



Bid Number: GEM/2023/B/2937138

Dated: 03-01-2023

Bid Document

Bid Details	
Bid End Date/Time	17-01-2023 15:00:00
Bid Opening Date/Time	17-01-2023 15:30:00
Bid Offer Validity (From End Date)	90 (Days)
Ministry/State Name	Ministry Of Youth Affairs And Sports
Department Name	Department Of Youth Affairs
Organisation Name	Nehru Yuva Kendra Sangathan (nyks) Delhi
Office Name	Hq
Item Category	Hiring of Social Media Agency - Content creation, Content response and content moderation, Campaign Management, Response management/Helpdesk support, Basic reporting and analytics, Training and capacity building of internal staff, As per Scope of Wor..
Contract Period	1 Year(s)
Minimum Average Annual Turnover of the bidder (For 3 Years)	100 Lakh (s)
MSE Exemption for Years of Experience and Turnover	No
Startup Exemption for Years of Experience and Turnover	No
Document required from seller	Bidder Turnover,Additional Doc 1 (Requested in ATC),Additional Doc 2 (Requested in ATC),Additional Doc 3 (Requested in ATC),Additional Doc 4 (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 to RA enabled	No
Type of Bid	Two Packet Bid
Time allowed for Technical Clarifications during technical evaluation	2 Days
Evaluation Method	Total value wise evaluation

EMD Detail

Advisory Bank	State Bank of India
EMD Amount	100000

ePBG Detail

Required	No
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(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.

(b). EMD & Performance security should be in favour of Beneficiary, wherever it is applicable.

Beneficiary:

Director

HQ, Department of Youth Affairs, Nehru Yuva Kendra Sangathan (NYKS) Delhi, Ministry of Youth Affairs and Sports (Nehru Yuva Kendra Sangathan)

Splitting

Bid splitting not applied.

1. 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.

2. 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.

Additional Qualification/Data Required

Scope of Work/Creative Brief:[1672724266.pdf](#)

Payment Terms:[1672724279.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
Background/profile and registration of firm : Brief on the profile and the track record of the agency indicating the strength and the credentials of the agency, network details, No. of Employees, in-house facilities etc	10	6	View File
Business presentation	20	12	View File

Past experience of handling similar assignments with Govt. of India & State Government, PSU, Autonomies Bodies	10	6	View File
Average Turnover for last three years (2019-20, 2020-21, 2021-22)	20	12	View File
Vision of work plan to deliver on the engagement	40	24	View File

Total Minimum Qualifying Marks for Technical Score: 60

QCBS Weightage(Technical:Financial):70:30

Presentation Venue: Venue has been mentioned in the Scope of work document uploaded by the buyer. The date shall be notified through e-Mail.

Hiring Of Social Media Agency - Content Creation, Content Response And Content Moderation, Campaign Management, Response Management/Helpdesk Support, Basic Reporting And Analytics, Training And Capacity Building Of Internal Staff, As Per Scope Of Wor.. (1)

Technical Specifications

Specification	Values
Core	
Social Media	Content creation , Content response and content moderation , Campaign Management , Response management/Helpdesk support , Basic reporting and analytics , Training and capacity building of internal staff , As per Scope of Work uploaded by buyer
Language Versions	Hindi , English , As per Scope of Work uploaded by buyer
Handles Required	As per Scope of Work uploaded by buyer
Addon(s)	
Fresh photoshoot for creating a photobank	NA
Developing video content of 1-2 minute duration with fresh shoot	NA

Additional Specification Documents

Consignees/Reporting Officer

S.No.	Consignee/Reporting Officer	Address	Quantity (Number of Months for which Social Media Agency is required)	Additional Requirement
1	Vidya Gangacharan Tilante	110001,NEHRU YUVA KENDRA HQ JEEVAN DEEP BUILDING PARLIAMENT STREET NEW DELHI	1	N/A

Buyer Added Bid Specific Terms and Conditions

1. Forms of EMD and PBG

Bidders can also submit the EMD with Account Payee Demand Draft in favour of Director General, NYKS payable at New Delhi.

Bidder has to upload scanned copy / proof of the DD along with bid and has to ensure delivery of hardcopy to the Buyer within 5 days of Bid End date / Bid Opening date.

2. Buyer Added Bid Specific ATC

Buyer Added text based ATC clauses

(a) Bidders are advised to peruse the buyer added documents in scope of work , payment terms & buyer added additional terms and conditions.

(b) The past experience & other qualification criteria as mentioned in the buyer uploaded documents shall be required to be complied by the bidders for qualifying technically in the bid.

3. Buyer Added Bid Specific ATC

Buyer uploaded ATC document [Click here to view the file.](#)

Disclaimer

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](#), 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 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.

---Thank You---