

Tender for Selection of
Creative Agency for Handling & Managing
Twitter & Social Media Account

April, 2022



NATIONAL MINORITIES DEVELOPMENT & FINANCE CORPORATION
1ST FLOOR, CORE-1, SCOPE MINAR, LAXMI NAGAR, DELHI.
www.nmdfc.org

Uploaded on Website of NMDFC 13TH April, 2022
Last Date for Submission of Bids up to 16.00 Hrs on 25.04.2022

Details about Tender: Tender Notice No. 315

Department Name	:	National Minorities Development & Finance Corporation (NMDFC)
Address	:	The Assistant General Manager (Projs), NMDFC, 1st Floor, Core-1, Scope Minar, Laxmi Nagar, Delhi-110092. Phone: 91-11-22441438, 22441453.
Name of Work	:	Engaging Agency for Handling & Managing Twitter & Social Media Account of NMDFC for a period of Six Months. Extendable for another 6 months onr more based on assessment of performance.
Tender Currency Type	:	Single, Joint Venture/Consortium not permissible.
Tender Currency Settings	:	Indian Rupee (INR)
Expected Monthly Retainer Fees	:	Rs.3.00 lacs
<i>Amount Details</i>		
Bid Processing Fee	:	Rs.1,500/- in form of Demand Draft (Non Refundable)
Processing Fee Payable to	:	Non-refundable DD in favour of "National Minorities Development & Finance Corporation"
EMD (INR)	:	Rs. 1.00 lac (Rupees One Lac only). Agency registered under MSME are however exempted from submitting EMDs. Kindly submit supporting documents for seeking exemptions.
EMD in favour of	:	(Rupees One lac only) by DD or Bank Guarantee in favour of "National Minorities Development & Finance Corporation" from any Nationalised Bank. Bank Guarantee should be valid for a period of 180 days from the date of opening of Bid.
<i>Tender Dates</i>		
Bid Document Downloading Start Date	:	13/04/2022
Bid Document Downloading End Date	:	22/04/2022 at 17.00 hrs
Last Date & Time for Submission of Bid.	:	25/04/2022 at 16.00 hrs
Date of Tender opening	:	25/04/2022 at 16.30 hrs
Bid Validity Period	:	90 days from opening of price bid
Submission of related documents, etc.	:	Submission of EMD, Bid Processing Fees, Technical Bid and Financial Bid along with other Documents from 18/04/2022 at 15.00 hrs. upto 25/04/2022 at 16.00 hrs in the office of NMDFC, 1st Floor, Core-1, Scope Minar, Laxmi Nagar, Delhi - 110092.
Remarks	:	<p>Tenders will be opened on 25th April, 2022 at 16.30 hrs. Representatives of the bidders are invited to attend the bid opening meeting. As part of Technical Bid, the bidders will submit the detail about the Agency, experience of having handled similar high profile work in the past for Government Department/PSUs, detail of work executed bringing out the creativity & content uploaded onto the Social Media platforms, Financial Turnover, Employees Associated with the Agency & their Relevant Experience, etc. The Bids that are found to be responsive after Technical Evaluation would be invited to make presentation about their past experience before the Tender Evaluation Committee on 27th April, 2022 from 11.00 AM onwards. Time slot in respect of individual bidders whose bid has been found to be responsive will be indicated by NMDFC separately.</p> <p>Thereafter, Financial Bids of only those Bidders will be opened on 28.04.2022 at 11.00 Hrs who have scored 80 marks of more at Technical Evaluation Stage. The final date & time will be intimated by NMDFC separately. Representatives of bidders are invited to attend the Financial Bid opening meeting. The selection will be based on Two Stage CQCBS method and the work will be awarded to bidder with the Highest Score.</p> <p>In case of any clarification, the bidders may contact Sh. K. Sudesh, Dy. Gen Manager (Finance), NMDFC at 22441438.</p>

INVITATION FOR LIMITED TENDER

National Minorities Development & Finance Corporation (NMDFC) under Administrative control of Ministry of Minority Affairs, GOI incorporated u/s 25 of Companies Act, 1956 (now section 8 under companies Act, 2013) working for the Socio-Economic Development of targeted National Minorities. NMDFC extends concessional credit to the members of the target Minority Communities for setting up of Income Generation Activities.

NMDFC is inviting Bids from Eligible, Experienced & Qualified firms with Sound Technical & Financial Capabilities for handling & managing the Twitter & Social Media Account of NMDFC. The Qualifying Agency shall be engaged for a period of 6 months as per the Scope of Work given in the following section. If performance is satisfactory, NMDFC may extend the contract each for a period of 6 months on same terms & conditions, subject to review of performance on each occasion. This invitation to Bid is open to all the bidders who meet the following Minimum Eligibility Criteria:-

- a). The Bidder should have a minimum average turnover of Rs. 5.00 Cr. for the last 3 financial years (2018- 19, 2019-20& 2020-21).
- b). The Bidder must have an office in Delhi / NCR.
- c). The Bidder must have completed at least 5 Government of India Projects in branding/PR/Digital marketing/social media marketing starting from 2017-18 till date.
- d). The Bidder must have ISO 9001-2015

As part of the Technical Bid, the bidder must submit documents as proof for meeting the eligibility criteria. Detailed terms and conditions are prescribed in the Tender Document, which can be downloaded from the website "<http://www.nmdfc.org>". The bidder can approach NMDFC for any clarification with regard to submitting its bid up to 22.04.2022.

Bidder has to submit hard bound document duly numbered. Loose documents shall be out rightly rejected. The Tender should be submitted in the following manner:-

- a). The First Envelope should contain the Bid Processing Fee of Rs.1,500/-(Non Refundable) & EMD of Rs. 1.00 lac (Rupees One Lac only) in form of Demand Drafts/FDs drawn in favour of "National Minorities Development & Finance Corporation" payable at Delhi or Bank Guarantee in prescribed format with validity of 180 days from the date of opening of bid. EMAs registered under MSME are however exempted from submitting EMD. However their request is to be supported by requisite documents.
- b). The Second Envelope should contain the Technical Bid in sealed envelope complete with Detail about the Agency, Proof of meeting Eligibility Conditions, Detail of Work Undertaken in the Past bringing out the Experience & Creativity of the bidding agency.
There should be no mention of the prices in the Technical Bid Document. Filling up/Disclosing prices in Technical Bid document will disqualify the Bidder. Original printed document with signature & seal of the submitting company shall be considered as authentic.
- c). The Third Envelope should contain the Financial Bid only. Services offered should be strictly as per specifications mentioned in this Tender Document.

The first, second & third envelopes should be enclosed in a larger envelope duly sealed. All pages of the offer must be signed, sealed & numbered. The bids complete in all respect must be submitted through Speed Post/Courier and also by hand by depositing in the Tender Box kept at the reception in the corporate office of NMDFC. Any delay for what-so ever reason shall not be entertained by NMDFC.

Scope of work

The Scope of Work for the agency is not limited but would include the following:

1. Formulation of Social Media Strategy

The successful bidder would have to operate in tandem with officials of NMDFC and shall take the responsibility of devising the communication strategy for social media handle.

2. Social Media Management

The successful bidder shall take care of the social media management across different platforms like Facebook, Twitter, Instagram, linkedin, etc.

Channel	Details	Monthly Frequency
Twitter	Twitter will be the primary channel Drive a content calendar and create engaging posts on a monthly basis Supplemented by good RTs	At least 30 tweets/posts
Facebook	Posts to be replicated on Facebook Use of Facebook features such as Stories	At least 25 posts
Instagram	Posts to be replicated on Instagram Use of Instagram features such as Stories	At least 25 posts
Linkedin	Posts to be replicated on LinkedIn Use of LinkedIn features such as Stories	At least 20 posts
Total		At least 100Tweets/Posts

3. Content & Creative

The selected agency needs to proofread all the copies including the copy approved by NMDFC or any third party appointed by the NMDFC and ensure that all such materials have been reviewed and approved through the review process communicated by authorised official in the NMDFC.

Additional Creatives:-

Total No. of Creatives (posters, banners, infographics)–5 per month

Total No. of Videos (30 secs each) from available footage and photos– 5 month

INSTRUCTIONS TO THE BIDDERS

I. PROPOSED PROJECT

NMDFC is inviting Bids on from Eligible, Experienced & Qualified firms with sound Technical & Financial Capabilities for handling & managing the Twitter & Social Media Account OF nmdfc. The Qualifying Agency shall be engaged for a period of 6 months. If performance is satisfactory, NMDFC may extend the contract each for a period of 6 months on same terms & conditions, subject to review of performance on each occasion.

II. REJECTION OF BIDS

The Bid will be considered Non Responsive & summarily rejected in case it does not fulfil any one or more of the following conditions:-

- a). If Bid processing fees is not enclosed.
- b). If EMD is not provided by the bidder.
- c). If the bidder tries to put any influence.
- d). If the bidder furnished false information.
- e). If the Authorised Signatory has not signed with official seal on all pages of the bid document.
- f). Any bid received after the bid due date/time prescribed in the Tender Document.
- g). Any bid indicating conditions beyond those indicated in this Tender Document i.e. conditional bid shall be rejected.
- h). If Price is indicated in the Technical Document.
- i). Bids shall remain valid for 90 days after the date of Bid opening prescribed by NMDFC. A Bid valid for a shorter period shall be rejected as non-responsive.

III. CRITERIA FOR SELECTION

The selection of Agency will be through Composite Quality cum Cost Based System (CQCBS). The weightage for Technical Criteria (based on presentation) will be 70 while Financial Criteria will be 30. The agency who quotes lowest in the financial bid shall be given 30 marks. The financial quotes of other bidders shall be computed as follows
(L-1 divided by Lx) multiplied by 100 wherein X is the bid quoted by L 2, L3, L 4.

a. Composite Score:-

Composite Score of the Bidders shall be worked out as under:

Bidder's Scores		Weightage	Weighted Score
(A)	Technical Score	70	
(B)	Financial score	30	
Composite Weighted Score of the Bidder (A+B)			

b. The Technical Evaluation shall be based on the presentation made by the bidder before the Tender Evaluation Committee (TEC) based on the scope of work. The past experience of the agency, creative social media content, public response/followings of content uploaded on Social Media platform, detail of manpower teams may also be indicated during presentation. The soft copy of the presentation may also be given to NMDFC after the presentation. **The TEC shall recommend for opening of Financial Bid of only those Bidders, whose Bid(s) have been found to be Responsive after Technical Evaluation and have scored at least 80 marks & more at technical evaluation stage.**

c. Financial Score

30 Marks

The financial bid is to be quoted in the prescribed format as at **Annexure-2**.

d. NMDFC reserves all the rights related to the opening, evaluation and cancellation of Bids without assigning any reasons thereof. In case of any ambiguity while comparing the rates offered by the bidders, NMDFC reserves all the rights to decide on the issue of identifying selected bidder.

e. Special Conditions for Evaluation

The Preferred Bidder would be selected as per criteria mentioned above. However, in the event that two or more Bidders secure exactly the same Composite Score, then NMDFC reserves the right to declare as Preferred Bidder whose Presentation Score is highest among such Bidders who have secured exactly the same Composite Score.

GENERAL TERMS & CONDITIONS

I. OTHER CONDITIONS:-

a). **Liquidated Damages:-** The work as listed in the scope of work should be completed as per the schedule provided by the NMDFC. Liquidated Damages will be applicable, in case of delay in completion of a specific job beyond the scheduled date/time of completion. Penalty would be applicable at the rate of 25% of the contract value for delay of each day, subject to maximum of 50% of the contract value. The penalty shall be recoverable from the Performance Guarantee provided by the agency. Further, if the agency fails to attend to the work despite reminders, NMDFC reserves the right to terminate the contract and get all the jobs completed through another agency of its choice. Any extra expenditure that NMDFC incurs for completion of the balance job/s through another agency on account of higher rates quoted by the new agency, will be recovered from the selected bidder's account or Performance Guarantee. Moreover, NMDFC shall also be entitled to all other legal proceedings as may be required for shortfalls in recovery.

b). Earnest Money Deposit (EMD)

- (i). The Bidder shall furnish, EMD of Rs. 1.00 lac (Rupees One lac only) in form of Demand Drafts drawn in favour of "National Minorities Development & Finance Corporation" payable at Delhi or Bank Guarantee in prescribed format with validity of 180 days from date of opening of bid. EMAs registered with MSME can avail exemption from submitting EMD provided their request is supported with requisite documents.
- (ii). No interest shall be paid on EMD.
- (iii). EMD of unsuccessful Bidders will be refunded within 30 days from the date of finalisation of Bidder to undertake the work.
- (iv). The successful Bidder's EMD will be discharged upon the Bidder signing the LOI/Agreement, and furnishing the Performance Bank Guarantee.
- (v). The EMD may be forfeited either in full or in part, at the discretion of NMDFC, on account of one or more of the following reasons:-
 - a) The Bidder withdraws their Bid during the period of Bid validity of 90 days.
 - b) Bidder does not respond to requests for clarification of their Bid.
 - c) Bidder fails to co-operate in the Bid evaluation process, and
 - d) In case of a successful Bidder, the said Bidder fails: to sign the Agreement in time; or fails to furnish Performance Guarantee.

c). Performance Guarantee

- (i). The selected bidder shall submit Performance Guarantee / Demand Draft equal to 10% of the contract price or as mentioned in the LOI to the Dy. Gen. Mgr, NMDFC at the time of signing of Agreement, in the given format, issued from any Scheduled Bank.
- (ii). The performance guarantee shall be valid for the period of contract and which will be released after successful and satisfactory completion of the exhibition.
- (iii). If the selected bidder fails to remit the performance guarantee, the EMD remitted by him will be forfeited and his bid will be held void.
- (iv). Format of Performance Guarantee will be provided to shortlisted bidder along with the LOI.

d). Payment Terms

The agency shall be paid monthly retainer fees on submission of bills. No advance shall be payable.

- e). NMDFC reserves the right to reject any or all the Bids without assigning any reason whatsoever.
- f). The bidder must comply with the terms and conditions of contract. No deviations shall be entertained.
- g). In case of any dispute, decision of competent authority will be final and binding.
- h). The bidder must furnish a declaration (**as per Annexure-4**) to the effect that it has not been blacklisted in the recent past by any Government Authority / Public Sector Organization etc.
- i). Consortiums & Sub-Contracting are not allowed for this engagement. In case of non-compliance of this condition, the contract may be cancelled and the damages, if any, may be recovered from the Contractor.
- j). NMDFC reserves the right to foreclose the contract at any point during the period of contract, after giving a 30 days' notice to the selected agency.
- k). **Intellectual Property Rights**
 - i. NMDFC/Ministry of Minority Affairs, GOI shall remain the owner of all the content conceptualized and created by the Bidder under this bid.
 - ii. All intellectual property rights in the content whether in tangible or intangible form shall belong to the NMDFC/Ministry of Minority Affairs and the Bidder has no right to assign, licence, sell, or use any content conceptualized and created under this bid and/or accompanying Master Service Agreement to any third party under any circumstances.
 - iii. All the content conceptualized and created by the Bidder whether in tangible or intangible form shall bear relevant copyright notices in the name of the NMDFC/Ministry of Minority Affairs, GOI.
 - iv. The Bidder shall take all such appropriate legal actions to safeguard violation of the NMDFC/Ministry of Minority Affairs intellectual property rights, if any.

I). Confidentiality

- a) The Bidder shall not use Confidential Information except for the purposes of providing the Service as specified under this contract;
- b) The Bidder may only disclose Confidential Information in the following circumstances:
 - i. with the prior written consent of NMDFC/Ministry of Minority Affairs; to a member of the Bidder's Team ("Authorized Person") if: the Authorized Person needs the Confidential Information for the performance of obligations under this contract;
 - ii. The Authorized Person is aware of the confidentiality of the Confidential Information and is obliged to use it only for the performance of obligations under this contract. The Bidder shall do everything reasonably possible to preserve the confidentiality of the Confidential Information to the satisfaction of NMDFC/Ministry of Minority Affairs.
- c) The Bidder shall notify NMDFC/Ministry of Minority Affairs promptly if it is aware of any disclosure of the Confidential Information otherwise than as permitted by this Contract or with the authority of NMDFC/Ministry of Minority Affairs.

II. Force Majeure

If at any time, during the continuance of this contract, the performance in whole or in part by either party of any obligations under this contract shall be prevented or delayed by reason of any war, or hostility, acts of the public enemy, civil commotion, sabotage, fires, floods, explosions quarantine restrictions, strikes, lockouts or act of God (herein after referred to as events) provided notice of happenings, of any such eventually is given by party either party to the other within 21 days from the date of occurrence thereof, neither

party shall be reason of such event be entitled to terminate this contract nor shall either party have any such claim for damages against the other in respect of such non-performance, or delay in performance, and deliveries under the contract shall be resumed as soon as practicable after such event may come to an end or cease to exist, and the decision of the NMDFC will be final and conclusive.

III. Arbitration

- (a) If a dispute of any kind whatsoever arises between the NMDFC and the bidder in connection with, or arising out of, the Contract or the execution of the works or after their completion and whether before or after the repudiation or other termination of the contract, including any disagreement by either party with any action, in action, opinion, instruction, determination, the matter in dispute shall be settled by arbitration in accordance with the Indian Arbitration and Conciliation Act, 1996 or any statutory amendment thereof.
- (b) The reference to arbitration may proceed notwithstanding that the works shall not then be or be alleged to be completed, provide always that the obligations of the NMDFC and the bidder shall not be altered by reason of the arbitration being conducted during the progress of the works. Neither party shall be entitled to suspend the works, payments to the bidder shall be continued to be made as provided by the contract.
- (c) Arbitration proceedings shall be held at Delhi and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English. The jurisdiction of the court will be Delhi.
- (d) The decision of the majority of arbitrators shall be final and binding upon both parties. The expenses of the arbitrator as determined by the arbitrators shall be shared equally by the NMDFC and the bidder. However, the expenses incurred by each party in connection with the preparation, presentation, etc., of its case prior to, during and after the arbitration proceedings shall be borne by each party itself.
- (e) All arbitration awards shall be in writing and shall state the reasons for the award.
- (f) Penalty/Liquidated Damages shall not fall under the Arbitration clause.

V). ANNEXURES (To be filled up and submitted by the bidders)

- a).Annexure-1 :-Technical Proposal Submission Letter
- b).Annexure-2 :- Financial Bid Format
- c).Annexure-3 :- Indemnity Undertaking
- d).Annexure-4 :- Declaration for Non Blacklisted/Non Banned

ANNEXURE-1

TECHNICAL PROPOSAL SUBMISSION LETTER

To: [Location, Date]

Dy General Manager (Fin)
National Minorities Development & Finance Corporation
1st Floor, Core-1, Scope Minar,
Laxmi Nagar, Delhi – 110 092.

Dear Sir:

We / I, the undersigned, offer to provide the services for undertaking the work of handling & managing Twitter & Social Media Accounts as per the Guidelines, Terms & Conditions mentioned in this Tender document.

We / I are/am here by submitting our Proposal, which includes the Technical Proposal & Financial Bid.

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

Thanking You,

Yours Sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

* Proposal should be submitted on the official letter head of the company

Form 1: Compliance Sheet as Proof for Meeting Eligibility Criteria:-

Sl. No.	Conditions	Documents to besubmitted	Reference Page no.
1	The Bidder should have a minimum average turnover of Rs. 5 Cr. for the last 3 financial years (2018-19, 2019-20 & 2020-21).	Statutory auditor's certificate & copy of audited balance sheets and profit and loss accounts.	
2	The Bidder must have an office in Delhi / NCR.	Self-Attested relevant document to be submitted along with the bid	
3	The Bidder must have completed, at least 5 Government of India Projects in branding/PR/Digital marketing/social media marketing starting from 2017-18 till date for any Government.	Self-attested PO or LoA or Contract or Work Completion Certificate	
4	The Bidder must have ISO 9001-2015	Supporting Document be enclosed	

Form 2: Particulars of the Bidder:

<u>S. No.</u>	<u>Bidder Details</u>	<u>Responses</u>
1	Name and address of the bidding Agency	
2	Incorporation status of the firm (public limited / private limited, etc.)	
3	Year of Establishment	
4	Date of registration	
5	ROC Reference No.	
6	Details of company registration	
7	Details of registration with appropriate authorities for service tax / GST	
8	Name, Address, email, Phone nos. and Mobile Number of Contact	

Form 3: Project Citation Format

Sr. No.	Items	Details
General Information		
1	Client Name	
2	Name of the contact person and contact details for the client of the assignment	
3	Start Date: MM/YYYY End Date : MM/YYYY	
4	Current Status (work in progress/completed)	
5	Number of staff deployed in the assignment	
6	Size of the project	
7	Total Cost of the project	
8	Period of contract	
9	Narrative Description of the Project	
10	Documentary Proof and necessary details	
Please attach the proof - Work Orders Certificates or Letter of Appointments etc with the credential only		

Bidder:

Signature -----

Name-----

Designation -----

Company Seal -----

Date -----

ANNEXURE -2

FINANCIAL BID FORMAT

Tender Document No. : _____

To:

[Location, Date]

Dy General Manager (Fin)

National Minorities Development & Finance Corporation

1st Floor, Core-1, Scope Minar,

Laxmi Nagar, Delhi – 110 092.

Dear Sir:

We / I, the undersigned, offer to provide the services for undertaking the work of handling & managing Twitter & Social Media Accounts as per the Guidelines, Terms & Conditions mentioned in this Tender document.

The detail price bid in prescribed format is enclosed herewith.

Thanking you.

Yours faithfully,

Signature of the Bidder with Seal

Form 1: Financial Proposal

Sr.	Item	Monthly Retainer Fee	No. of Months	6 Months Retainer Fee (exclusive of taxes)
1	Costing for Social Media Handling & Management		6	
	Total			

Total Fee for 6 months (excluding taxes) in figures = _____

Note:

- **All figures to be quoted in INR (Indian National Rupee)**
- **Financial bids indicating Total Annual Retainer Fee (excluding taxes) figure for all the deliverables and services specified in this bid document will be considered for commercial evaluation**

Payment to the Agency will be released after deduction of TDS as applicable.

Signature of the Bidder with Seal

ANNEXURE -3

INDEMNITY UNDERTAKING

I on behalf of M/s hereby agree and undertake that the bidder shall indemnify NMDFC/Ministry of Minority Affairs, GOI from and against any costs, loss, damages, expense, claims including those from third parties or liabilities of any kind howsoever suffered, arising or incurred inter alia during and after the Contract period out of:-

- a) any negligence or wrongful act or omission by the Bidder or the Bidder's Team or any third party associated with Bidder in connection with or incidental this Contract; or
- b) Any breach of any of the terms of the Bid as agreed, the Tender and this Contract by the Bidder, thesis' Team or any third party.
- c) Any infringement of patent, trademark/copyright arising from the use of related services or any part thereof.

I hereby declare that I am sole responsible on behalf of M/s.. for giving such declaration.

Name of Indemnifier Signature of Indemnifier

Stamp/Seal of the Indemnifier /Contractor

Annexure-4

UNDERTAKING

NON BLACKLISTED / NON BANNED PARTY

It is hereby certified that M/s_____ is not blacklisted/debarred by Govt. of India or its undertakings / any State Govt. or its undertaking or any other Govt. of India & State Govt. funding agencies / regulatory authorities / Statutory Body / Autonomous Body as on date.

M/s_____ is not involved in any major litigation that may have an impact or affect that may compromise the delivery of services as required by National Minorities Development & Finance Corporation (NMDFC) for handling and managing the Twitter and Social Media Account.

M/s_____ would immediately inform NMDFC in case of any change in the situation any time hereinafter.

For and on behalf of:
Signature of Authorized
Representative/ Signatory:
Name:
Designation:
(Seal)
Date
