skills: Proficient in video editing software (e.g., Adobe Premiere), strong visual storytelling, and adaptability. 	<ul style="list-style-type: none"> ▪ Capture Video Content: Film official events, community programs, and press conferences to showcase Odisha State Police activities. ▪ Video Production: Edit and produce video content for platforms like social media and the police website. ▪ Collaboration: Work closely with the PR team to plan video projects that align with department goals. ▪ Equipment Management: Set up and maintain video and audio equipment for shoots. ▪ Organize Footage: Archive video content for easy access and reuse.

Note : Bidders must submit the CV of all the team members in the format as prescribed in Annexure 4. It must be noted that the supporting documents like Educational Qualification certificates and Experience letter must be attached along with the CV

7. Duration of Project

The contract will be valid for 3 years from the date of effectiveness of the contract. Based on successful completion of 3 years. The tenure of the contract may be extended with same terms and conditions of the proposal for next 2 years.

8. Deliverable

- a) The Social Media team in Consultation with DGP/ADGP on daily basis would post at least one or two relevant post in social media.
- b) The post would contain Graphics/info Graphics/Photos etc.
- c) The Team would shoot almost on a daily basis video reels/audio visual content/interviews and post in social media.
- d) The team would give a monthly report of deliverable along with payment invoice.

9. Manpower & Office Set-up

- a) A dedicated team of professionals (as required for this assignment) having prior relevant experience should be deployed at DGP Office. A dedicated Office space will be provided with in the DGP Office Building to the agency along with office infrastructure.
- b) Also, the Agency shall engage adequate experienced off-site support team for on-time delivery of the activities outlined in the Scope of work.
- c) The logistic requirements like vehicle, Laptop, digital camera, digital camcorder, Drone Camera (as & when required) tripods, Gimbal, voice recorder, Mac VGA connector cables, SD card readers etc. to be arranged by the agency.
- d) The team to work beyond their working hours and days if DGP Camp office desires so, considering the work load and deadline to complete the assigned work.

10. Evaluation of Bid

Selection may be done on QCBS method at 80: 20 technical and financial score basis. Selection and mark allotment may be made on the following basis:

- a) Technical weightage should be 80% and financial weightage 20%.
- b) The firm must have a local registered office in Bhubaneswar or Cuttack.

SI No.	Criteria	Maximum Marks
1	The agency average annual turnover of last three financial years (2021-22, 22-23 and 23-24) should be minimum Rs 50 Lakhs. <ul style="list-style-type: none"> ▪ Up to Rs. 50 Lakhs-05 Marks ▪ Rs. 50 Lakhs to 1 Crore- 10 Marks ▪ Above Rs.1 Crore- 15 Marks 	15
2	The agency should have experience in handling social media & Audio Visual content generation and must be empanelled (Audio Video Agency) in I&PR dept govt. of Odisha. Related Work orders Last 3 Financial years <ul style="list-style-type: none"> ▪ 10-20 nos. of Work orders- 05 marks ▪ 20-30 nos. of Work orders-10 marks ▪ 30 nos. or Above Work orders- 15 marks 	15
3	Empaneled in DAVP Govt. of India as audio video agency.	05
4	Any govt. conducted audio visual content film award certificate in the last 10 years	05
5	Approach, Methodology and Work plan (Submission & Presentation)	60

10.1 Technical Bid Evaluation

- a) The highest evaluated Technical Proposal (TM_1) shall be given maximum Technical Score (Ts) of 100 on the parameter mentioned in table above . The formula for determining the Technical Scores (Ts) of all other proposals is calculated as following:

$$Ts = 100 \times T_1 / TM_1$$

“Ts” is the Technical Score, “ T_1 ” is the highest Technical Score given, and “ TM_1 ” is the Technical Score of the proposal under consideration.

10.2 Commercial Bid Evaluation

- a) **Financial Score (Fs):** The lowest financial proposal will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:

$$Fs = 100 \times FM_1 / F_1$$

(F_1 =amount of Financial Proposal as proposed by the bidder; FM_1 =Lowest financial quote)

10.3 Combined and Final Evaluation:

Proposals will finally be ranked according to their combined technical (Ts) and financial (Fs) scores as follows:

$$S = (Ts \times Tw) + (Fs \times Fw)$$

(Where S is the combined score, and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal that shall be 0.80 and 0.20 respectively) The selected Applicant shall be the First Ranked Applicant (having the highest combined score).

11. Performance Security

The Bidder shall be submitting the Performance Security equivalent to 5% of the agreement value in the form of a Bank Guarantee

12. Conflict of Interest

Conflict of interest exists in the event of conflicting assignments, typically monitoring and evaluation of the mandate being executed by the selected bidder in the future.

13. Anti-corruption Measure

- a) Any effort by Bidder(s) to influence the Authority in the evaluation and ranking of commercial proposals, and recommendation for award of contract, will result in the rejection of the proposal.
- b) A recommendation for award of Contract shall be rejected if it is determined that the recommended bidder has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question.
- c) In such cases, the Authority shall blacklist the bidder either indefinitely or for a stated period of time, disqualifying it from participating in any related bidding process for the said period.

14. Language of Proposals

The proposal and all related correspondence exchanged between the bidder and the Authority shall be written in the English language.

15. Legal Jurisdiction

All legal disputes between the parties shall be subject to the exclusive jurisdiction of the Courts in Cuttack only.

16. Replacement of Key Personnel

The team shall be deployed full time on the project at DGP office. The team to be deployed under this contract must be dedicated in nature. However, the Authority reserves the right to request the Agency to replace the assigned personnel if they are not performing to a level of satisfaction. After written notification, the agency will provide CV of appropriate candidates within Fifteen (15) days for review and approval.

The Agency must replace the personnel within thirty (30) working days from the date of approval of replacement. If one or more key personnel become unavailable / leaves the project for any reason midway under the contract, the Agency must notify the Authority and obtain the approval prior to making any substitution. In notifying the Authority, the agency shall provide an explanation of circumstances necessitating the proposed replacement and submit justification and qualification of replacement personnel in sufficient detail to permit evaluation of the impact on the engagement. Acceptance of a

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replacement person by the Authority shall not relieve the agency from responsibility for failure to meet the requirements of the contract.

Annexures

17. Annexure 1 : Technical Bid Format

Technical Bid Format

(To be submitted in Technical Bid Envelope)

The documents have to be arranged serially as per order mentioned below:

1	Name of the Firm/Company	
2	Name of the Authorized Signatory and Designation	
3	Address & Contact Details	
4	E-mail ID	
5	Registration Details: Company / Firm	Certificate of Incorporation/ Registration PAN Card GST Registration Certificate Bank Account & RTGS details
6	Experience in similar field	Work order/ Contract Agreement Copy Filled up for per Annexure-B
7	Annual average turnover of Rs. 25 Lakhs (Twenty five Lakhs) in the last three financial years(i. 2021-22, 22-23 and 23-24)	Annual Turnover Statement certified by Chartered Accountant as per Annexure-B. Filed IT return of last 3years
8	Details of Quality work plan to deliver on the engagement as per the scope of work in terms of achieving Goals and objectives	To be Submitted
9	The Firm/ Agency should not have been blacklisted/banned by Central/State Govt.& PSU/ CPSEs	Self-certification on furnished with 20 rupees stamp paper
10	Submission of undertakings for Bid terms & conditions acceptance.	To be submitted on the Letter Head

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11	Non-refundable RFP Document Fee of Rs.-5,00/-	Demand Draft
12	Earnest Money Deposit (EMD) of Rs.50,000/-along with Offer Document.	Demand Draft

Place:

Date:

Bidder's Signature

18. Annexure 2: Summary of Technical Capability

(To be submitted in Technical Bid Envelope)

Name of the Assignment	Name/ Address of the Organization	Date of Award of Assignment	Value of Work Order In Rs.

Note: Please furnish the Work order/Contract Agreement copy only in support of the information mentioned above.

Place:

Date:

Bidder's Signature

19. Annexure 3: Financial Capability of Bidder/Agency Annual

Turnover Statement (To be signed by Certified Chartered Accountants)

(To be part of Technical Bid Envelope)

The Average Annual Turnover for the last three financial years of M/s _____ Are given below and certified that the statement is true and correct.

Year	Annual Turnover in Rs.	Average Annual Turnover
2021-22		
2022-23		
2023-24		

Average annual turnover for the above three years in Rs. (In words) _____

Date:

Signature of Auditor/

Chartered Accountant

Place:

Name:

Seal:

20. Annexure 4: CV format for Team

(To be part of Technical Bid Envelope)

Position Title	{e.g., K-1 Social Media Manager}
Name	{Insert full name}
Date of Birth:	{day/month/year}
Country of Citizenship/Residence	

Education

Course	Period	Name of the Institute/ University

Employment record relevant to the assignment: {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment. Past employment that is not relevant to the assignment does not need to be included.}

Period (MM-YYYY to MM-YYYY)	Employing organization and your title/position.	Country

Certifications/ Membership in Professional Associations

Membership/Certifications Details	Period

Language Skills (indicate only languages in which you can work)

Language	Read	Write	Speak

Adequacy for the Assignment:

Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks

Name of the Assignment:

<p>Location:</p> <p>Duration: MM-YYYY to MM-YYYY</p> <p>Client:</p> <p>Main Project Features:</p> <p>Position Held:</p> <p>Activities Undertaken:</p>
<p>Name of the Assignment:</p> <p>Location:</p> <p>Duration: MM-YYYY to MM-YYYY</p> <p>Client:</p> <p>Main Project Features:</p> <p>Position Held:</p> <p>Activities Undertaken:</p>

Contact information:
E-mail: _____
Phone No.: _____

Certification:
 I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Authority.

		{day/month/year}
Name	Signature	Date
		{day/month/year}
Name of the Authorized Representative	Signature	Date

21. Annexure 5: Template of financial bid

(To be submitted in Financial Bid Envelope)

SI No.	Description of Item	Per Month(Rs.)
1	Cost of social media management team including social media Manager, graphic designer, content writer & Required Deployment of Equipments.	
2	One dedicated team for Social media content generation inside Bhubaneswar including one still photographer, One Videographer for audio video content generation on daily basis, editing of final content to be done. Deployment of Necessary Equipments for content Generation.	
	Total	

Note:

1. Audio video content generation outside Bhubaneswar to be done separately at approved I&PR rate.
2. The quoted rates shall be inclusive of Salary, Wages, TA/DA, Logistics, Equipments etc. to the staff deployed for the job by the agency/ bidder and training by the Agency/ Bidder.
3. All Quoted rate are Exclusive GST.

Date:

Place:

Bidder's Signature

22. Annexure 6 : Format for Pre-Bid Queries

Name of the Bidder				
Name of the Sender				
Designation				
Sr. No.	Page no.	Clause Reference	Clause Description	Modification/ Clarification required