



Nehru Yuva Kendra Sangathan

(an autonomous organisation under)

Department of Youth Affairs

Ministry of Youth Affairs & Sports

Government of India

Request for Proposal

Hiring of Social Media Agency for social media management

Date of Release: 20th September 2021

Last date of Submission: 27th September 2021 (11:00 AM)

Nehru Yuva Kendra Sangathan (NYKS)

4- Jeevan Deep Building, Ground Floor, Parliament Street, New Delhi-

110001

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DISCLAIMER

1. The information contained in this Request for Proposal Document (hereinafter known as "RFP Document") or subsequently provided to Bidder/s in documentary form by or on behalf of NYKS or any of their representatives, employees or advisors (collectively referred to as "Representatives"), is provided to Bidder(s) on the terms and conditions set out in this RFP Document and any other terms and conditions subject to which such information is provided.

2. This RFP Document is not an agreement and is not an offer or invitation by NYKS and/or its Representative(s) to any party other than the entities, who are qualified to submit their Proposal ("Bid"). The purpose of this RFP Document is to provide the Bidder with information to assist the formulation of their Proposal. This RFP Document does not purport to contain all the information each Bidder may require. This RFP Document may not be appropriate for all persons, and it is not possible for NYKS and/or its Representatives to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP Document. Each Bidder should conduct their own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP Document and wherever necessary, obtain independent advice from appropriate sources.

3. NYKS and/or its Representatives make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFP Document.

4. NYKS and/or its Representatives may in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP Document.

Nehru Yuva Kendra Sangathan
Ground floor, 4-Jeeven Deep Building
Sansad Marg, New Delhi – 110001

Background -. Nehru Yuva Kendra Sangathan (NYKS) is an Autonomous Body under the administrative control of Ministry of Youth Affairs and Sports, Government of India, desires to engage a credible professional agency as a "Social Media Network Management Agency" to utilize the social media platforms for generating awareness among the public in general and youth in particular towards flagship programmes and activities of NYKS. In this context, online bids are invited from credible professional agencies. **Engagement of agency will initially be for Six months.**

The agency shall have facilities and requirements such as manpower, tools, creative content, etc. to deliver the scope of the contract. Agency must have expertise in these works. The entire data will also be stored / archived and the firm will have the responsibility to provide it to NYKS and maintain the backup, storage and recovery mechanism. All the real and virtual creations will be right of NYKS and IPR will vest with NYKS.

Tender documents can be downloaded from NYKS's web site <http://www.nyks.nic.in> or Central Public Procurement Portal (CPPP) site <https://eprocure.gov.in/eprocure/app> as per the schedule given in CRITICAL DATE SHEET as given at Bid Schedule.

1. Eligibility criteria –

- (i) Applicant firm should be a registered firm/ company under Indian company's act 1956/2013.
- (ii) Applicant firm should have experience of at least five years of working in the field of digital / social media campaign designing and social media management, preferably with *Ministries/ departments / autonomous organisations/ PSUs of Government of India/ State Governments.*
- (iii) Applicant firm should not be blacklisted by any of the organisation/ Ministry/ Department.

- (iv) Agency should have experience in handling large events of state/national level on social media and live coverage with in-house capability for multimedia and graphic designing.

2. SCOPE OF WORK

INTRODUCTION

On behalf of NYKS, an autonomous body under administrative control of Ministry of Youth Affairs and Sports, Government of India, online bids are invited from credible professional agencies for management of social media platforms in *English and Hindi* for creating awareness about flagship programmes and activities being conducted by NYKS at Pan India level and responding quickly on the social media portals regarding various achievements made by NYKS field offices while conducting the said activities. The engagement of firm will initially be for six month.

(A)

- (i) The agency shall maintain and upgrade/ improve (social media platforms which already stand created) and if required create, the official Facebook page, You Tube channel, and Twitter handles of NYKS. Additionally the agency shall create and subsequently maintain/ upgrade the official social media accounts on Linked in and Instagram and any other social media platform during the course of contract.
- (ii) Creation of blogs and relevant content which may be uploaded on Social Media Channels.
- (iii) Set up a complete social networking management platform in English and Hindi for the NYKS and manage the same by installing requisite tools/ applications in the systems of the NYKS. In this regard, a team of four social media experts are to be deployed on site at the premises of NYKS. They would have the requisite skill sets to gather, collate, design, write contents and post contents on the social media websites under supervision of the NYKS. They would be on site during office hours but remain available 24x7.

- (iv) The agency shall provide inputs and reports with regard to perceptions about NYKS from other portals and suggest strategy for enhancing profile of NYKS.
- (v) Enhance audience engagement on all social media channels through designing and implementing contests, campaigns & promotions, etc. for generating awareness on youth related issues, generate buzz about NYKS'S activities and engage citizens over NYKS'S initiatives
- (vi) To create a yearly and monthly calendar of posts (on Facebook, Twitter etc.) under the guidance of NYKS.
- (vii) Increase the visibility of posts on Facebook, Twitter etc. by sharing them with internal & external audiences. The required tools would have an ability to engage with citizens and share posts using a single interface. The idea is to eventually enhance the subscription / followership on all SM handles.
- (viii) To post on Twitter, Facebook etc. Posts are to be approved by NYKS. Contents should not be posted without NYKS's approval.
- (ix) To find influencers who can be used to increase the visibility of NYKS's social media campaigns. The required tools would have facility to find convergence partners for NYKS.
- (x) To coordinate with field offices of NYKS for quick response received through social media to generate interesting and innovative posts on success stories of activities and programmes conducted by field offices of NYKS and publishing the same on various social media portal.
- (xi) To support tracking of reach and spread of posts. The required tools would have an ability to monitor social media noise to determine buzz in the media.
- (xii) To support posts moderation. The tool needs to have an ability to reply to the posts and delete any unwanted comments or posts.

- (xiii) To provide detailed analysis of NYKS's Social Media activities. The tool would have an ability to analyze NYKS's activities.
- (xiv) To create and maintain an integrated DASHBOARD for real time activity update of various program of NYKS throughout the country
- (xv) Ensure that the viewership over social media site of the NYKS increases substantially and increase its reach within a period of 06 months from the date of start of operation 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.
- (xvi) Ensure that significant posts made by the public on the NYKS's social networking site is monitored on a real time basis and is brought to the notice of the designated official of NYKS on daily basis.
- (xvii) Round the clock running of NYKS's field offices on the agreed upon social media sites, updating, analyzing social media trends, moderation and intervention as and when required.
- (xviii) Ensure that the quick response to these posts is provided on the social networking site under the supervision of the designated NYKS's official. Prepare and publish a monthly bulletin on significant social media efforts in the NYKS as well as events/media reports etc. related to the issues dealt by the NYKS.
- (xix) To provide training, skill up-gradation and capacity building of the officers of NYKS to handle social media sites through lecture, seminar, workshop, class room and online teaching etc.
- (xx) Should have credible contingency plan to effectively handle emergencies.
- (xxi) Any other work entrusted by NYKS for sensitizing the people through social media Platform.

- (xxii) To ensure that viewing and uploading on the managed Social Media sites (i.e. Twitter, Facebook and other social media platforms) is smooth and uninterrupted.
- (xxiii) The agency shall ensure to provide accurate, complete, polite, and prompt feedback mechanism to users via social media. The agency shall gather inputs from users and respond back to their requests, queries, suggestions etc. and also pass onto authorized official(s) of NYKS on regular basis. User interaction would initially be done in Hindi and English only to be extended to other languages subsequently on need based basis.
- (xxiv) The agency would also moderate the sites to avoid spam, advertisements and inappropriate content.
- (xxv) The agency is also expected to track social media networks for relevant and related key words, and respond to them in a big way to initiate positive conversations on social media sites

(B) Creative designing and repackaging:

- I. 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 Government schemes and programs and policies etc. The experts are also expected to make e-books, electronic version of other books and manage the graphic content of the website as and when required by NYKS.
- II. Uploading of repackaged and creative content on various social media platforms such as Twitter, Facebook, YouTube, etc
- III. above is to be done without any infringement of Intellectual Property Rights (IPR) and data security.

(C) Making the uploaded content viral / virality of content

- i. Agency would be responsible to make the content viral on the internet and other social media sites. This will make the schemes, policies of Government to reach on various social media platforms to the last mile on internet domain in real time basis.
- ii. The agency should have capability to multiply the reach of content and promote content and make it viral to the most.

(D) Storage of Content:

- i. Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archive in digital formats.
- ii. Availability of archive content will be the responsibility of the agency.
- iii. The Agency will provide the backup of the archived data content to NYKS as and when required.

(E) Manpower Requirement

- i. The social media experts assigned with the activity should have the requisite expertise.
- ii. The team of 4 officials of the agency with required competency shall be stationed in the NYKS-HQ for day to day coordination during working hours and also during the emergent exigencies outside the working hours.
- iii. As and when required in exceptional cases the above team/members of the team may have to visit field offices of NYKS due to organisation of specific programmes.

(F) Performance Review

- i. The agency will submit a process of Performance Review on periodic basis which will be appropriated and suitably amended (if required) and implemented.

(G) Reporting

- i. The agency should suggest the number of reports eliciting periodicity, format and content of such report which should help the management of NYKS to know the exact position of the efforts undertaken.

(H) Data Security and Prevention of Fraud

- i. The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity. It will be binding to follow the Framework and Guidelines for Use of Social Media for Government Organizations issued by the Department of Electronics and Information Technology(IT) Act, 2000 and rules made there under as amended from time to time

3. BID SCHEDULE:

3.1 The tentative schedule and critical dates are shown below:-

| S.No | Event | Date | Time | Venue |
|------|--|------------|----------|---|
| 1 | Date of uploading EOI on Central Public Procurement | 20.09.2021 | | |
| 2 | Pre-Bid Meeting | 22.09.2021 | 4:00 PM | Office premises of NYKS-HQ , 4, Jeevan Deep Building, Sansad Marg, New Delhi-110001 |
| 2 | Last date of submission of bids | 27.09.2021 | 11:00 AM | |
| 3 | Opening of Technical Bids | 27.09.2021 | 12:30 PM | NYKS-HQ , 4, Jeevan Deep Building, Sansad Marg, New Delhi-110001 |
| 4. | Presentation on the understanding of the scope of work including demonstration of integrated | 28.09.2021 | 11:00 AM | NYKS-HQ , 4, Jeevan Deep Building, Sansad Marg, New Delhi-110001 |

| | | | | |
|----|---------------------------|------------|----------|--|
| | dashboard | | | |
| 5. | Opening of Financial Bids | 29.09.2021 | 11:00 AM | NYKS-HQ , 4, Jeevan Deep Building, Sansad Marg, New Delhi-110001 |

3.2 Tender received after prescribed date and time shall not be accepted under any circumstances.

3.3 Bid must be furnished in prescribed format for technical and financial bids as per annexure 2 & 3 otherwise the bids will be rejected.

3.4 Bids will be addressed to Executive Director “NYKS” and shall be submitted electronically only.

3.5 NYKS reserves the right to amend or discontinue/ cancel the process or any part thereof at its absolute discretion at any point of time.

4. BID SECURITY /EARNEST MONEY DEPOSIT (EMD)

4.1 The Bidder shall submit, Bid Security of Rs 1,00,000/- (one lakh only). Bid security must be submitted in physical form to NYKS-HQ, at 4 Jeevan Deep Building, Sansad Marg, New Delhi on or before closing of bid submission date and time as mentioned in the Bid Schedule in clause 3 above.

4.2 The bid without EMD will not be considered and rejected.

4.3 In case as per Notification of Government of India, if the Bidder falls in the category of exemption of Bid Security, Bidder should furnish the relevant Notification along with required documents like valid Registration Certificate along with all other relevant documents. If no such notification or Registration Certificate along with relevant documents is furnished along with the bid, the bid shall be treated as unresponsive and shall be summarily rejected without any further reference.

4.4 The Bid Security shall be furnished in the form of Account Payee Demand Draft or Banker's cheque prepared from scheduled commercial bank and drawn in favour of "Nehru Yuva Kendra Sangathan" payable at New Delhi.

4.5 The Bid Security shall be valid for a period of 45 days (forty-five days) beyond the validity period of the Bid. As validity period of Bid is 90 days, the Bid Security shall be valid for 135 days from the date of opening of Technical Bid.

4.6 Bid Security of unsuccessful Bidders will be returned to them without any interest, after expiry of the Bid validity period, but not later than 30 (thirty) days after conclusion of the resultant Contract. Successful Bidder's Bid Security will be returned without any interest, after receipt of performance security Deposit from that Bidder.

4.7 The EMD can be forfeited if an agency:

- a) Withdraws or amends or impairs its bid during the period of bid validity.
- b) Fails to accept orders issued in its favour for execution, and / or violates the terms and conditions of the contract after submission of the bid.
- c) Successfully gets selected, but fails to sign the contract or submit performance security within the stipulated time.

5. BID VALIDITY

5.1 The Bid shall remain valid for acceptance for a period of 90 days (ninety) days after the date of Bid opening prescribed in the Bidding Document. Any Bid valid for a shorter period shall be treated as unresponsive and rejected.

5.2 In exceptional cases, the Bidders may be requested by NYKS to extend the validity of their Bids up to a specified period. The Bidders, who agree to extend the Bid validity, are to extend the same without any change or modification of their original Bid.

5.3 In case the day up to which the Bids are to remain valid falls on or subsequently declared a holiday or closed day for NYKS, the Bid validity shall automatically be extended up to the next working day.

6. SIGNING OF BID

- 6.1 Bid shall be typed and the same shall be signed by the bidder or by a person(s) who has been duly authorized (as mentioned in RFP for Empanelment of Event Management Agencies) to bind the Bidder to the contract.
- 6.2 The bid shall be duly signed at the appropriate place as indicated in the Bidding Documents and all other pages of the Bid. The Bid shall not contain any erasure or overwriting.
7. Any clarification issued by NYKS in response to query(ies) raised by the prospective bidders shall form an integral part of bid document and it may amount to an amendment of the relevant clauses(s) of the bid document.

8. SUBMISSION OF BIDS

- 8.1 The Bids from the Applicant should be in English and should consist of the requisite documents and are to be submitted in password protected compressed folders at edpnyks2020@gmail.com.
- 8.2 The password of the bids shall not be mentioned anywhere in the email. The password shall be provided by the representative of the bidder on the date of opening of bid Proposal.

9. BID OPENING

- 9.1 Bids will be opened at the specified date and time and at the specified place as indicated in the Bid Schedule.
- 9.2 Authorized representatives of the Bidders, who have submitted Bids on time may attend the Bid opening provided they bring with them Letters of Authority from the corresponding Bidders.

10. BID EVALUATION

- 10.1 The bid evaluation shall be done according to QCBS method as described in rule 192 of GFR 2017 with following weightage;
- a. Technical Evaluation — shall carry 70% of overall evaluation
 - b. Financial Evaluation — shall carry 30% of overall evaluation
- 10.2 **Technical Evaluation**

A designated committee will evaluate the technical bids on the basis of documents submitted and creative presentation. The bidder will be required to make a presentation on the details of the proposed theme depending upon the Scope of Work mentioned above. Technical Evaluation shall be carried out on the basis of the following:

| No | Evaluation Criterion | Maximum |
|----|---|---------|
| 1 | 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 |
| 2 | Business presentation- Proven practical experience with all stages of social media management and services (on the basis of total number of completed assignments of similar nature during last five years). For each such project 2 marks will be provided subject to maximum 20 marks | 20 |
| 3 | Past experience of handling similar assignments with Govt. of India & State Government, PSU, Autonomies Bodies, 2.50 mark for each assignment. | 10 |
| 4 | Average Turnover for last three years (2017-18, 2018-19, 2019-20) Up to 1.00 crore – 5 marks From Rs 1.00 crore to 2.00 Cr - 10 marks Above 2.00 crore- 20 marks | 20 |
| 5 | Vision of work plan to deliver on the engagement - Proposed Creative Communication and Social Media strategy plan to be submitted and presented before the committee | 40 |
| | Total Score | 100 |

Note: The designated Committee shall decide on above aspects. Decision of Committee will be final and binding on bidders.

The bidders scoring 60 Marks or above shall qualify for opening of financial bids.

10.3 Financial Bid Score

- i. The Financial Bids shall be opened and evaluated in second stage, where marks shall be assigned to the competing bidders according to the following;
 - a. L1 shall be given Maximum Marks (i.e. Marks).
 - b. Other bidders shall be assigned marks in comparison to the L1 as per to the following formula;

Commercial Score = (Lowest Bid/ Bid Under Consideration) X 100

10.4 Final Score

The final score shall be calculated as per the following formula;

Final Score = (0.7 X Technical Score) + (0.3 X Commercial Score)

11. COMPARISON OF BIDS AND AWARD OF CONTRACT

11.1 Bids shall be evaluated on the basis of final score obtained. The bidder who has obtained highest Final Score shall be awarded the Bid.

11.2 NYKS reserves the right to accept/reject a bid or to cancel/abort the RFP process and/or reject all bids at any time prior to award of contract, without thereby incurring any liability to the agencies on the grounds of such actions taken by NYKS.

12. RIGHT TO VARY SCOPE OF WORK

12.1 NYKS may at any time or at the time of RFP process or even after award of the contract, by a written order given to the bidder, make changes within the general scope of the Work. The Bid shall accordingly be amended.

12.2 In case of any amendment in scope of work (SOW), the selected firm will submit revised estimated cost for additionality which should not exceed 15% of the total bid value as per the provisions under 8.10.2 of manual of procurement of consultancy services 2017 and shall have to be approved by competent authority in writing before commencement of any additional activity / expense.

13. PERFORMANCE BANK GUARANTEE

13.1 The selected Bidder to whom the Work Order (WO) is issued shall be required to give Performance Bank Guarantee ("PBG"), for the amount equivalent to 10% of the work order value, of any Commercial Bank drawn in the name of "Nehru Yuva Kendra Sangathan" payable at New Delhi to be deposited in the office of Director General, Nehru Yuva Kendra Sangathan 4- Jeevan Deep Building, Ground Floor, Parliament Street, New Delhi-110001.

13.2 The Successful bidder shall be required to give PBG within three days of issuance of work order by NYKS. In the event of default in submission of PBG within the stipulated time, the Agency shall be liable for a penalty amounting to 0.1% (Zero Point One Percent) of the PO value per day of delay subject to a maximum delay of 7 (seven) days. If delay

continues beyond 7 (seven) days, NYKS shall have the right to cancel WO with the right to other legal remedies that may be available under law.

13.3 NYKS will have the right to invoke the PBG without assigning any reasons if the selected Agency defaults or deemed to have defaulted.

13.4 The PBG shall remain valid for an additional period of 90 (ninety) days beyond the timelines mentioned in the WO.

13.5 In the event wherein a WO is released by NYKS for project renewal or a fresh WO is released, the bidder shall ensure extension / submission of PBG within 7 days of issuance of the PO. Penalty as per clause 13.2 shall be applicable in the event of default in timely submission of PBG.

14. TERMS OF PAYMENT

14.1 An amount equal to 10% of agreed amount in work order will be released to the firm on issue of work order and after receipt of bank guarantee of equal amount by the successful bidder in addition to the PBG.

14.2 An amount equal to 13% of total agreed cost will be paid to the successful bidder, on production of claim with performance report / invoice by him on monthly basis subject to fulfilment of his all commitments for preceding month as per SOW and evaluation of performance of the firm by the designated committee of NYKS.

14.3 Balance of 12% of agreed cost will be paid to the agency after successful completion of the assignment, subject to the submission of all relevant documents/ reports/ backup data, etc to the satisfaction of designated Committee of NYKS.

14.4 Due TDS will be deducted from all payments made to the agency for above assignment.

15. PENALTY CLAUSE

15.1 During the term of the Contract, NYKS, at its sole discretion, will assess the Agency's performance periodically regarding fulfilment of its obligations. It is contemplated that this assessment of the Agency's performance shall be based on the following factors:

- i. Timely delivery of the Services;
- ii. Standard of quality of Services as per RFP;

15.2 In case the performance of the Agency is not found satisfactory on above mentioned factors, the following penalty shall be levied upon the Agency:

- i. If the Agency, having been notified, fails to timely deliver services in accordance with the delivery schedule, NYKS may proceed to take such remedial action(s) including award of work to any other Agency, as deemed fit by NYKS, at the risk and expense of the Agency and without prejudice to other contractual rights and remedies which NYKS may have against the Agency. Any delay by the bidder in the performance of its obligation, shall attract penalty at the rate of 3% of the value of particular work per day to a maximum of 30% of the value of relevant portion of Work Order. In case maximum penalty is levied, the firm may be blacklisted for a period of five years.
- ii. In case the default in quality of services is found, the designated committee of NYKS will assess the actual value of the services supplied and payments will be made based on this assessment. Over and above, NYKS reserves the right to levy penalty ranging from 10% to 30% of relevant portion of Work Order for the particular work, as decided by the designated committee of NYKS. In case maximum penalty is levied, the firm may be blacklisted for a period of five years.

15.3 Any failure by Agency in maintaining its contractual obligations shall render Agency liable to any or all of the following sanctions:

- i. Imposition of Damages as per Clause 15.2 above,
- ii. Forfeiture of its Performance Security
- iii. Termination of the Contract for default

16. Disputes and arbitration

- i) Disputes if any on execution of assignment shall be settled primarily through mutual consultation
- ii) Unsettled dispute (if any) arising of the contract shall be subject to the jurisdiction of the courts in New Delhi .

17. FORCE MAJEURE

For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of party. The term "Force Majeure" as implied here in shall mean acts of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely the Organization and the contractor. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy two hours of the alleged beginning and ending thereof giving full particulars and satisfactory evidence in support of its claim along with a certificate from the public authority concerned. If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organization shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part. Force Majeure shall not include insufficiency of funds or inability to make any payment required.

Annexure I - SUPPORT TO BE PROVIDED BY NYKS

NYKS will provide the following support to the Agency at no additional cost:

- NYKS will implement the whole programme and provide inputs including action photographs, videos, press cuttings for content creation on social media.
- Since the programme will be implemented at Pan India level including rural/ remote areas, quality of action photographs/ videos may not be of high resolution.
- A dashboard is being maintained at NYKS –HQ for projection of live updates.

- NYKS shall set-up a dedicated team of officials, who shall liaise with the successful Bidder in relation to the assignment.
- Any input or approvals sought by the Agency in the course of its services shall be provided without any unreasonable delay, and any grant or rejection of such request for approval shall be communicated in writing forthwith to the Agency with reasons thereof.

Annexure 2- Format for Technical BID

(company/ firm letter head)

Date :

To,

Executive Director,

Nehru Yuva Kendra Sangathan

4-Jeevan Deep Building,

Sansad Marg, New Delhi -110001

Sub. : Submission of Expression of Interest to provide social media management support to NYKS.

Sir,

With reference to the tender notice of Nehru Yuva Kendra Sangathan dated 20.09.2021 for Expression of Interest on above mentioned assignment, we hereby submit our proposal. We confirm that the information contained in the response or any part thereof including its exhibits and other documents to be delivered to Nehru Yuva Kendra Sangathan is true, verifiable and complete. Details are as given below –

| SN | Particulars | Submissions/ attachments |
|----|---|--------------------------|
| 1 | Name of the firm/ company | |
| 2 | Brief profile of the agency(in 2-3 pages may be attached) | |
| 3 | Date of establishment | |
| 4 | Registration number/GST No./PAN No. with copies of relevant documents | |
| 5 | Whether bidder is registered as MSME if so attach registration certificate | |
| 6 | Complete address | |
| 7 | Phone number (Landline) | |
| 8 | Email address | |
| 9 | Brief description of nature of work of the firm/ company | |
| 10 | Names of Proprietors/ partners with complete address, phone/ mobile numbers and email address | a) b) c) |

| | | |
|----|---|--|
| | | d) |
| 11 | Whether firm is having security audit certificate by NICS I or CERT-IN, if so attach undertaking for the same | |
| 12 | Whether emplaned with any Ministries/ Department/ autonomous body/PSUs under Central/State Government for social media management/assignment | |
| 13 | If yes, details thereof with certificate of empanelment to be attached | |
| 14 | Number of manpower on pay roll of the company and their educational/professional qualifications with work experience | |
| 15 | If the company/ firm has branches, if so details thereof with complete address, telephone numbers, email address | |
| 16 | Infrastructure available | |
| 17 | Proven Past work experience of similar assignments during last five years (provide complete details and also attach copies of mandate, letters of engagement, certificate of completion issued by such Ministries/ Departments/ organizations, duly self attested by the firm | a) b) c) d) e) f) g) h) |
| 18 | Average turnover of the firm in last three years (attach copies of audited Balance sheet and profit and loss accounts and income tax returns of the firm for(F.Y. 2017-18, 2018-19 and 2019-20) (annexure 5) | |
| 19 | Detailed outlay on proposed service deliverables and methodology to be adopted for execution of proposed | |

| | | |
|--|--------------------------|--|
| | assignment in 2-3 pages. | |
|--|--------------------------|--|

Documents to be attached:

- a) Registration/ incorporation certificate of the firm/ company
- b) Self attested copies of mandate, letters of engagements, certificate of successful work completion issued by Ministries/ Departments/ organizations to whom similar services were provided by the firm in last five years.
- c) Copies of Balance sheets, Profit and loss accounts and Income Tax returns for FY 2017-18, 2018-19 and 2019-20.

We certify that the information provided in preceeding paras are correct to best of our knowledge and belief. We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading and/or wrong in the short listing process or thereafter, we are liable to be dismissed from the selection process.

We agree for unconditional acceptance of all terms and conditions laid down in the RFP document and abide by them.

It is hereby confirmed that I/we are entitled to act on the behalf of our firm and empowered to sign this document as well as such other documents which may be required in this connection.

Dated this.....day of 2021

Signature (in the capacity of)

Name

Office seal.

Annexure 3- PRICE BID

Name of Work: Proposal by Social Media Agency for conduct of the assignment

Price Bid

| Item Description | BASIC RATE in Figures To be entered by the Bidder in Rs. | GST Amount in INR Rs. | Any Other Taxes in Rs. | TOTAL AMOUNT Without Taxes in Rs. | TOTAL AMOUNT With Taxes in Rs. |
|---|---|------------------------------|-------------------------------|--|---------------------------------------|
| Consolidated amount for six months engagement for Deliverable as mentioned in scope of work | | | | 0.00 | 0.00 |
| Total | | | | 0.00 | 0.00 |

Grand Total =(In words-----)

Note:

- The bidders are required to mandatorily submit detailed element wise cost breakup of all the components along with the financial bid. Also, bidders must ensure that the costs exclusive of the services available with NYKS.
- The bid amount should be inclusive of all taxes and NYKS shall not pay any amount in excess to the bid amount. Due TDS will be deducted from the payments made.

- No conditions should be attached to the price proposal.
- The amount should be quoted in both figure and words. In case of discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words shall be considered as final price.

Dated this.....day of 2021

Signature (in the capacity of)

Name

Office seal.

ANNEXURE 4

(TO BE ISSUED BY PRACTISING CHARTERED ACCOUNTANT ON THE LETTER HEAD)

Format for Turnover certification

| S. No. | Financial Year | Turnover of the agency as a whole (Amount in Rs.) | Turnover in the area of Digital Marketing services including social media marketing services (Amount in Rs.) |
|------------------------------|-----------------------|--|---|
| 1 | 2017-18 | | |
| 2 | 2018-19 | | |
| 3 | 2019-20 | | |
| Average turnover for 3 years | | | |

Place: Delhi

Date:

Signature of CA

Membership No:

