



Bid Number: GEM/2022/B/2593712

Dated: 29-09-2022

Bid Document

Bid Details	
Bid End Date/Time	10-10-2022 15:00:00
Bid Opening Date/Time	10-10-2022 15:30:00
Bid Offer Validity (From End Date)	30 (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	6 Month(s)
MSE Exemption for Years of Experience and Turnover	No
Startup Exemption for Years of Experience and Turnover	No
Document required from seller	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
Time allowed for Technical Clarifications during technical evaluation	2 Days
Estimated Bid Value	2000000
Evaluation Method	Total value wise evaluation

EMD Detail

Advisory Bank	State Bank of India
EMD Percentage(%)	5.00
EMD Amount	100000

ePBG Detail

Required

No

(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:

HQ

HQ, Department of Youth Affairs, Nehru Yuva Kendra Sangathan (NYKS) Delhi, Ministry of Youth Affairs and Sports, 4 Jeevan Deep Building, Sansad Marg, 110001
(Nyks)

Splitting

Bid splitting not applied.

1. 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.

Excel Upload Required:

Annexure 3- PRICE BID - [1664467102.xlsx](#)

Additional Qualification/Data Required

Geographic Presence Required. Also specify the documents to be uploaded by Service Provider in Compliance of this condition.:The annual turnover criteria & past experience criteria are required to be complied by the bidders which is as detailed in the buyer added terms and conditions.

Scope of Work/Creative Brief:[1664466030.pdf](#)

Any other criteria required for eligibility/pre-qualification may be uploaded here.:[1664466054.pdf](#)

Payment Terms:[1664466070.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 (Details may be referred from qualification methodology document)	20	12	View File
Past experience of handling similar assignments (Details may be referred from qualification methodology document)	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 - Proposed Creative Communication and Social Media strategy plan to be submitted and presented before the committee	40	24	View File

Total Minimum Qualifying Marks for Technical Score: 60

QCBS Weightage(Technical:Financial):70:30

Presentation Venue:The venue of the PPT shall be NYKS HQ. The schedule shall be informed via e-Mail registered by the bidders on GeM or through e-Mail provided by them during technical bid. Bidders are advised to study the buyer added terms & conditions which is also to be complied for qualification.

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 attached under buyer added terms conditions
Language Versions	As per scope of work added under buyer added terms conditions
Handles Required	Facebook , Twitter , As per scope of work added under buyer added terms conditions
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	Shubham Sharma	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 NYKS HQ 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 uploaded ATC document [Click here to view the file.](#)

3. Buyer Added Bid Specific ATC

Buyer Added text based ATC clauses

The bidders are advised to go study buyer added additional terms & conditions. All the conditions, qualifications, scope of work and terms & conditions stipulated vide same are to be complied. The bidders are also advised to submit the financials details during the financial bid stage on GeM only, The financials are not required to be submitted along with the technical bid.

Disclaimer

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization. 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 incorporated by the Buyer such as demanding Tender Sample, incorporating any clause against the MSME policy and Preference to make in India Policy, mandating any Brand names or Foreign Certification, changing the default time period for Acceptance of material or payment timeline governed by OM of Department of Expenditure shall be null and void and would not be considered part of bid. Further any reference of conditions published on any external site or reference to external documents/clauses shall also be null and void. 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. Also, GeM does not permit collection of Tender fee / Auction fee in case of Bids / Forward Auction as the case may be. Any stipulation by the Buyer seeking payment of Tender Fee / Auction fee through ATC clauses would be treated as null and void.

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---