

**INVITATION FOR EXPRESSION OF
INTEREST FOR EMPANELMENT OF
SOCIAL MEDIA AGENCY**



EOI should be submitted in the office of:

**Women Development Corporation Bihar,
Road No. 02, Daroga Rai Path,
Patna- 800001 (Bihar)
Tel.: 0612- 2506068, 2506078
Email: support.wdc@bihar.gov.in
Website: <http://www.wdc.bih.nic.in>**

EXPRESSION OF INTEREST FOR EMPANELMENT OF SOCIAL MEDIA AGENCY FOR WDC

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IMPORTANT DATES

Details	Important Dates
Date of advertisement	17.03.2021
Date of availability of EOI document on WDC website.	17.03.2021
Date, time & venue of pre submission meeting.	26.03.2021 10:00 AM
Last date for receiving vendor pre submission clarifications in writing.	26.03.2021 12:00 Noon
Date for hosting response to clarification on WDC website	01.04.2021
Last date and time for receipts of proposals	09.04.2021 12:00 Noon
Date, time & venue of opening eligibility criteria envelope	09.04.2021 12:30 PM
Contact Address: Administrative Officer, Women Development Corporation Bihar, Road No. 02, Daroga Rai Path, Patna-800001(Bihar), Tel.: 0612- 2506068 Email: support.wdc@bihar.gov.in , Website: http://www.wdc.bih.nic.in	

1. INVITATION OF EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT OF A SOCIAL MEDIA AGENCY FOR WOMEN DEVELOPMENT CORPORATION:-

- I. Women Development Corporation (WDC) invites sealed Expression of Interest ('the Application') from established and qualified Social Media Agency for developing Social Media Strategy for WDC.
- II. The agency must submit the EOI application, duly signed and stamped on all sequentially numbered pages.
- III. The applications must be submitted in sealed cover, super scribed "EOI for Empanelment of a Social Media Agency addressed to Women Development Corporation, Road N.2, Daroga Rai Path, R Block, Patna -800001.
- IV. WDC reserves the right to accept or reject, partially or wholly or any EOI application without assigning any reason whatsoever.

2. BACKGROUND:

The Women Development Corporation (WDC) has been mandated to implement state's perspective plan towards empowering women and adolescent girls in Bihar. As the nodal agency for empowering women, WDC came into being on November 28, 1991 and was registered under Society Registration Act, 1856. Its vision is to ensure overall survival, development, protection and participation of women and adolescent girls in the state.

The WDC has evolved in its vision and is currently implementing plans of action, programs and schemes for advancement of women and adolescent girls with the support of Civil Society Organizations, Community Based Organizations and professional and technical Agencies for achieving its mandate.

3. Principal objectives of the Department:

WDC has been mandated towards promoting socio-economic development and empowerment of women through-

- Education and awareness generation.
- Vocational training and employment.
- Entrepreneurship development programmes.
- Social Activities and Issues.
- Formation of Cooperatives.
- Skill up-gradation for women groups.
- Provide margin money support to women. Infrastructure development.
- Gender equality.

4. General Instruction of Bidding Process

- a) This invitation for bids is open to all Indian firms who fulfill qualification criteria as specified in the RFP.
- b) Breach of general or specific instructions for bidding, general and special conditions of contract with GoB or any of its user organizations during the past 3 years may make a firm ineligible to participate in bidding process
- c) Any Specific Company can submit only one bid, and a single company submitting more than one bid shall be disqualified and liable to be blacklisted.
- d) A firm will be selected under Quality cum Cost Based Selection (QCBS) Method as per procedures described in the Request of Proposal (RFP).

5. SCOPE OF WORK FOR AGENCY

A. GENERAL

- 5.1** Maintenance/Creation of Official accounts/pages of Women Development Corporation, Bihar on Twitter, Facebook, YouTube, Instagram and other relevant social media platforms which may emerge in the future.
- 5.2** Creation of relevant blogs and forums wherein the participation of targeted audience can be invoked.
- 5.3 New Look:** Give all Social Media Platforms a new look every month (if required) by putting up new creative features, theme lines, links etc.
- 5.4 Updates:** Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz, etc.
- 5.5 Engage with users:** Regularly organize online surveys, quizzes, contests on all platforms in consultation with the WDC.
- 5.6 Publicity:** Publicize all festivals, cultural events, National and International events suggested by WDC, using these social media platforms.
- 5.7 Query Management:** All queries received on all platforms which need not require inputs from WDC must be replied to within 24 hours and all queries which require a consultation with WDC should be answered within two working days.
- 5.8 Gate Keeping:** Moderation of all platforms in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- 5.9 Tagging:** Create relevant tagging & linkages of content on all platforms.
- 5.10 Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored.
- 5.11 Live Coverage of the Event:** Perform live coverage of select events through Live Tweeting, Facebook posts/live of the Event at various social media platforms of WDC.
- 5.12** Enhance audience engagement on all social Media channels through designing and implementing contests, campaigns & promotions, etc. for generating awareness of people on educational issues, generate buzz about WDC's activities and engage citizens over WDC initiatives.

- 5.13** Ensure through promotional activities that the viewership over social media site of the WDC increases substantially and increase its reach.
- 5.14** Ensure that significant posts made by the public on WDC's social networking site is monitored on a real time basis and is brought to the notice of the designated official through frequent e-mail reports.
- 5.15** Round the clock running of WDC's entities on the agreed upon social media sites, updating, analyzing social media trends, moderation and intervention as and when required.
- 5.16** To provide training, skill up-gradation and capacity building of the officers of WDC to handle social media sites through lecture, seminar, workshop, class room online teaching etc.
- 5.17** Should have credible contingency plan to effectively handle crisis and emergencies.
- 5.18** To ensure that viewing and uploading on the managed Social Media sites (i.e. Twitter, Facebook etc.) is smooth and uninterrupted.

B. Creative designing and repackaging:

- 5.19** Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of WDC's initiatives and programs.
- 5.20** Repackaging of the content (videos and photographs) into suitable formats (video packages and others).
- 5.21** Uploading of repackaged and creative content on various social media platforms such as Twitter, Facebook, and YouTube etc.
- 5.22** Above is to be done without any infringement of Intellectual Property Rights (IPR).
- 5.23** Quality writing skills to be ensured in such activities.

C. Enhancing reach of content on Internet and social media sites:

- 5.24** Agency would be responsible for enhancement of the reach of the messages and other activities of WDC on various social media platforms through non-paid means so that the content would reach to the last mile on internet domain on real time basis. The agency should have capability to multiply the reach of content and promote content organically on various social media platforms.
- 5.25** The agency should be able to develop interesting and innovative content, campaigns, competitions, so as to have proper communication strategy for various social media platforms to enhance the reach of content in real time basis.

D. Making the uploaded content viral / virility of content

- 5.26** Agency would be responsible to make the content appealing, with potential to go viral on the internet and other social media sites. This will make the initiatives, achievements of WDC to reach on various social media platforms to the last mile on internet domain in real time basis.

- 5.27 The agency should have capability to multiply the reach of content and promote content and make it viral, following fair and legitimate methods.

E. Performance Review

- 5.28 The agency will submit a suggested process of Performance Review on a quarterly basis. This will be appropriately and suitably amended (if required) by WDC and implemented.

F. Manpower Requirement

- 5.29 Project Manager Content Writer and Graphic Designer should have requisite qualifications & experience as mentioned in Eligibility Conditions. Graphic designer will be responsible for creation of Graphic design, online design, and visualization of Social Media platform of WDC.
- 5.30 Two persons (Content Writer, Graphics Designer) shall be assigned for day to day coordination during working hours and also during the emergent exigencies. Even before and after the working hour or during weekend and holidays. The Project Manager may monitor the team remotely but may have to visit HQ time to time as and when required.

G. Media Outreach

- 5.31 Project Manager and content writer will be also be responsible for media activities such as Press release drafting, Story generation, Story Publishing, Media interviews, Byline articles and branding of Department of Environment, Forest and Climate Change.

H. Roles and Responsibilities of WDC and its authorized agency(s)

- 5.32 Women Development Corporation (WDC) will facilitate all technical inputs and will work closely with the agency in the formulation and planning of the required activities.
- 5.33 Conduct project review meetings with the deployed team and monitor the implementation and overall progress of the project activities.
- 5.34 Provide direction to the deployed resources and enable them to achieve overall objective.
- 5.35 Provide periodic feedback.
- 5.36 Review and approve the payments to the selected agency as per quality services provided by the resources of the agency.
- 5.37 Provide TA/DA towards any travel of any resource outside Patna for the assigned and approved tasks like discussions/meetings with any important stakeholders, network sources, etc., for meeting the deliverables effectively.
- 5.38 WDC shall take up the following costs or reimburse later to agency for effective functioning of agency in delivering the tasks:
- a) Cost involving the agency to meet the additional demands towards delivering the outputs than what has been decided upon selection or in direct scope of work of this RFP

- document.
- b) Cost involving any External agency to meet the tasks or additional demands towards delivering the outputs.
 - c) WDC shall take up any cost towards the event management that is beyond the scope of agency like planning, designing, coordination and execution: Cost of venue/stalls, food and refreshments for audience/ guests, payment to any media for exclusive coverage, printing of IEC materials, banners, hoardings, certificates, printing and circulation of its media release and proceedings, monetary rewards for any participants, etc.
 - d) WDC shall take up the cost for out-of-scope work especially towards the final stage of any outputs after its approval like: Printing and circulation of publications and IEC materials, social and mobile media boosting packages, telecast the still or video content in various channels like television, radio, cinema halls, etc.

I. Roles and Responsibilities of Selected Agency

- a) Provide fully loaded laptops (operating system, antivirus solution, Microsoft Office suite and all required software to carry out the tasks as required).
- b) Submit details on each activity/ event, including the relevant artwork.
- c) Submit reports on social media data analytics.
- d) Provide project status report(s) and MIS as desired by WDC.
- e) Maintaining an inventory of all creatives as prepared during the project lifecycle.
- f) Set-up and administration of escalation mechanism for faster issue / risk management

J. Project Deliverables & Timeline

Time shall be the essence for all the projects which would be done by the appointed agency. The agency shall therefore fully abide by various time limits as prescribed for different assignments and the performance of the agency shall be judged as per the adherence to such quality and time parameters as laid down for the respective work.

Project Component	Deliverables	Timeline (Max Limit)
Media Release	Media Release Document in English and Hindi	Same day of event to be uploaded on social media sites after due approval.
Event Proceedings	Proceeding document in English and Hindi	Same day — a brief proceeding with photographs to be uploaded on social media sites after due approval
Progress Reports	Social Mediarelated Analytic Reports	On 5 th of each month

Progress Reports	Quarterly Reports	Progress	At end of each quarter (1st draft for WDC, Bihar)
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K. PREPARATION OF BID

All the bidders are requested to follow the instructions given below while submitting the bid.

I. TECHNICAL AND FINANCIAL BID

- a) Bids should be submitted as per the standard guidelines of Government of Bihar.
- b) The Technical bid should have the following: -
 - i. Compliance and documentary proof of all eligibility condition as mentioned in tender document.
 - ii. All pages of the document submitted should be signed.

II. The Financial bid must contain the following:

- (a) No price / rate variation / adjustment or any other escalation will be entertained.

6. ELIGIBILITY CRITERIA FOR EMPANELMENT OF SOCIAL MEDIA AGENCY:

Sr No	Broad Criteria	Basic Requirement	Specific Requirement	Documentary proof to be submitted
1	Registered in India & Indian Origin domain	Mandatory Registration & Indian Origin Domain Mandatory Certifications	1. Bidder should be registered in India under MSME or Startup India. (MSME and Startup Relaxation will be given to the bidders) 2. The bidder must be registered in Government e-Marketplace portal.	Documentary Proof
2	Blacklisting /No conviction	Mandatory certifications	1. Bidders should not have been blacklisted by any of the State Or Central Government to organization. 2. Should not have been found guilty of any criminal offence by any Court of law.	Duly Signed Affidavit from Bidder
3	Conflict of Interest	Mandatory certifications from bidder	Bidder should not have a conflict of interest in the assignment as specified in the bidding document. Comply with the code of integrity as specified in the bidding document.	Duly signed Undertaking from the bidder on letter head
4	Financial Worth	Turn over	The turnover of the agency in the area of Reputation management services including social media marketing services should be over Rs.25.00 lakhs. (For 2017-18, 2018-19 & 2019-20) Solvency certificate from your banker and your permanent account number. Published balance sheet certified by a chartered accountant for the past three years i.e. 2017-18, 2018-19, 2019-20	Attach Balance Sheets & documents certified by Chartered Accountant. Solvency Certificate duly signed by Chartered Accountant
5	Tax details	GST	The bidder should	Copies of the

Sr No	Broad Criteria	Basic Requirement	Specific Requirement	Documentary proof to be submitted
		registration/ clearance	have registered for 1) GST 2) PAN	same
6	Experience	Work Experience in Social Media Management Services	<ol style="list-style-type: none"> 1. The agency must have an experience of at least one year in Social Media network management and must have completed or handled at least two branding projects with government organizations /PSUs in Bihar 2. The agency or Founder must have experience of working with women centric Organization for the better understanding of the subject. 3. The agency should have previous expertise of working with startups/ National or International level associations/or is familiar with modern branding outlooks. (At least 5 projects) 4. The agency must have an in-house production facility for production and editing of contents in all forms. 	Copies of the work order of the Social Media activities must be attached. Self-certification on Letter head.
7	National Concerns	Internet Hospitality	Agencies supporting/ Promoting any of the following content either in digital/physical format will be treated negative for	Self-Certification on letter head

Sr No	Broad Criteria	Basic Requirement	Specific Requirement	Documentary proof to be submitted
			business: <ol style="list-style-type: none"> 1. Anti-National content 2. Pornographic & Trafficking content 3. Malicious content 4. Content hurting religious sentiments 5. Promoting piracy in any form 	
8	Management	Social Media Network	<ol style="list-style-type: none"> 1. The agency must have expertise of running social media campaigns on Twitter, Facebook, YouTube etc. 2. The agency should deploy four no. of key social media professionals for management of Social Media platform in English Hindi and regional language. 3. All three resource should be stationed at the department. 4. All Resources from the organization must be stationed at the office of WDC. 	Self-certified copy of Images having run Social media Campaigns and Undertaking for Deployment of two no. Social media managers in the letter head also.
9	Qualification of Manpower For deployment	<ol style="list-style-type: none"> a) Project Lead b) Project Manager c) Content Writer d) Graphic Designer 	<ol style="list-style-type: none"> a) Post Graduate Diploma in Mass Communication / master's in mass communication/ Post Graduate Degree or 	Attached Relevant Documents in Support of Qualification & experience. Or Undertaking to comply with the same on

Sr No	Broad Criteria	Basic Requirement	Specific Requirement	Documentary proof to be submitted
			<p>Diploma in Digital Marketing. At least 12 Years of experience as team leader in reputed TV channel/Print media, development plans and policies. Proven experience in coordinating and managing inter-cultural teams, handling large scale assignments of similar nature and delivering results. CV detailing expertise in related areas should be included. Command over Hindi is mandatory and better-spoken skills of regional languages of Bihar. He/she also ensures quality delivery of the final document.</p> <p>b) A Graduate in any discipline with minimum 8 years of experience In Communication field.</p> <p>c) Proven skills in</p>	firm's letter head

Sr No	Broad Criteria	Basic Requirement	Specific Requirement	Documentary proof to be submitted
			<p>Content Management for websites/social Media Account management and excellent skill in written & spoken English & Hindi, good working knowledge of MS Office/Excel, Social Media management tools/applications, ability to collaborate with stakeholders, & to perform under deadlines in a process-oriented multi-task activities etc., and have at least 5 years of experience in social media management and content creation.</p> <p>d) The Graphic designer must have at least 5 years of Experience in graphic designing</p>	
6.	Experience	Work Experience in Social Media Management Services	The agency must have an experience of at least one year in Social Media network management and must have completed or handled at least two branding projects with government organizations /PSUs in	<p>Copies of the work order of the Social Media activities must be attached.</p> <p>Self-certification on Letter head.</p>

Sr No	Broad Criteria	Basic Requirement	Specific Requirement	Documentary proof to be submitted
			<p>Bihar</p> <p>The agency or Founder must have experience of working with women centric Organization for the better understanding of the subject.</p> <p>The agency should have previous expertise of working with startups/ National or International level associations/or is familiar with modern branding outlooks. (At least 5 projects)</p>	

7. Terms & Conditions for Empanelment:

- 7.1 Agency will be empaneled for a period of one year subject to the satisfaction of the WDC on retainership basis.
- 7.2 The preference will be given to the startups or company registered under Limited liability partnership.
- 7.3 At the end of 12 months, subject to satisfactory review it can be extended further for another period of one year on mutual agreement.
- 7.4 Agency will submit its working report on monthly basis.
- 7.5 The agency should be fully equipped with trained and skilled PR & Social Media professionals and should have the latest office equipment at its offices.
- 7.6 The agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to the WDC's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication
- 7.7 The copyright or other intellectual property rights in any Data, plans, write ups, content in any format, audio- video communications, all the deliverables covered under scope of work, documentaries, other documents, Materials, relating to the work shall be vested in the WDC. The agency shall grant to WDC its assignee a royalty-free, nonexclusive and irrevocable license (carrying the right to grant sublicenses) to use and reproduce any of the Data, plans, write ups, content in any format, audio- video communications, all the deliverables covered under scope of work, documentaries, other documents, Materials and any such know-how and information for all purposes relating to the WDC (including without limitation the design, reconstruction, reinstatement, extension,)

8. PAYMENT

- 8.1 The contract will be on a retainership basis on monthly fee plus the applicable Goods and Services Tax or any other government taxes imposed subsequent to the award.
- 8.2 Payment will be on submission of monthly working report duly verified by the concerned WDC officer and on production of invoice.

9. SUBMISSION OF APPLICATIONS FOR EMPANELMENT

- 9.1 Eligible applicant is advised to read this document in detail and assess their capabilities before submission of Expression of Interest.
- 9.2 The applications must be submitted in sealed cover, super scribed "EOI for Empanelment of a Social media Agency" addressed to Road N.2, Daroga Rai Path, R Block, Patna, Bihar 800001

10. SELECTION PROCEDURE- FOR EMPANELMENT

- 10.1 Application of Agencies, which fulfil the eligibility criteria (Techno Commercial Bid), will be evaluated further.
- 10.2 Financial Bids of the shortlisted Agencies only will be opened. Other bids will be returned unopened.

11. ADDITIONAL COST.

- 11.1 Additional social media boosting will be on actuals and bear by the department.
- 11.2 Costing of Facebook live will be additionally given by the department.

12. SELECTION

Selection Procedure: 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. Omissions, 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 RFP 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 as applicable.

The lowest Financial Proposal (Fm) will be given a financial score (Sf) of 100 points. The financial scores (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 is the Financial Proposal (in INR) under consideration.

Proposals will be finally be ranked in accordance with their combined technical (St) and financial (Sf) scores:

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

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 (the Successful Applicant).

S. No.	Criteria	Documentary Evidence	Marks	Maximum marks
1	Average Turnover in last 3 FY years ending March 2020 from Social Media promotion/Digital PR activity and/or Branding activities.	Audited Balance Sheet and Statutory Auditor's Certificate	>25 Lakh to 30 Lakh = 6 >30 Lakh to 40 Lakh = 8 More than 50 Lakh = 10	10
2	Past experience in similar projects in government agency such as Centre/State Govt, PSUs, etc.	Work Order/Client Letter/ Jb Completion certificate Job	>1 to 3 projects = 6 marks >3 to 5 projects = 8 marks > 5 projects =10 marks	10
3	Experience in similar projects/ assignment completed in bihar government	Work Order/Client Letter/assignment Job Completion certificate	1 to 2 projects = 5 marks 2 to 3 projects = to marks More than 3 projects = 15 marks	10
4	Demonstration in Technical proposal regarding <ul style="list-style-type: none"> ➤ Understanding scope of work ➤ Showcase of expertise in Social Media projects ➤ Approach and 	Technical Proposal	<ul style="list-style-type: none"> ➤ 10 marks ➤ 5 marks ➤ 5 marks ➤ 25 marks 	45
5	Quality of Team Proposed	CV and relevant	Project Lead: Minimum 12 Years of Experience Project manager: Minimum 8 years' experience. Content writer: Minimum 3 years' experience Graphic designer: Minimum 3 years' experience.	15

6	Social Media Management expertise	Creatives	3(three) best social media creatives from past work that was posted. 3(three) creatives for prospective design for WDC as per the Agency's assessment of WDC requirement.	10
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Financial Bid Format

Annexure-A

To,
The Managing Director,
Women Development Corporation
Raod N.2, Daroga Rai Path,
R-Block, Patna, Bihar 800001.

Madam/ Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with Your Tender document dated (insert Date). Our **Financial Bid** against the **Scope for work in 'Annexure A' as well as details defined in the tender document** is as mentioned below. Break-up of the cost, taxes & other charges are as under: -

SL. No.	Description of Items	Cost per month (exclusive of taxes & other charges) (in Rs) (A)	Taxes & Other Charges (in Rs.) (B)	Total Cost per month Inclusive Of all taxes & other Charges) (in Rs.) (C=A+B)
1.	Consolidated cost for services, solution, Maintenance of management/ Installation of Charges for deployment of Lead. Project Manager, Writer and Graphic Designer with requisite qualifications & skill set in WDC for 1 year relating to Social Media.			

Our bid shall be binding upon us up to period of validity as indicated in the tender document. We understand you are not bound to accept any bid you receive.

Date:

Yours Sincerely,

Authorized Signatory

Name and Title of the Signatory

(In full and Initial)

Name & Address of firm

Seal:

Annexure B

TENDER FOR EMPANELMENT OF SOCIAL MEDIA MANAGEMENT AGENCY TECHNICAL BID

01	Name and Address of Firm	
02	Authorized person and detail of contact Registration No. of Firm Telephone number Fax number Email Address	
03	Type of Firm Ltd/Pvt. Ltd/LLP/Proprietor/PSU	
04	PAN No GST No	
05	Annual Turnover for last three years (For 2017-18, 2018-19 & 2019-20)	
06	Experience of similar work in the Field during last one year 2019-2020	
07	Infrastructure details	

Note: As per rule 173 of GFR, 2017, the condition of prior turnover / experience (for SL. No. 5 & 6 above) may be relaxed for startups (as defined by department of industrial policy and promotion subject to meeting of quality and technical specifications).