



*Request for Proposal (RFP) For
Engagement of an Agency
For
Social Media Management
And
Development & Maintenance of Website with
Dashboard
for the Chief Minister's Office,
Govt. of Meghalaya*

No ITC(R) 14/2018/37

Dated Shillong the 10th July 2018

Issued by:

MITS (Meghalaya Information Technology Society),
Information Technology & Communications Department,
Government of Meghalaya, Secretariat Hills, Shillong, Meghalaya -793001

SECTION I : Instructions to the Bidder	6
1.1. GENERAL.....	6
1.2. RFP SCHEDULE AND CRITICAL DATES.....	6
1.3. PRE-BID.....	7
1.4. PROCEDURE, TERMS AND CONDITIONS	8
1.5. Pre-Qualification Criteria.....	9
1.6. COMMERCIAL CONDITIONS	10
1.7. EARNEST MONEY DEPOSIT	10
1.8. PERIOD OF CONTRACT.....	11
1.9. PRICES	11
1.10. Amendment of RFP Document.....	11
1.11. PAYMENT	11
1.12. PENALTY CLAUSE.....	11
SECTION II	12
2.1. SUBMISSION OF BIDS	12
2.2. PRE-QUALIFICATION, TECHNICAL AND FINANCIAL BID	12
2.3. SIGNING OF BID	13
2.4. METHOD OF EVALUATION AND AWARDS OF CONTRACT	14
2.4.1. Proposal for Evaluation.....	14
2.4.2. Evaluation of Technical Proposals.....	14
2.4.3. Criteria for Evaluation of Technical Proposal.....	14
2.4.4. Method of Selection.....	14
2.4.5. GENERAL TERMS & CONDITIONS.....	16
2.4.5.1 Definitions.....	16
2.4.5.2 Interpretation	17
2.4.5.3 Completion of Contract.....	17
2.4.5.4 Right of Monitoring, Inspection and Periodic Audit	17
2.4.5.5 Risk Management	18
2.4.5.6 Indemnity	18
2.4.5.7 Confidentiality	18
2.4.5.8 Force Majeure	19
2.4.5.9 (a) Dispute Resolution.....	19
2.4.5.10 (b) Term and Extension of the Contract	19
2.4.5.11 Prices.....	20
2.4.5.12 Other terms & conditions.....	20
2.4.5.13 CONDITIONS RELATING TO AWARD OF WORK	20
2.4.5.14 COMPETENT AUTHORITY'S RIGHT TO VARY ITEMS/ACTIVITIES AT THE TIME OF AWARD.....	21
2.4.5.15 FAILURE & TERMINATION CLAUSE	21
2.4.5.16 AGENCY CODE OF CONDUCT AND BUSINESS ETHICS.....	21
2.4.5.17 Bribery and corruption	21
2.4.5.18 Integrity & limitation	21
2.4.5.19 Governing Laws	22
SECTION III : SCOPE OF WORK / DELIVERABLES.....	20
3.1. SCOPE OF WORK	20
Section IV: Service Level Agreement	24
ANNEXURE 1: Format for submission of Proposal	26
ANNEXURE 2 Technical Bid Format	27
ANNEXURE 3 FINANCIAL BIDFORMAT	29

ANNEXURE 4 Evaluation Criteria (Technical)	32
ANNEXURE 5 Format for CV.....	34
ANNEXURE 6 Pre-Qualification format	35

MITs,
Information Technology & Communications Department
Government of Meghalaya

Shillong 793001

Notice Inviting RFP

MITs, Information Technology & Communications Department, Govt. of Meghalaya invites Request for Proposal (RFP) for Engagement of an Agency/Consultant for establishment of Social Media Communication Hub for the Chief Minister's Office, Govt. of Meghalaya.

The RFP tentative schedule and critical dates are shown below:

S. No	Event	Date
1	Issue of RFP	10 th July 2018
2	Last date of submission of pre-bid queries by email	19 th July 2018
3	Pre-Bid Conference date	23 rd July 2018 at 4 PM
4	Last date of submission of bids	9 th August 2018 at 3 PM
5	Opening of Pre-Qualification Bids	9 th August 2018 at 4 PM
6	Opening of Technical Bids	10 th August 2018 at 11 AM
7	Presentation by Bidders	17 th August 2018 at 11 AM
8	Opening of Financial Bids	17 th August 2018 at 3 PM
9	Venue of Submission of Bids	MITs NIC Building (Ground Floor) Secretariat Hills Shillong-793001
10	Contact e-mail for submission of Pre bid queries and other clarifications.	dit-meg@nic.in

The tender document can be downloaded from <https://ditmeghalaya.gov.in>.

Earnest Money Deposit:

Bidders are to be submitted an EMD of Rs.50,000.00 (Rupees Fifty Thousands) valid for a period of 90 days, in the form of Bank Draft / Demand Draft in favour of "Member Secretary, MITS" payable at Shillong to be submitted along with the technical bid.

Tender fee:

Tender Fee of Rs.1000/- in the form of Bank Draft / Demand Draft in favour of "Member Secretary, MITS" payable at Shillong to be submitted along with the technical bid.

For further details on the Tender Documents please contact:

Member Secretary, MITS,
Information Technology & Communications Department,
Govt. of Meghalaya,
Shillong 793001, Meghalaya, INDIA
Email: dit-meg@nic.in

SECTION I : Instructions to the Bidder

1.1. GENERAL

Chief Minister's Office, Government of Meghalaya desires to engage a credible agency for Social Media Communication Hub with 24 x 7 mode of functioning, Social Media Monitoring & Management and Digital Advertising on turnkey basis for generating awareness amongst the masses and building a truly interactive communication system for the citizens with the Chief Minister of Meghalaya and his office. The agency shall also develop and maintain a website for the CM's Office as per scope of work in this RFP.

In this context, it is proposed to engage an Agency. For this purpose, scope of work to be taken care by the Agency has been broadly spelt out in this RFP.

The shortlisted Agency must have in-house production facility. All other requirements such as creative content, advertising, web development etc. will have to be met by the agency.

The entire social media data will also be stored / archived and the Agency has the responsibility to provide and maintain the backup, storage and recovery mechanism. The CMO website shall be hosted at the Meghalaya State Data Centre.

1.2. RFP SCHEDULE AND CRITICAL DATES

The RFP tentative schedule and critical dates are shown below:

S. No	Event	Date
1	Issue of RFP	10 th July 2018
2	Last date of submission of pre-bid queries by email	19 th July 2018
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9	Venue of Submission of Bids	MIT NIC Building (Ground Floor) Secretariat Hills Shillong-793001
10	Contact e-mail for submission of Pre bid queries and other clarifications.	dit-meg@nic.in

The tender document can be downloaded from <https://ditmeghalaya.gov.in> No tender document will be accepted after the last date as mentioned above. Interested agencies may submit and drop the tender at Information Technology & Communications Department, Govt. of Meghalaya, Shillong – 793001, Meghalaya

Government of Meghalaya reserves the right to amend the RFP tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through website <https://ditmeghalaya.gov.in> from time to time for any updated information.

1.3. PRE-BID

1.3.1 Clarification on Tender Document before the pre-bid conference:

A prospective Bidder requiring any clarification on the RFP/ TENDER Document may submit his queries, in writing, at the mailing address and as per schedule indicated in “Invitation for Bids / Key Events and Dates” in this RFP/ TENDER. The queries must be submitted in the following format only to be considered for clarification:

S. No	Section No.	Clause No.	Reference/ Subject	Clarification Sought
1.

The queries not adhering to the above mentioned format and within the due date shall not be responded.

1.3.2 MITS will respond to any request for clarification to queries on the Tender Document, received not later than the dates prescribed in Invitation for Bids / Key events and dates. The clarifications (including the query but without identifying the source of inquiry) will be uploaded on the portal (www.ditmeghalaya.gov.in , <http://meghalaya.gov.in>)

1.4 PROCEDURE, TERMS AND CONDITIONS

- I. The proposal is to be submitted on **three envelopes bids basis i.e. Pre-Qualification, Technical Bid & Financial Bid..**
- II. Bid responses must be addressed as under and drop in the Tender Box at the Information Technology & Communications Department, Govt. of Meghalaya, Shillong – 793001, Meghalaya.
The envelope should be superscripted at the top **‘Engagement of an Agency for Social Media Management and Development & Maintenance of Website with Dashboard for the Chief Minister’s Office, Govt. of Meghalaya’.**
- III. All bids shall remain valid for 180 days from the date of submission.
- IV. Government of Meghalaya reserves the right to solicit additional information from Bidders. Additional information may include, but is not limited to, past performance records, lists of available items of work etc.
- V. Government of Meghalaya reserves the right to accept the whole, or part of or reject any or all bids without assigning any reasons; and to select the Bidder(s) which, in the sole opinion, best meets the interest of the Government of Meghalaya.
- VI. The Government of Meghalaya reserves the right not to accept bid(s) from agency (ies)/consultant(s) resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating Agencies/Vigilance Cell.
- VII. All information contained in this RFP, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations/agencies/consultants.
- VIII. The Agency/Consultant selected is not supposed to use its name, logo or any other information/ publicity on content published on social media platforms of the Chief Minister, Government of Meghalaya or his office.
- IX. The Agency/Consultant must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and applications instantly.

1.5 Pre-Qualification Criteria

The Bidders should fulfill the following pre-qualification criteria for participating in the Tender. Bidders are requested to submit the following documents along with their technical and financial proposal, failing which, the bids are liable for rejection. However, no weightage in the evaluation is assigned to the following pre-qualification criteria. The Bidders should enclose documentary evidence for fulfilling the following conditions. **The bidders shall STRICTLY maintain the following format while submitting their bids.**

S/N	Broad Criteria	Basic Requirement	Specific Requirement	Documentary Proof to be submitted
1	Legal Entity		Entity shall mean a company registered in India under the Companies Act 1956, or a partnership/proprietary firm registered under the relevant and prevailing laws relating to partnership/proprietorship in India, and operating for the last 5 years in Business as on March 31,2018	<ul style="list-style-type: none">i. Certificates of incorporationii. Registration Certificatesiii. GST Registrationiv. Copy of PAN and TAN
2.	Experience in Social Media Management	Work Experience in Website and Social Media	The agency must have an experience of at least 5 years in the field of Social Media Management and must have undertaken a few Social Media Management projects in government structure.	Copies of the work orders OR completion Certificates from the clients.

3	Turnover	Revenue from IT/ITES Services	Average turnover of Rs. 2 Crores in the last three financial years. (Year 2016-17, 2015-16, 2014-15)	CA's certificate certifying the same should be submitted.
4.	Technical Criteria	In-house development facility	The agency must have in-house development facilities for production and editing of contents in all forms including video in high definitions, research based technical content etc.	Self-certification on the letter head
5.	Technical Experience	Followers in Social Media	The agency must have managed popular social networking platform/s such as FaceBook, Twitter, WhatsApp, YouTube, Instagram etc. for a govt/ non govt entity with at least 1-1.2lacs followers/persons liking/reviewing the content on a topic or page in last two years	Self-certified copy of images having followers/viewership of the social media with necessary link& self-declaration in the letter head also.
6.	Experience in Web Development	Experience in Social Media Application Development	The agency must have developed and managed social media applications for Central/State Government organisations or PSUs or leading organisations in the Private Sector of at least 12 months' duration of worth minimum Rs. 50 lakhs in the last three financial years (as on year ending on 31st March 2016, 2017 & 2018)	Copy of the Completion Certificate from the Client along with the Work Order in case of Completed Work. Copy of Work Order & Client's Certificate in case of On-going projects.
7	Bidder's Positive Net Worth	Details of the assets & liabilities of the bidder	The bidder should have positive net-worth in each of the last three Financial Years (as on years ending on 31st March 2015, 2016 & 2017)	Extracts from the audited Balance sheet and Profit & Loss Account; OR Certificate from the statutory auditor
8.	Conflict of Interest		Bidder should not have a conflict of interest in the assignment in question as specified in the bidding document. Comply with the code of integrity as specified in the bidding document.	Self-Declaration / Certification on the company/firm letter head.
9	Power of	Authorized	A power of attorney / Board	Original Power of

	Attorney	Representative from the Bidder	resolution in the name of the person signing the bid	attorney / Board resolution copy
10	Blacklisting	A self-certificate letter from the authorized signatory within the bidder's firm/company	Bidders should not have been blacklisted by any of the State or Central Government Department/organizations due to any criminal & Cyber offence/fraudulent practice by any investigating authority or Court of law in the country	Self-certified letter/Undertaking from the agency on the firm/company's Letter Head.

1.6 COMMERCIAL CONDITIONS

Apart from the above, each bidder is required to accept the following terms and conditions:-

1.7 EARNEST MONEY DEPOSIT

- (i) Each bidder is required to submit Rs50,000/- (Rupees Fifty Thousands only) as Earnest Money Deposit (EMD) in the form of Bank Draft / Demand Draft in favour of "Member Secretary, MITS"
- (ii) Tender Fee of Rs.1000/- in favour of "Member Secretary, MITS". Please note that only those bidders who have paid the tender fee shall be allowed to attend the Pre-Bid Conference.
- (iii) EMD and Tender Fee should be submitted with Pre-Qualification Bid.
- (iv) Proposals not accompanied by EMD and Tender fee shall be summarily rejected.
- (v) No interest shall be payable by Govt. of Meghalaya for the sum deposited as earnest money deposit.
- (vi) No Bank Guarantee will be accepted in lieu of the earnest money deposit.
- (vii) The EMDs of the unsuccessful bidders would be returned back within 30 days of signing of the contract agreement.
- (viii) For the selected bidder, the EMD shall be returned on submission of Performance Bank Guarantee (PBG of 10% of the contract value) to Information Technology & Communications Dept. Govt. of Meghalaya.

1.8 PERIOD OF CONTRACT

The contract shall be initially for a period of **3 years** subject to the satisfactory execution of the assigned works. The same may be extended on the basis performance reviews in each year and on mutually accepted terms and conditions.

1.9 PRICES

- All the prices must be quoted in INR along with all applicable charges i.e. professional fee and applicable taxes, duties, etc. (if any).
- The selected bidder has to ensure that the prices / rates quoted are all inclusive including the manpower support, application software/ tools, hardware (except for hosting the CMO website) required for the project execution.

1.10 Amendment of RFP Document

At any time before the submission of proposals, Government of Meghalaya may amend the RFP by issuing an addendum in writing or by announcing it through its website. The addendum shall be binding on all the agencies/consultants. To give the Agencies/Consultants reasonable time in which to take an amendment into account in their proposals, the Government of Meghalaya may, if the amendment is substantial, extend the deadline for the submission of proposal.

1.11 PAYMENT

- a) The payment for Social Media Management and Website Maintenance will be released to the selected agency on quarterly basis on submission of the invoice.
- b) For the CMO's website with Dashboard, the payment for development of the website will be paid in full once the UAT (User Acceptance Test) is completed and on GoLive of the website.
- c) No advance payment will be made.

1.12 PENALTY CLAUSE

If at any future point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder does not fulfill any of the contractual obligations, the Government of Meghalaya may take a decision to cancel the contract with immediate effect.

In case of late services / no services on a particular day / days, the firm shall be liable to pay a penalty SLA mentioned in this RFP.

SECTION II

2.1. SUBMISSION OF BIDS

All the bidders are requested to follow the instructions given below while submitting the bids. Proposal should be submitted in three bid basis – separate Pre-qualification, Technical and Financial bids under the separate sealed covers. Outer envelope should be clearly marked as '**Engagement of an Agency for Social Media Management and Development and Maintenance of Website with Dashboard for the Chief Minister's Office, Govt. of Meghalaya.**'

All the statements, documents, certificates uploaded by bidders should be signed and sealed by the bidder, owning full responsibility for their correctness /authenticity.

2.2. PRE-QUALIFICATION, TECHNICAL AND FINANCIAL BID

Proposals should be prepared on standard A4 size paper. Foldouts containing charts, spread sheets, and oversize exhibits, if any, are permissible. The pages should be placed section-wise in a binder with tabs separating. Manuals and other reference documentation, if any, should be bounded separately. All responses, as well as any reference materials presented must be written in English.

- The Pre-qualification bid should have the following,
 - i. Forwarding letter as per Annexure 1 on the bidding organization's printed letterhead.
 - ii. Compliance and documentary proof of pre-qualification conditions spelt out in clause 1.4 (Pre-qualification criteria) of section I. Documentary proof sought in other clauses of RFP should also be enclosed.
 - iii. Details as requested in Annexure 6
- The technical bid should have the following and as per the order mentioned below:-
 - iv. Forwarding letter as per **Annexure 1** on the bidding organization's printed letterhead.
 - v. The bidder shall submit bidder information in the prescribed format as given in **Annexure 2**. Submission of the different type of Technical Proposal will result in the proposal being deemed non-responsive.
 - vi. The bidder shall submit all documents related to technical evaluation in the prescribed format as mentioned in **Annexure 4**.
 - vii. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close as possible to the referencing text. Pages must be numbered consecutively within each section of the proposal showing proposal section and page number.
 - viii. The engagement of the resources is for a period of three years and rates quoted by the agency shall remain valid for this entire period for each resource.
 - ix. A point to point compliance and self-declaration for acceptance of terms and conditions of tender document.

- x. Undertaking (self-declaration on letter head) of total responsibility for the trouble free operation.
- xi. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of the Government of Meghalaya. In case the information submitted by the firm is found to be false and/or incorrect in any manner, the firm can be suspended and / ordebarred.

➤ The **Financial bid** must contain the following:

- i. Forwarding letter including Financial Bid as per **Annexure 3**, on the bidder printed letterhead.
- ii. Scope of services as per **Section III**.
- iii. Overwriting / correction in the commercial bid is not permitted and any such overwriting in commercial bid lead to its rejection.
- iv. No Price/Rate-Variation/Adjustment or any other escalation will be entertained.

2.3. SIGNING OF BID

The original and all documents of the Bid shall be typed or written in indelible ink and shall be signed by the Bidder or a person's duly authorized to bind the Bidder to the Contract. The person or persons signing the Bid shall initial all pages of the Bid, except for un-amended printed literature.

2.4. METHOD OF EVALUATION AND AWARDS OF CONTRACT

2.4.1. Proposal for Evaluation

An Evaluation Committee will scrutinize and evaluate the tender documents for selection of an agency.

2.4.2. Evaluation of Technical Proposals

The Evaluation Committee shall evaluate the Technical Proposals on the basis of their responsiveness to the pre-qualification criteria mentioned at Clause 1.2. In the first stage of evaluation, a proposal shall be rejected if it is found deficient as per the requirement indicated for responsiveness of the proposal. Only responsive proposals shall be further taken up for evaluation. Evaluation of the technical proposal will start first and at this stage the financial bid (proposal) will, remain unopened. The qualification of the agency and the evaluation criteria for the technical proposal shall be as defined below.

2.4.3. Criteria for Evaluation of Technical Proposal

The Quality & Cost Based Selection method (QCBS) shall be followed for evaluating the bids. The criteria defined in Annexure 4 would be followed for evaluating the technical proposals. Only Agencies/Consultants obtaining a total score of 70% (on a maximum of 100) or more on the basis of criteria for evaluation given below would be declared technically qualified.

Financial proposals of only those Agencies/Consultants which are declared technically qualified shall be opened publicly, on the date and time specified above, in the presence of the Agencies' representatives who choose to attend.

2.4.4. Method of Selection

In deciding the final selection of the Agency/Consultant, the technical quality of the proposal will be given a weightage of 70% on the basis of criteria for evaluation. The price bids of only those Agencies/Consultants who qualify technically will be opened. The proposal with the lowest cost will be given a financial score of 100 and the other proposal given financial scores that are inversely proportional to their prices. The financial proposal shall be allocated a weightage of 30%. For working out the combined score, the following formula will be utilized:

Total points: $(0.70 \times 100 \times T(s)/TH) + (0.30 \times 100 \times LEC/EC)$,

where T(s) stands for technical score,

TH stands for Highest Technical Score,

EC stands for Evaluation Cost of the Financial Proposal,

LEC stands for Lowest Evaluated Cost of the Financial Proposal.

The proposals will be ranked in terms of total points scored. The proposal with the highest total points (H-1) will be considered for award of contract and will be called for negotiations, if required.

The Evaluation Committee will correct any computation errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between words and figures, the former will prevail. In addition to the above corrections the items described in the technical proposals but not priced, shall be assumed to be included in the prices of other activities of items. In case an activity of line items is quantified in the Financial Proposal differently from technical proposal, no corrections will be allowed to the Financial Proposal.

After opening of financial proposals the agency will be declared eligible for award of the contract.

2.4.5. GENERAL TERMS & CONDITIONS

2.4.5.1 Definitions

In this RFP, the following terms shall be interpreted as indicated:

- i. **“Bidder”** shall mean an Individual or firm or Company registered under the Companies Act 1956 or as defined in this document that participates in the Bidding process
- ii. **“State”** shall mean State Government, and shall include its legal representatives, successors and permitted assignees
- iii. **MITS** shall mean “Meghalaya Information Technology Society”.
- iv. **“Business Day”** means any day that is not a Sunday or a public holiday (as per the official holidays observed by the State
- v. The **“Successful Bidder Firm”** means the entity with whom the order has been placed for providing Services as specified in this tender/contract and shall be deemed to include the entity’s successors, representatives (approved by the State), heirs, executors, administrators and permitted assigns, as the case may be, unless excluded by the terms of the contract
- vi. **“Contract”** means the Agreement entered into between the State and the “Agency” as recorded in the Contract form signed by the State and the “Agency” including all attachments and Annexes thereto, the Tender and all Annexes thereto and the agreed terms as set out in the Bid, all documents incorporated by reference therein and amendments and modifications to the above from time to time
- vii. **“Confidential Information”** means any information disclosed to or by any Party to this Contract and includes any information in relation to the Parties, a third party or any information with regard to any taxpayer, or any other person who is covered within the ambit of any commercial taxes legislation including any such information that may come to the knowledge of the Parties hereto / Bidder’s Team by virtue of this Contract that:
 - a) By its nature or by the circumstances in which it is disclosed is confidential; or
 - b) Is designated by the disclosing Party as confidential or identified in terms connoting its confidentiality; but does not include information which is or becomes public knowledge other than by a breach of this Contract
- viii. **“Document”** means any embodiment of any text or image however recorded and includes any data, text, images, sound, voice, codes or and databases or microfilm or computer generated micro fiche
- ix. **“Effective Date”** means the date on which the Contract is signed and executed by the parties hereto. If the Contract is executed in parts, then the date on which the last of such Contracts is executed shall be construed to be the Effective Date
- x. **“Intellectual Property Rights”** means any patent, copyright, trademark, trade name, design, trade secret, permit, service marks, brands, propriety information, knowledge, technology, licenses, databases, computer programs, software, know how or other form of intellectual property right, title, benefits or interest whether arising before or after the execution of this Contract and the right to ownership and registration of these rights

- xi. **“Kick Off Meeting”** means a meeting convened by the State to discuss and finalize the work execution plan and procedures with Implementation Agency
- xii. **“Parties”** means the State and the Agency and **“Party”** means either of the Parties
- xiii. **“Service”** means facilities/services to be provided as per the requirements specified in this tender document and any other incidental services, such as installation, implementation, support and provision of technical assistance and other such obligations of the Agency covered under the Contract
- xiv. **“The Contract Price/Value”** means the price payable to the Agency under the Contract for the full and proper performance of its contractual obligations

2.4.5.2 Interpretation

In this Contract, unless a contrary intention is evident:

The ‘clause’ headings are meant for convenient reference only and do not form part of this Contract;

- (i) Unless otherwise specified a reference to a clause number is a reference to all of its sub-clauses;
- (ii) Unless otherwise specified a reference to a clause, sub-clause or section is a reference to a clause, sub-clause or section of this Contract including any amendments or modifications to the same from time to time;
- (iii) A word in the singular includes the plural and a word in the plural includes the singular;
- (iv) A word importing a gender includes any other gender;
- (v) A reference to a person includes a partnership and a body corporate;
- (vi) A reference to legislation includes legislation repealing, replacing or amending that legislation;
- (vii) Where a word or phrase is given a particular meaning it includes the appropriate grammatical forms of that word or phrase which have corresponding meanings.
- (viii) In the event of an inconsistency between the terms of this Contract and the Tender and the Bid, the terms hereof shall prevail.

2.4.5.3 Completion of Contract

Unless terminated earlier, the Contract shall terminate on the completion of term as specified in the Contract

2.4.5.4 Right of Monitoring, Inspection and Periodic Audit

- (i) The MITS reserves the right to inspect by itself or through a Third Party agency and monitor/assess the progress / performance/ maintenance of the works executed by the Agency at any time during the course of the Contract, after providing due notice to the Agency. The MITS may demand any document, data, material or any other information which it may require to enable it to assess the progress of the project.
- (ii) The MITS shall also have the right to conduct, either itself or through another Third Party as it may deem fit, an audit to monitor the performance by the Third Party of its obligations/functions in accordance with the standards committed to or required by the MITS. The Agency undertakes to cooperate with and provide to the MITS / any other Agency appointed by the MITS, all documents

and other details as may be required by them for this purpose. Any deviations or contravention identified as a result of such audit/assessment would need to be rectified by the Agency failing which the MITS may without prejudice to any other rights that it may have issue a notice of default.

2.4.5.5 Risk Management

- a. The Agency shall at his own expense adopt suitable Risk Management methodology to mitigate all risks assumed by the Agency under the Contract. The Agency shall underwrite all the risk related to its personnel deputed under the Contract as well as equipment and components of the Project or their personnel during the entire period of their engagement in connection with the Contract and take all essential steps to reduce and mitigate the risk. State Government will have no liability on this account.

2.4.5.6 Indemnity

The Agency shall execute and furnish to MITS a Deed of Indemnity in favour of the MITS in a form and manner acceptable to the State, indemnifying the MITS 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 Agency or any third party in connection with or incidental to the Contract; or
- b. A breach of any of the terms of the Bid as agreed, the Tender and the Contract by the Agency or its Team or any third party.

The indemnity shall be to the extent of 100% in favour of MITS.

2.4.5.7 Confidentiality

- a. The AGENCY shall not use any Information, name or the logo of the MITS except for the purposes of providing the Service as specified under this contract;
- b. The AGENCY may only disclose Information with the prior written consent of the State to a member of the AGENCY's Team ("Authorized Person") if the Authorized Person is obliged to use it only for the performance of obligations under this contract
- c. The AGENCY shall do everything reasonably possible to preserve the confidentiality of the Information including execution of a confidentiality agreement to the satisfaction of the State
- d. The AGENCY shall sign a Non-Disclosure Agreement (NDA) with the MITS. The Agency, its antecedents shall be bound by the NDA. The AGENCY will be held responsible for any breach of the NDA by its antecedents or delegates
- e. The AGENCY shall notify MITS promptly if it is aware of any disclosure of the information otherwise than as permitted by this Contract or with the authority of the State
- f. The AGENCY shall be liable to fully recompense the MITS for any loss of revenue arising from breach of confidentiality. MITS reserves the right to adopt legal proceedings, civil or criminal, against the AGENCY in relation to a dispute arising out of breach of obligation by the AGENCY under this clause

- g. The AGENCY shall not take away or remove in whatever manner any information on any media like but not limited to Floppy, Digital Drives, CDs, DVDs, email etc. without the specific written permission of State. AGENCY, if required, shall take specific permission for each such event
- h. The AGENCY shall not use any information which might have come to its knowledge in whatever manner during the discharge of its obligation under the contract for any purpose except strictly for discharging his obligation under the contract and no more.

2.4.5.8 Force Majeure

- (i) Force Majeure shall not include any events caused due to acts/omissions of such Party or result from a breach/contravention of any of the terms of the Contract, Bid and/or the Tender. It shall also not include any default on the part of a Party due to its negligence or failure to implement the stipulated/proposed precautions, as were required to be taken under the Contract.
- (ii) The failure or occurrence of a delay in performance of any of the obligations of either party shall constitute a Force Majeure event only where such failure or delay could not have reasonably been foreseen or where despite the presence of adequate and stipulated safeguards the failure to perform obligations has occurred. In such an event, the affected party shall inform the other party in writing within five days of the occurrence of such event. The MITS will make the payments due for Services rendered till the occurrence of Force Majeure. However, any failure or lapse on the part of the Agency in performing any obligation as is necessary and proper to negate the damage due to projected force majeure events or to mitigate the damage that may be caused due to the abovementioned events or the failure to provide adequate disaster management/recovery or any failure in setting up a contingency mechanism would not constitute force majeure, as set out above.
- (iii) In case of a Force Majeure, all Parties will endeavor to agree on an alternate mode of performance in order to ensure the continuity of service and implementation of the obligations of a party under the Contract and to minimize any adverse consequences of Force Majeure.

2.4.5.9 (a) Dispute Resolution

- (i) The MITS and the Agency shall make every effort to resolve amicably by direct informal negotiations any disagreement or disputes arising between them under or in connection with the Contract
- (ii) If, after Thirty (30) days from the commencement of such direct informal negotiations, the MITS and the Agency have been unable to resolve amicably a Contract dispute, either party can initiate legal litigation process which shall be subject to the jurisdiction of the Civil Court in Shillong only.
- (iii) The venue of arbitration shall be Shillong, Meghalaya India

2.4.5.10 (b) Term and Extension of the Contract

The term of this Contract shall be for a period as indicated in the contract and contract shall come to an end on expiry of such period except when its term is extended by MITS.

MITS shall reserve the sole right to grant any extension to the term mentioned above on mutual

agreement including fresh negotiations on terms and conditions

2.4.5.11 Prices

Prices quoted must be firm and shall not be subject to any upward revision on any account whatsoever throughout the period of contract for the scope of the Contract subject to Change Order provisions

2.4.5.12 Other terms & conditions

- I. It will be obligatory for the tenderers to keep the offer of their tender valid for a period of 180 days from the due date for receipt of tender. If any tenderer withdraws the tender before the said period or makes any modification in the terms and conditions not acceptable to MITS, then MITS shall without any prejudice to any other right or remedy is at liberty to forfeit the earnest money deposit absolutely.
- II. The Member Secretary, MITS, shall have the right to omit or suspend certain items of works to revise or to amend the tender documents prior to the date of receipt and opening of the tender. Such revisions or amendment or extensions, if any, shall be given wide publicity through new papers and communicated to other concerned in the form of corrigendum by post.
- III. The tenderer is to sign on all the pages of this Request for Proposal / Tender documents as a token of acceptance of the various conditions of these manner documents, without which the tender is liable to be rejected.
- IV. The Member Secretary, MITS, Meghalaya, reserves the right to reject or accept any or all the tenders received without assigning any reasons thereof.
- V. Canvassing in connection with the acceptance of the tender is strictly prohibited and is liable to disqualify the tender without assigning any reason thereof.
- VI. Any Bid which does not quote for all items will be determined to be non- responsive and may be rejected
- VII. The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency/consultant, without written consent of the Chief Minister's Office, Government of Meghalaya.
- VIII. Technical bids and financial bids will be opened, in the presence of Bidders' representatives (One for each bidder), who wish to be present.

2.4.5.13 CONDITIONS RELATING TO AWARD OF WORK

The successful tenderer will be notified by a letter that its tender has been accepted. The successful tenderer will have to furnish the necessary Security Deposit as per items and conditions mentioned in this RFP / tender document and sign the formal tender agreement to be drawn up by MITS. No Work shall be started before signing of the formal tender agreement.

2.4.5.14 COMPETENT AUTHORITY'S RIGHT TO VARY ITEMS/ACTIVITIES AT THE TIME OF AWARD

The Competent Authority shall have the right to make any alterations, omissions, additions or subtractions in items/services at the time of award of contract. The Competent Authority will give such intimation to the successful Bidder, and additional cost/deduction in the Bid prices, based on the price schedule submitted by him, will be worked out with the Bidder. In case, the Bidder does not agree for such alterations, the Competent Authority will be free to award the contract to the next eligible Bidder.

2.4.5.15 FAILURE & TERMINATION CLAUSE

Time and date of delivery and period of execution shall be essence of the contract. If the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract before the expiry of such periods, Government of Meghalaya may without prejudice to any other right or remedy available to him to recover damages for breach of the contract: -

- a) Recover from the Agency as agreed, liquidated damages including administrative expenses and not by way of penalty, as specified in the Clause 1.4 (Penalty Clause)
- b) Cancel the contract or a portion thereof by serving prior notice to the Agency.
- c) The Government of Meghalaya may take a decision to cancel the contract with immediate effect and / or debar / blacklist the bidder from bidding prospectively for a period of 3 years or as decided by Government of Meghalaya or take any other action as deemed necessary.

2.4.5.16 AGENCY CODE OF CONDUCT AND BUSINESS ETHICS

Government of Meghalaya is committed to its 'values & beliefs' and business practices to ensure that Agency/Consultant, who provides services, will also comply with these principles.

2.4.5.17 Bribery and corruption

Agencies/Consultants are strictly prohibited from directly or indirectly (through intermediaries or subcontractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

2.4.5.18 Integrity & limitation

Agencies/Consultants shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with Government of Meghalaya. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suspension of material facts, such contract shall be voidable at the

sole option of the competent authority of Government of Meghalaya. For avoidance of doubts, no rights shall accrue to the Agency/Consultant in relation to such business/contract and Government of Meghalaya or any entity thereof shall not have or incur any obligation in respect thereof.

2.4.5.19 Governing Laws

Besides the terms and conditions stated in this document, the contract shall also be governed by the prevailing Acts, Rules and guidelines including the Information Technology Act 2000, its amendment, and any other Rules and guideline issued by Centre and State from time to time.

SECTION III :SCOPE OF WORK / DELIVERABLES

3.1.SCOPE OF WORK

A. Social Media Management

- I. To setup a complete Social Media Hub, Online Media Communication and Research Centre for the Chief Minister's Office.
- II. Set up a complete social networking management system for the Chief Minister's Office and manage the same by deploying requisite number of persons with requisite qualifications and skills-set who can gather, collate and post content on the social media websites, take photographs and video under supervision of the Chief Minister's Office. Any hardware or hardware resource required for this project
- III. Chart out a detailed Social Media strategy and research objectives that would meet all the key objectives for the Chief Minister's Office.
- IV. Management of Facebook, Twitter, Google+, YouTube, Instagram and other social media identities for the Chief Minister's Office.
- V. Generate buzz about Chief Minister's and Government of Meghalaya's activities and engage citizens over its initiatives.
- VI. Round the clock running of social media sites, updating, analysing social media trends, moderation and intervention as and when required.
- VII. Feedback/comment management on regular basis, moderation of pages on regular basis to keep the social media site free from spam/advertisement/ inappropriate contents, appropriate tagging etc.
- VIII. Manage response on social accounts through setting up standard response management processes.
- IX. Create live interaction sessions with the Hon'ble Chief Minister and Officials as desired from time to time.
- X. Video Record interviews, events and edit the same properly for use of Social Media and other online mediums.
- XI. Repackaging of the content (videos and photographs) into suitable formats (video packages and others)
- XII. Uploading of repackaged and creative content on various social media platforms such as Facebook, YouTube, twitter etc.
- XIII. Agency/Consultant would be responsible for enhancement of the reach of the messages and other schemes of Government of Meghalaya on various social media platforms.
- XIV. The Agency/Consultant 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.
- XV. Provide detailed **analytics** about Social Media activities.
- XVI. Ensure that significant posts made by the public on all the Chief Minister's social networking sites are monitored on a real time basis and is brought to the notice of the designated official on daily basis.

- XVII. Use appropriate CRM to track relevant social media handles and monitor the following:
 - a. Monitor social media sentiments
 - b. Monitor and track overall trends on various social media platforms
 - c. Message Monitoring – this will help in understanding overall social media response to a message, tweet or data
 - d. To generate reports in various formats like graphs, charts etc.
 - e. Analyse various activities happening on Social Media and Segregation of activities into problematic and non-problematic based on various keywords such as violence; Holocaust; Riots etc.
- XVIII. Enhance audience engagement on all social Media channels through designing and implementing contests, campaigns & promotions, etc. Generate buzz about Chief Minister and his activities and engage citizens over the initiatives of Government of Meghalaya.
- XIX. Training, skill up-gradation and capacity building of the officers of various Departments of Government of Meghalaya to handle social media sites through but not limited to lecture, seminar, workshop, class room and online teaching.
- XX. Should have credible contingency plan to effectively handle crisis and emergencies.
- XXI. Agency/Consultant would also be responsible for advertising of Chief Minister's and Government of Meghalaya's various schemes, acts and related activities on the social media platforms.
- XXII. The agency/consultant will be responsible for creating and releasing digital advertisements and create campaigns in Social Media sites, websites empanelled by the Govt. Of Meghalaya. Agencies should be able to provide documents in support of carrying out digital campaigns in Social Media as well as leading web portals.
- XXIII. Pre and Post establishment support - Any kind of support with regard to smooth functioning of hardware/equipment, software development. - The agency should provide 24 x 7 technical-support for maintenance of Chief Minister's various Social Media Platforms through in-house staff.

B. Website with Dashboard Development & Management

- I. To create a website for CM's Office which will primarily include the following features:
 - a. Modern, user friendly website
 - b. Various dynamic contents such as news items, videos, images etc prominently displayed
 - c. Placeholders for various notices, letters, documents that CM Office would like to share
 - d. Citizen's Feedback Management system(Grievance Management)
 - e. Provision for integration with other related Government website like megpgrams.
 - f. Provision to add relevant micro sites like CM's dashboard etc.
 - g. Links to CMO's various social media accounts.
 - h. *Website should be compliant to applicable policies and guidelines laid out by the Government of India pertaining to hosting of Government website viz. latest GIGW (Guidelines for Indian Govt website), Web*

Content Accessibility Guidelines (WCAG) 2.0 etc.

- i. The website should be interoperable and scalable.
 - j. The source code and the content will remain the property of MITS and Govt of Meghalaya.
-
- II. The CMO's website with Dashboard to be developed and hosted in MSDC within 3 months from the date of signing of agreement.
 - III. Develop complete Website with Reporting and Dashboard management system for the Chief Minister's Office and manage the same by deploying requisite number of persons with requisite qualifications and skills-set who can gather, collate and post content on the website, take photographs and video under supervision of the Chief Minister's Office. Provide any hardware or hardware resource required for this purpose.
 - IV. The website once developed will be hosted in the Meghalaya State Data Center (MSDC). The hosting facility shall be provided by MITS without any charges.
 - V. The Agency will be responsible for security testing of the website from Cert empanelled agency, before hosting at MSDC.
 - VI. Daily update and manage the website.
 - VII. Enhance audience engagement to the website by using all social Media channels available. The website to be used for designing and implementing contests, campaigns & promotions, etc. Generate buzz about Chief Minister and his activities and engage citizens over the initiatives of Government of Meghalaya.
 - VIII. Pre and Post establishment support - Any kind of support with regard to smooth functioning of website. The agency should provide continuous technical-support for maintenance of the website.
 - IX. The CMO website shall have provisions for capturing feedback (Grievances) from citizens through social media, email, letters or any other means. The feedback from the citizens will be captured through existing Megpgrams application (<http://megpgrams.gov.in>). The Agency shall ensure that adequate manpower is engaged to take care of this requirement.
 - X. Ensure that significant posts made by the public on the Chief Minister's feedback management system and social networking sites are monitored on a real time basis and is brought to the notice of the designated official on daily basis.
 - XI. Various social media feeds of the CM's Office should have a prominent place on the website
 - XII. Training, skill up-gradation and capacity building of the officers of various Departments of Government of Meghalaya to handle social media sites through but not limited to lecture, seminar, workshop, class room and online teaching.
 - XIII. For CM or CM Office's login, there should be a dashboard available, which will include the following,
 - a. Social Media Trend and Analysis Reports using charts/graphs etc.
 - b. Grievance or Feedback Redressal system analysis and reports
 - c. Follow-up, closure and Remarks for various feedbacks
 - XIV. The Agency has to make presentations of the Website to the CMO and other stakeholder before UAT from time to time or as and when required by CMO,

for sign off by the CMO for the security certification.

- XV. The Agency is required to get the developed website security certified by any CERT-IN empanelled agency before rolling out the website in the hosting environment.
- XVI. Comprehensive User Acceptance Testing has to be conducted by the Agency and corresponding sign off to be obtained from the CMO/MITS on successful completion. Once the approval is obtained the website can be rolled out.

C. Resources required for management of social media activities and maintenance of the CMO website:

S/N	Job Profile	No of persons	Nature of engagement
1.	Co-ordinator/Project Lead responsible for both social media and CMO website.	1	Full Time—dedicated onsite at Shillong
2.	Social Media Content Writer (English)	1	Full time
3.	CMO Website Content Writer (English)	1	Full time
4.	Visual/Graphic Artist	1	Part time
5	Video Editor	1	Part time
6	Social Media Data Analyst/monitoring expert	1	Part Time
7	Web developer	1	Part Time

Section IV: Service Level Agreement

The purpose of this Service Level Agreement (hereinafter referred to as SLA) is to clearly define the levels of service which shall be expected from the Service Provider/Agency during the implementation and its subsequent support for the project period.

MITS shall levy all penalty clauses as mentioned in the section below, if the non-conformity of SLA clauses is solely due to the slippage of the Agency. For any non-conformity to any particular SLA clause by the Agency due to reasons not in control of the Agency shall be treated on the merit of the individual case to case by MITS.

Sl. No.	Milestone	Target	Requirement/Consideration Period	Penalty
1	User base/followers	T+1 Year T is the Go-live date	Number of followers from India across various platforms to be increased by 50000.	0.1% of the yearly cost for management of Social media per 10000 fewer users
2	Daily Post/responses – Very high importance	Within 1 Hour	Social Media post (tweet/Facebook post/Youtube video etc) should be ready and posted within an hour of the event	Rs. 1000/per post/per Additional hour
3	Daily Post/responses – High Importance	Within 2 Hours	Social Media post (tweet/Facebook post/Youtube video etc) should be ready and posted within 2 hours of the event	Rs. 1000/per post/per Additional hour
4	Daily Post/responses – Normal Importance	Within 6 hours	Social Media post (tweet/Facebook post/Youtube video etc) should be ready and posted within 6 hours of the event	Rs. 1000/per post/per Additional hour
5	Security Breach	Within 1 hour	Security breach should be reported and dealt with within an hour of occurrence	Rs. 1000 per Additional hour
6	Customized Reports	Within 2 days	Any customized report/analysis that is required by the Government should be provided within 2 working days.	Rs 2000 per customized report per day of delay beyond target.
7	Manpower – Key Resource Deployment	T+1 Day T is the Go-live date	The Key resources should be posted on the project from the start day. Onsite co-ordinator should be present at Shillong.	Rs 2000 per day of delay from the target date. More than 10

			Offsite staff's names and designation should be made official.	days will be breach of Contract
8	Development and hosting of CMO's Website	3 months from the date of signing of agreement	The CMO website with all the required featured should be up and running within 3 months from the signing of agreement	Rs.5000 per additional week
9	Website uptime		The website should not be down during core working hours unless for emergency situation like security breach. In such case, the issue should be reported and resolved within an hour of occurrence. Regular maintenance should be scheduled during non-core hours.	Rs. 1000/- per additional hour of downtime
10	Website content update – High Priority/Importance	Within 3 hours	Website should be updated with content within 3 hours of communication of the event in case high priority/important content.	Rs. 1000/- per additional hour.
11	Website content update – Normal Importance	Within 8 hours	Website should be updated with content within 8 hours of communication of the event in case normal priority/important content.	Rs. 1000/- per additional hour

ANNEXURE 1: Format for submission of Proposal

To

The Member Secretary,
MITS,
Information Technology & Communications Department
Government of Meghalaya,
Shillong - 793001

Dear Sir,

We, the undersigned on behalf of (name of the firm), wish to submit our offer for **“Engagement of an Agency for Social Media Management and Development & Maintenance of Website with Dashboard for the Chief Minister’s Office, Govt. of Meghalaya’.”** in accordance with your Request for Proposal (RFP reference) dated (insert Date). We are hereby submitting our Proposal, which includes a Technical Proposal and a Financial Proposal sealed under separate envelope.

We are attaching the EMD for Rs. 50,000/- (Rupees Fifty Thousands only) as a bank draft/demand draft drawn on [insert bank name, branch name and DD number, date] in favour of the “Member Secretary, MITS”, payable at Shillong as required for the submission of bid. We are also attaching a Tender Fee of Rs.1000 (Rupees One Thousand Only).

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

We undertake, if our Proposal is accepted, to start the services with immediate effect or as stipulated in the work order.

We understand you are not bound to accept any Proposal you receive. We remain,

Yours sincerely,

Authorized Signature

Name and Title of Signatory

Name of Firm , Address

ANNEXURE 2 Technical Bid Format

S/N	Particulars	To be filled by the Tenderer
1.	Name of the Bidder	
2.	Whether brief profile of the agency is enclosed (Max 10 pages, as per Annexure 5)	
3.	Address of the Bidder	
4.	Year of establishment (with documentary evidence)	
5.	Type of Company (Proprietary / Partnership / Private Limited / Public Limited)	
13.	<p>Detailed description on the approach & methodology of the assignment shall need to be submitted. A PowerPoint presentation also needs to be attached along with the below Technical Documents.</p> <p>Social Media</p> <ul style="list-style-type: none"> • Understanding of the Scope of Work • Social Media Monitoring Plan • Tools to be used. • Approach, Methodology and Digital Strategy for Social Media and website for the Chief Minister's Office, Government of Meghalaya 	
14.	Details of EMD of Rs.50,000 and Tender Fee of Rs.1,000	

	(i) Amount (ii) Draft No (iii) Date (iv) Issuing Bank		
15.	Name, Designation and address of the officer to whom all references shall be made regarding this RFP.		
		Tel:	Mobile:
		Fax:	Email:

Apart from the above, all the requisite documents mentioned in the RFP should also be enclosed.

Authorized Signature [In full and initials]

Name and Title of Signatory

Date:

Seal:

ANNEXURE 3 FINANCIAL BIDFORMAT

To

The Member Secretary,
MITS ,
Information Technology & Communications Department,
Govt. Of Meghalaya ,
Secretariat Hills,
Shillong - 793001

Dear Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with your Request for Proposal (RFP reference) dated (insert Date). We also understand that the following resources would be required:

S/N	Job Profile
1	Co-ordinator/Project Lead responsible for both social media and CMO website.
2	Social Media Content Writer (English)
3	CMO Website Content Writer (English)
4	Visual/Graphic Artist
5	Video Editor
6	Social Media Data Analyst/ monitoring expert
7	Web developer

Our Financial Proposal against the scope of service defined in the above referred RFP is the following:

Table A: Project costs

S/N	Description	Amount in Indian Rupees. (A)	Taxes (B)	(C)=(A)+(B)
1.	Management of Social Media Communication Hub with 24 x 7 mode of functioning, Social Media Monitoring & Management for Chief Minister's Office for 3 years from the date of UAT of CMO website as per the scope of work. (The selected Agency/Consultant will be required to deploy the resources as mentioned in Scope of Work of Section III, Point No. C)			
2.	Development of CMO's Website with Dashboard			
3.	Maintenance of the CMO's website with Dashboard after GoLive for 3 years from the date of UAT as per the scope of work (The selected Agency/Consultant will be required to deploy the resources as mentioned in Scope of Work of Section III, Point No. C)			
4.	Grand Total (in Rupees)			

Grand Total (in words):

.....

Table B:Man month rates

S/N	Manpower Categories	Rate per- month inclusive of taxes
1	Co-ordinator/Project Lead responsible for both social media and CMO website.	
2	Social Media Content Writer (English)	
3	CMO Website Content Writer (English)	
4	Visual/Graphic Artist	
5	Video Editor	
6	Social Media Data Analyst/ monitoring expert	
7	Web developer	

Our proposal shall be binding upon us up to period of validity as indicated in this RFP
(Procedure, Terms & Conditions)

We understand you are not bound to accept any proposal you receive. We remain,

Yours sincerely,

Authorized Signature [In full and initials]

Name and Title of Signatory

Name of Firm

Address Date:

Seal:

ANNEXURE 4 Evaluation Criteria (Technical)

Presentation– 30 Marks

Presentation	Detailed Documentation on the Approach & Methodology of the assignment as mentioned below. A presentation will be made by the bidder to the tender committee.	Total Marks (30)
	Social Media <ul style="list-style-type: none"> ➤ Understanding of the Scope of Work ➤ Social Media Monitoring Plan Tools to be used. ➤ Approach, Methodology and Digital Strategy for Social Media for the Chief Minister's Office, Government of Meghalaya ➤ Understanding about CMO website and integration with other Govt Websites. Reporting and dashboard options in the website 	7 8 7 8

Key Personnel – 30 Marks

(The CVs of the Key Personnel must be submitted as per Annexure 5)

Key Personnel	Responsibilities	Marks
Coordinator / Project Lead	Liaison with the Chief Minister's Office to align goals and execution of programs. <ul style="list-style-type: none"> ➤ Be a link between the Chief Minister's Office and Social Media Origination to Manage and execute the day to day social media operations. ➤ Devise reporting methods for social media monitoring on topical, regional and international issues relevant for Government of Meghalaya ➤ Translate Government of Meghalaya's goals and objectives into actionable and digital programs including online media, social, other digital components. 	7

	<ul style="list-style-type: none"> ➤ Recommend product, content and digital programs to support the initiatives of the Chief Minister and its office. ➤ Implement measurement tools to measure the impact of Digital initiatives taken. <p>Experience:</p> <ul style="list-style-type: none"> ➤ Minimum 8 years of experience in Communication and 4 years in digital, online and social media marketing as Project Manager. ➤ Excellent written and verbal communication skills, as well as stellar presentation skills. ➤ Strategic, analytical, quantitative and critical thinking. ➤ Demonstrated experience with Google Analytics, Facebook advertising, YouTube and social media monitoring platforms. 	
Social Media Content Writer	<ul style="list-style-type: none"> ➤ Responsible for designing & developing content for consumption on social media in English ➤ The content developed by them shall be platform ready and specific to the brief provided by the social media expert ➤ Responsible for developing content across owned and earned social channels. This could include blog posts, tweets, status updates, pins, photos and videos. ➤ Creates, manages and grows presence across social media channels, including, but not limited to blogs, Twitter, Facebook, Google plus, YouTube etc. and creation of Wikipedia posts. <p>Experience</p> <ul style="list-style-type: none"> ➤ Minimum 5 years of experience with extensive knowledge of social media channels, including Facebook, Twitter, Google+, YouTube & Instagram, Wikipedia etc. ➤ Experience writing, editing, crafting and optimizing content specific to social media channels 	5

	<ul style="list-style-type: none"> ➤ Strong Digital Footprint - Proven active involvement in social media activities such as blogs, Twitter, Facebook, Google plus, communities, social book marking, RSS feeds, etc. 	
Website content Writer	<ul style="list-style-type: none"> ➤ Responsible for designing & developing content for consumption on Websites in English ➤ The content developed by them shall be platform ready and specific to the brief provided by the Project Coordinator/CMO. ➤ Creates, manages and improves citizens' interaction through the CMO website including Feedback / Grievance management, interactive contests, polling etc <p>Experience</p> <ul style="list-style-type: none"> ➤ Minimum 5 years of experience with extensive knowledge on Website maintenance and content creation etc. ➤ Experience writing, editing, crafting and optimizing content specific to Website management. 	5
Social Media Data Analyst	<ul style="list-style-type: none"> ➤ Ensuring tracking, collecting and analysing relevant social media metrics and ensure timely, effective and efficient reporting of all social media efforts ➤ Analysing social media engagement metrics, such as new user growth, fan likes, comments and shares, and report these numbers based on specific program goals <p>Experience:</p> <ul style="list-style-type: none"> ➤ Minimum 3 years' of experience with social media analytics and IT ➤ Experience managing social media analytics, possess superior analytical ability ➤ Should possess working knowledge of two – three analytical tool. 	5

Web Developer	<ul style="list-style-type: none"> ➤ Develop CMO's website from scratch ➤ Understanding of various requirements ➤ Integration with other Govt websites like megpgram.gov.in ➤ SEO (Search Engine optimization) of the website <p>Experience:</p> <ul style="list-style-type: none"> ➤ Minimum 5 years of experience with Website developing and hosting ➤ Extensive work experience on GUI optimization and database management. 	8
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The point system for evaluation of technical bid will be as under:-
Organisation – 40 Marks

S. No.	Criteria	Points
i)	State/Central Government social media projects in last five years	Max :10
	<ul style="list-style-type: none"> 2 marks per project subject to maximum of 5 projects. Documents: Purchase order/ Work order from the client	
ii)	Quality Certification	Max: 10
	ISO 9001: 2008 (Quality Management)	03
	ISO: 20000	01
	ISO: 27001:2013	01
	CMM level 3:2 marks CMM level 4 and above :5 marks	05
	Documents: CMM level certificates , ISO certificate	
(iii)	Social Media Management with more than 1.5 Lac followers.	Max: 05
	One Organisation: 2 Marks More than one organisations: 5 Marks Documents: Self certificate along with the screen shot of the verified account of the organization.	05
iv)	Demonstrated capability of carrying out digital campaigns with Google, Facebook, twitter and other online portals and website for various organization. 1 Marks per campaign capped to 5 campaigns. Proof: Self-certification with proof of Campaign detail and outcome.	Max: 5
v)	Capability of development and maintenance of Websites One mark per website capped to 5 websites. Proof: Url of the websites.	Max: 05
vi)	Various software/ tools deployed in similar projects for reporting, analysis, monitoring of social media. Detail about the software and the tool to be mentioned along with the capabilities and performance.	Max 05

ANNEXURE 5 Format for CV

S. No.	Detail	Response								
1	Proposed Position									
2	Name of Firm									
3	Name of Staff									
4	Date of Birth									
5	Education	<table border="1"> <thead> <tr> <th>S. No</th><th>Degree</th><th>Institution</th><th>Dates</th></tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td></tr> </tbody> </table>	S. No	Degree	Institution	Dates				
S. No	Degree	Institution	Dates							
6	Membership of Professional Associations/Societies, if Any									
7	No. of Years of Experience Years								
8	Summary of key training and certifications	NA								
10	Language Proficiency									
11	Employment record	1.								
12	Details of Tasks Assigned									
13	Highlight of similar assignment handled									
	Project									
	Client									
	Key project features in brief									
	Location of the project									
	Designation									
	Responsibilities and activities									

ANNEXURE 6Pre-Qualification format

S/ N	Broad Criteria	Basic Requirement	Specific Requirement	Documentary Proof to be submitted	Compliance (Yes / No)	Ref. Page no.
1	Legal Entity		Entity shall mean a company registered in India under the Companies Act 1956, or a partnership/proprietary firm registered under the relevant and prevailing laws relating to partnership/proprietorship in India, and operating for the last 5 years in Business as on March 31,2018	<ul style="list-style-type: none"> i. Certificates of incorporation ii. Registration Certificates iii. GST Registration iv. Copy of PAN and TAN 		
2	Experience in Social Media Management	Work Experience	The agency must have an experience of at least 5 years in the field of Social Media Management and must have undertaken a few Social Media Management projects in government structure.	Copies of the work orders OR completion Certificates from the clients.		
3	Turnover	Revenue from IT/ITES Services	Average turnover of Rs. 2 Crores in the last three financial years. (Year 2016-17, 2015-16, 2014-15)	CA's certificate certifying the same should be submitted.		
4	Technical Criteria	In-house development facility	The agency must have in- house development facilities for production and editing of contents in all forms including video in high definitions, research based technical content etc.	Self-certification on the letter head		
5	Technical Experience	Followers	The agency must have managed popular social networking platform/s such as FaceBook, Twitter, WhatsApp , YouTube, Instagram etc. for a govt/ non govt entity with at least 1.-1.2lacs followers/persons liking/reviewing the content on a topic or page in last two years	Self-certified copy of images having followers/viewership of the social media with necessary link & self-declaration in the letter head also.		

6	Experience in Web Development	Experience in Social Media Application Development	The agency must have developed and managed social media applications for Central/State Government organisations or PSUs or leading organisations in the Private Sector of at least 12 months' duration of worth minimum Rs. 50 lakhs in the last three financial years (as on year ending on 31st March 2016, 2017 & 2018)	Copy of the Completion Certificate from the Client along with the Work Order in case of Completed Work. Copy of Work Order & Client's Certificate in case of On-going projects.		
7	Bidder's Positive Net Worth	Details of the assets liabilities	The bidder should have positive net-worth in each of the last three Financial Years (as on years ending on 31st March 2015, 2016 & 2017)	Extracts from the audited Balance sheet and Profit & Loss Account; OR Certificate from the statutory auditor		
8.	Conflict of Interest		Bidder should not have a conflict of interest in the assignment in question as specified in the bidding document. Comply with the code of integrity as specified in the bidding document.	Self-Declaration / Certification on the company/firm letter head.		
9	Power of Attorney	Authorized Representative from Bidder	A power of attorney / Board resolution in the name of the person signing the bid	Original Power attorney/Board resolution copy		
10	Blacklisting	A self-certificate letter from the authorized signatory within the Bidder's firm/company	Bidders should not have been blacklisted by any of the State or Central Government Department/organizations due to any criminal & Cyber offence/fraudulent practice by any investigating authority or Court of law in the country	Self-certified letter/Undertaking from the agency on the firm/company's Letter Head.		
11	(i) Details of EMD of Rs.50,000 and (ii) Tender Fee of Rs.1,000					

