

No. 8-2/2024-Estt.  
National Commission for Minorities  
Government of India

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1<sup>st</sup> Floor, Block No. 14, CGO Complex,  
Lodhi Road, New Delhi

Dated 31.07.2024

**TENDER NOTICE**

**Subject: Invitation of Tender for engagement of Media/ Social Media Agency for managing the PR Work and the Social Media activities - regarding.**

The National Commission for Minorities, a statutory body under the Ministry of Minority Affairs is inviting sealed bids from interested Media/ Social Media Agencies for managing the PR Work and the Social Media related activities of the Commission. Request for Proposal (RFP) is available on GeM Portal <http://gem.gov.in>.

2. Eligible bidders are requested to upload their bid on GeM Portal latest by 4:00 P.M. on 21.08.2024 positively.

(Rajeev Mohan)

Under Secretary to the Government of India

राजीव मोहन / RAJEEV MOHAN  
अवर सचिव / Under Secretary  
राष्ट्रीय अल्पसंख्यक आयोग  
National Commission for Minorities  
भारत सरकार / Government of India  
14, सीजीओ कॉम्प्लेक्स, लोधी रोड, नई दिल्ली-110003  
14, CGO Complex, Lodhi Road, New Delhi-110003

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**File No.8-2/2024-Estt.**

**Request for Proposal (RFP)**  
**For engagement of Media/ Social Media Agency for managing the**  
**PR Work and the Social Media**

**National Commission for Minorities**  
**1<sup>st</sup> Floor, 14<sup>th</sup> Block**  
**CGO Complex, Lodhi Road,**  
**New Delhi -110003**



(1) Introduction

- (i) The National Commission for Minorities (NCM) was established as a statutory body with the enactment of the National Commission for Minorities Act, 1992 by the Parliament. This Act came into force with effect from 17<sup>th</sup> May, 1993. The Commission consists of a Chairperson, a Vice Chairperson and five Members, out of which five Members including the Chairperson, are required to be from amongst the notified religious minority communities. At present, there are six notified religious minority communities namely, Muslims, Christians, Sikhs, Buddhists, Zoroastrians (Parsis) and Jains.
- (ii) **Functions:** The functions and responsibilities of NCM are related to the six notified minority communities. As provided in Section 9(i) of the aforesaid Act, NCM has been mandated to perform the following functions:-
- (a) evaluate the progress of the development of Minorities under the Union and the States;
  - (b) monitor the working of the safeguards for Minorities provided in the Constitution and in laws enacted by Parliament and the State Legislatures;
  - (c) make recommendations for the effective implementation of safeguards for protection of the interests of Minorities by the Central Government or the State Governments;
  - (d) look into specific complaints regarding deprivation of rights and safeguards of the Minorities and take up such matters with the appropriate authorities;
  - (e) cause studies to be undertaken into the problems arising out of any discrimination against Minorities and recommend measures for their removal;
  - (f) conduct studies, research and analysis on the issues relating to socio-economic and educational development of Minorities;
  - (g) suggest appropriate measures in respect of any Minority to be undertaken by the Central Government or the State Government;
  - (h) make periodical or special reports to the Central Government on any matter pertaining to Minorities and in particular difficulties confronted by them; and
  - (i) any other matter which may be referred to it by the Central Government .
- (iii) NCM desires to engage a credible professional agency to manage the social media and PR related work on annual lump sum payment basis to utilize the social media platforms for dissemination of information and creating awareness about the activities and work of NCM.
- (iv) The agency also needs to undertake PR-related tasks for NCM for effective communication with stakeholders. It has to take an active role in various events to ensure its success. The agency needs to perform all the tasks falling under the scope of PR.
- (v) In this context, RFP is invited from credible professional Agencies. For this purpose, the scope of work to be taken care of by the agency has been broadly spelt out in Section-II.





- (v) The agency must have in-house production facilities. All other requirements such as manpower, tools, creative content, etc. will have to be met by the firm. Agency must have expertise in these works. The entire data will also be stored/ archived and the firm has the responsibility to provide it to NCM, as and when required. The agency will maintain the backup, storage and recovery mechanism.

(2) **Schedule and Critical Dates**

- (i) The tentative schedule and critical dates are shown below:

S.No.	Event	Date
1.	Uploading of RFP on official website and GeM Portal	31.07.2024
2.	Pre-Bid Meeting at NCM	07.08.2024
3.	Last date of submission of bid	4:00 PM on 21.08.2024
4.	Opening of Technical Bids	4:30 PM on 21.08.2024
5.	Presentation by shortlisted bidders	To be conveyed
6.	Opening of Financial Bids (in respect of technically qualified bidders)	To be conveyed

- (ii) Bidders are required to upload their Technical and Financial Bids on GeM Portal. Bidder shall be responsible for registering his/ her company at GeM Portal and seeking all necessary approvals required to upload the bid.
- (iii) NCM reserves the right to amend the RFP, tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through the GeM Portal as well as NCM website (tender section) from time to time for any updated information.
- (iv) **Pre-Bid Meeting:**
- (a) A pre-bid meeting will be held on 07.08.2024 days at the premises of NCM to clarify the queries pertaining to the bid that may be raised by the bidders.
- (b) The bidder, who is willing to attend the pre-bid meeting, will inform NCM through e-mail to [vishal.lakhanpal@icar.gov.in](mailto:vishal.lakhanpal@icar.gov.in) along with his queries in writing, at least two days before the scheduled date of pre-bid meeting.
- (c) **Attending the pre-bid meeting is purely voluntary. Non-attendance to it will not be a reason for disqualification of a bidder.**
- (d) Maximum two representatives of a particular agency, duly authorized on the letter head of agency, shall be allowed to attend the pre-bid meeting.



(3) **Procedure, Terms and Conditions**

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- (i) The proposal has to be uploaded on two bid basis i.e. Technical Bid and Financial Bid.
- (ii) It is the responsibility of the Bidders to ensure that the bids are up loaded in time on GeM Portal <https://gem.gov.in> on or before the prescribed date and time for submission of bids. A scanned copy of the remittance details of Earnest Money Deposits needs to be uploaded at the GeM. Registered MSMEs are exempted from payment of EMD. Bidders seeking exemption from Experience/Turnover criteria, the supporting documents to prove his eligibility for exemption must be uploaded.
- (iii) All bids must remain valid for 90 days from the last date of submission of bids.
- (iv) NCM 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) NCM reserves the right to accept the whole, or part 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 NCM.
- (vi) NCM also reserves the right to negotiate with the bidders placed as H1/L1 bidder in the interest of the Government.
- (vii) NCM reserves the right not to accept bid(s) from agency(ies) resorting to unethical practices or on whom investigation/ enquiry proceedings have been initiated by Government investigating Agency/ Vigilance Cell.
- (viii) All information contained in the proposal, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations/agencies.
- (ix) The Agency selected cannot use its name, logo or any other information/publicity on content published on social media platforms of NCM or at any other places or platforms. After the final selection, the agency must maintain confidentiality regarding any general or sensitive information.
- (x) The Agency must maintain uniformity/brand guidelines 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.
- (xi) All material, art work used in management of Social Media Network will be property of the NCM. Content shared online must be copyright protected. The agency must ensure that text, fonts, graphics, images or footage/videos, and music are copyright protected. Any breach or dispute will be the responsibility of the agency.
- (xii) All creative -physical as well as digital- will be property of NCM and its Intellectual Property Rights (IPR) will vest with NCM.
- (xiii) The timeline/schedule of deliverables will be decided as and when the requirement/ task activities arise. Bidder should complete the job/activities as and when asked by NCM.





(4) **Eligibility Conditions**

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- (i) The Bidders shall fulfil the following eligibility conditions for participating in the bidding process. The Bidders should enclose documentary evidence for fulfilling the eligibility conditions.

S. No.	Essential requirement	Evidence
1.	The agency must have annual turnover of a minimum of Rs.2.50 Crore, average for the last three financial years (2020-21, 2021-22 & 2022-23).	Balance Sheets & documents certified by CA
2.	The agency must have an experience of at least 5 years in Social Media handling and PR management and must have completed at least two projects worth Rs.25 lakhs for Centre/State Government, Government Institutions & Bodies, PSU, etc.	Copies of the work orders and completion certificates.
3.	The agency should have local office in Delhi/NCR	Documentary evidence

- (ii) Proposals not complying with the above eligibility conditions shall be summarily rejected.

(5) **Commercial Conditions**

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

(i) **Earnest Money Deposit and Processing Fee (Registered MSMEs Exempted)**

- (a) The bidder is required to submit Rs. 50,000/- (Rupees fifty thousand only) as Earnest Money Deposit (EMD) by Demand Draft of any Nationalised/ Scheduled Commercial Bank drawn in favour of "DDO, National Commission for Minorities" payable at New Delhi. The copy of the EMD (Demand Draft) submitted should be uploaded along with the Bid. EMD should be submitted along with Technical Bid.
- (b) Technical Bid not accompanied with EMD shall be summarily rejected.
- (c) No interest shall be payable by NCM for the sum deposited as EMD.
- (d) The EMD of the unsuccessful bidders would be returned after finalization of the proposal received against this RFP. However, the EMD of the successful bidder shall be adjusted against performance security.

(ii) **Performance Security**

- (a) Selected bidder will have to submit a Performance Security equivalent to 3% of the total contract value in the form of the bank draft/ demand draft or Bank Guarantee (BG) from a scheduled commercial bank in favour of "DDO, National Commission for Minorities" New Delhi, within 10 days of issue of letter of acceptance of proposal.
- (b) Performance Security would be returned only after successful completion of work assigned and after adjusting/ recovering any dues recoverable/ payable from/ by the Agency on any account under the contract.

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(ii) **Period of Contract**

The contract will be initially for a period of one year, subject to the satisfaction of NCM. If performance is considered satisfactory by NCM, it may extend the contract period for further period on the same terms and conditions with mutual consent.

(iv) **Prices**

- (a) The bidder is required to quote the total price for services as detailed in the scope of work/deliverables under Section-II of the RFP document. The total price quoted shall be inclusive of all applicable taxes/ charges.
- (b) The agency has to ensure that the total price quoted are all inclusive including the manpower support required for the project execution and continuous support during the entire contract period of one year.
- (c) No increase in the price would be allowed during the contract period.

(v) **Amendment of Tender Document**

At any time before the submission of bids, NCM may amend the tender document by issuing an addendum/corrigendum in writing or by announcing it through its website. The addendum/corrigendum shall be binding on all the Agencies. To give the Agency reasonable time in which to take an amendment into account in their bids, the NCM may, if the amendment is substantial, extend the deadline for the submission of bid.

(vi) **Conflict of Interest**

The Agency is required to provide professional, objective and impartial advice and at all times hold the NCM's interests paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.

Without limitation on the generality of the foregoing, agency and any of its affiliates, shall be considered to have a conflict of interest under any of the circumstances set forth below:

- (a) **Conflicting Activities:** An Agency or any of its affiliates, selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.
- (b) **Conflicting Assignment/job:** An Agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Agency to be executed for the same or for another Employer.
- (c) **Conflicting Relationships:** An Agency that has a business or family relationship with a member of the NCM staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the NCM throughout the selection process and the execution of the Contract.





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The Agency has an obligation to disclose any situation of actual or potential conflict that impacts its capacity to serve the best interest of NCM, or that may reasonably be perceived as having this effect. Any such disclosure shall be made to NCM, immediately. If the Agency fails to disclose such situations and if the NCM comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its contract during execution of the assignment.

**(vii) Payment**

- (a) The payment will be released to the agency on quarterly basis on receipt of invoice, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Section-II of this document for assessment by the NCM. No advance payment will be made.
- (b) Payment will be released on quarterly basis on fulfilment of successful quarterly commitments. Agency should submit quarterly bills with clear indication of quarterly achievement.

**(6) Penalty Clause**

- (i) The detailed Service Level Agreement (SLA) will be signed with successful bidder. Any breach in SLA will lead to penalty and later termination of the contract. All the documents/code/application etc. prepared and developed by the bidder will be the property of the NCM. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the NCM, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the NCM, together with a detailed inventory thereof.
- (ii) If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfil any of the contractual obligations, the NCM may take a decision to cancel the contract with immediate effect. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.
- (iii) In case of late services/no services on a specific activity, in which 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, the firm shall be liable to pay a Liquidated Damages (LD). LD will be imposed @ 1% per week delay or part thereof, of the cost of contract value up to maximum of 10% of the contract value from the Agency. The timeline/schedule of deliverables will be decided as and when the requirement/ tasks /activities arise.
- (iv) NCM will have the right to cancel the contract at anytime without assigning any reason thereof.

**(7) Preparation of Bid**

All the bidders are requested to follow the instructions given below while uploading the bids. Proposal should be uploaded on two bid basis – separate technical and financial bids on GeM portal i.e. on <https://gem.gov.in/>.





(8) **Technical Bid**

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The technical bid should contain the following:-

- (i) Forwarding letter as per **Annexure-I** on the bidding organizations printed letter head.
- (ii) The bidder shall submit all documents as prescribed in **Annexure-II** of the RFP document. All these documents should be properly referenced and numbered.
- (iii) The details of submission of EMD should also be submitted along with the bid.
- (iv) Compliance and documentary proof of eligibility condition have to be provided as spelt out in Clause 4(i) of Section-I of RFP. Documentary proof sought in other clauses of this Tender Document should also be enclosed.
- (v) 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. The document which is not numbered and is not found in serial will be considered as “not found”.
- (vi) A point to point compliance and self-declaration for acceptance of terms and conditions of tender document has to be submitted as per **Annexure-V** of RFP.
- (vii) Undertaking (self-declaration on letter head) of total responsibility for the trouble free operation has to be provided.
- (viii) Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of NCM has to be provided in case the information submitted by the agency is found to be false and/or incorrect in any manner, the agency can be suspended and/or debarred.
- (ix) All pages of the document submitted should be signed.

(9) **Financial Bid**

The financial bid must contain the following:

- (i) Financial bid is to be submitted in prescribed format i.e. the BoQ uploaded along with the RFP (**Annexure-III**).
- (ii) While submitting the Financial Proposal, the firm shall ensure the following:
  - (a) All the costs associated with the assignment shall be included in the Financial Proposal. These shall normally cover remuneration for all the Personnel, accommodation, travelling, printing of documents, taxes etc. The total amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumption, and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered non-responsive and liable to be rejected.



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- (b) The Financial Proposal shall take into account all expenses and tax liabilities. For the avoidance of doubt, it is clarified that all taxes shall be deemed to be included in the price shown under different items of the Financial Proposal. Further, all payments shall be subject to deduction of taxes at source as per applicable laws.

- (iii) It is further clarified that in no case the agency so appointed, will be entitled to payment beyond the fee quoted in the financial bid.

**(10) Signing of Bid**

The original and all documents of the bid shall be typed or written in legible hand and shall be signed by the bidder or a person duly authorized to sign the contract. The person or persons signing the bid shall initial all pages of the bid. The scanned copy of all such documents shall be uploaded with the proposal to be submitted online.

**(11) Method of Evaluation and Awards of Contract**

- (i) Prior to evaluation of proposals, the NCM will determine whether each proposal is responsive to the requirements of the RFP. A proposal shall be considered responsive only if:

- (a) It is received in the specified format;
- (b) It is received by the due date including any extension thereof;
- (c) It contains all the information (complete in all respects) as requested in the RFP;
- (d) It does not contain any condition or qualification;
- (e) It has deposited Rs. 50,000/- (Rupees fifty thousand only) as Earnest Money Deposit (EMD).

- (ii) The NCM reserves the right to reject any Proposal, which is non-responsive and no request for alteration, modification, substitution, or withdrawal shall be entertained by the NCM in respect of such Proposals.

**(iii) Evaluation of bids**

- (a) Bidders are requested to submit all requisite documents as per the uploaded RFP along with their bids failing which the bids are liable to be rejected. A duly constituted Tender Evaluation Committee will scrutinize and evaluate the bids for selection of an agency.
- (b) From the time the bids are opened to the time the contract is awarded, the Agency should not contact the NCM on any matter related to its Technical and/ or Financial bid.
- (c) Any effort by the Agency to influence the NCM in the examination, evaluation, ranking of bids and recommendation for award of contract may result in the rejection of the agency's bid.

**(iv) Criteria for Evaluation of Technical bid**

- (a) The Tender Evaluation Committee shall evaluate the technical bids on the basis of their responsiveness to the eligibility conditions mentioned in Clause 4(i) of Section-I of RFP. The eligible technical bids shall then be evaluated as per evaluation criteria defined in **Annexure-IV** of the RFP.



- (b) It is mandatory for shortlisted agencies to make a presentation before the Tender Evaluation Committee as per date announced on NCM website. **Absentees will not be considered for further processes.**
- (c) Only Agency obtaining a total score of 60 (on a scale of maximum of 100) or more on the basis of criteria for evaluation given in **Annexure-IV**, would be declared technically qualified.
- (v) **Criteria for Evaluation of Financial bid**
  - (a) The Bidders, who qualify the first stage i.e. the Technical Evaluation, the tenderer shall be eligible to evaluate in financial bid.
  - (b) The work will be awarded to the lowest quoted price bidder (L1) on the basis of RA (Reverse Auction) scheme.

**(12) Applicable Law and Jurisdiction**

This RFP, including all matters connected with this RFP, shall be governed by the Indian laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Delhi Court, if required.

**(13) Insurance and Medical**

- (i) It shall be the responsibility of the agency to insure their staff and equipment against any exigency that may occur at site. Agency will also take insurance cover for third party liability, which might occur due to damages caused to their manpower, equipment etc. NCM shall not be responsible for any such damages.
- (ii) Medical facilities (as per law) for professional including insurance of the professional on site will be provided by the Agency.

**(14) Indemnification**

- (i) Agency shall at times indemnify and keep NCM indemnified against all claims/damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this contract.
- (ii) Agency shall at all times indemnify and keep NCM indemnified against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (agency) employees or caused by any action, omission or operation conducted by or on behalf of agencies.
- (iii) Agency shall at all times indemnify and keep NCM indemnified against any and all claims by employees, workman, suppliers, agent(s) employed engaged or otherwise working for Agency, in respect of their wages, salaries, remuneration, compensation or the hike.
- (iv) All claims regarding indemnity shall survive the termination or expiry of the contract.



(15) **Force Majeure**

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- (i) For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of the party.
- (ii) The terms "Force Majeure" as implied herein shall mean an act 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 intimate the other party giving full particulars and satisfactory evidence in support of its claim.
- (iii) 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 hereunder.

(16) **Failure and 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, the NCM may without prejudice to any other right or remedy available to the agency recover damages for breach of the contract as under: -

- (i) Recover from the Agency as liquidated damages which will be charged byway of penalty, as specified in the Clause-6 of Section-I of RFP (Penalty Clause).
- (ii) Cancel the contract or a portion thereof by serving prior notice of one month to the Agency.
- (iii) The NCM 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 the NCM or take any other action as deemed necessary.

(17) **Agency Code of Conduct and Business Ethics**

(i) **Bribery and corruption:**

Agency are strictly prohibited from directly or indirectly (through intermediates 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.

(ii) **Integrity, Indemnity and Limitation:**

Agency shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the NCM. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suppression of material facts, such contract shall be voidable at the sole option of the competent authority of





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the NCM. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and the NCM or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the NCM on account of such fraud, misrepresentation or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.

**(18) General Instructions:**

- (i) For any clarifications, Admin Section of NCM may be contacted by email to [vishal.lakhanpal@icar.gov.in](mailto:vishal.lakhanpal@icar.gov.in) prior to three working days of last date of submission of bids.
- (ii) Bids once submitted cannot be amended.
- (iii) Any Bid which does not quote for all items will be considered to be non- responsive and shall be rejected.
- (iv) The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency, without written consent of the NCM.

**Section-II: Scope of Work/ Deliverable**

- (1)** The professional agency engaged for the work shall manage the PR and communications-related activities including social media for dissemination of information and creating awareness about NCM.

**(2) PR-related activities for NCM**

- (i) Conceptualize and devise a communication strategy that builds on the strategic priorities of NCM.
- (ii) To develop media and promotional strategy and suggest tools to execute the same.
- (iii) Advising Chairperson, Vice-Chairperson, Members and other senior officials on matters related to print and electronic media.
- (iv) Organising Press Conferences, meeting with media and journalist at regular interval as decided by the NCM from time to time
- (v) Preparation of press release and briefs, Co-ordination with media persons, PIB accredited journalists as well as Ministry of Minority Affairs.
- (vi) Make all arrangements necessary for the media coverage/media management during outstation official visits of Chairperson/ Members of NCM to any part of the country.
- (vii) Liaison with Central and State governments and create awareness.
- (viii) Continuously monitoring and tracking all national and regional newspapers, magazines, TV channels, news websites, blogs and other channels of external communication at regular intervals for any news pertaining to minorities and NCM.





**(3) Social Media related activities**

- (i) Creation and Maintenance of Accounts/Handles/Channels of NCM and Chairperson/ Members of NCM on X (Twitter), Facebook, YouTube, Instagram, LinkedIn, WhatsApp and other social media platforms of NCM.
- (ii) Creation of relevant platform/ forums wherein the participation of the target audience can be invoked.
- (iii) New Look ,Updates and Engage with users with due approval of NCM
  - (a) Give all Social Media Platforms of NCM a new look from time to time by putting up new creatives in line with overall theme/strategy approved by NCM, for the period of engagement.
  - (b) Uploading creatives in form of infographics, images, gifs, videos, promos of events and programs etc. on various social media platforms, creation of interactive content like surveys, quizzes, etc. in consultation with NCM.
  - (c) Informative and promotional updates (updates on Facebook, X (Twitter), Instagram and on other platforms) in the form of relevant text, photos, Video, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with NCM.
  - (d) Publicize events/exhibitions on social media platforms with due approval of NCM.
  - (e) Create relevant tagging and linkages of content on all platforms.
- (iv) Media Tracking and Reporting
  - (a) The agency must submit quarterly, Effectiveness Analysis Report to NCM on the effectiveness of the social media strategy. In the report, the agency must submit a detailed analysis on the steps undertaken for overall activities of NCM on the Social Media Platforms and the results achieved and steps to redress the problems.

**(4) 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. other books and manage the graphic content of the website as and when required by the NCM.
- (ii) Uploading of repackaged and creative content on various social media platforms such as X (Twitter), Facebook, Instagram and YouTube etc.
- (iii) Above activities are to be done without any infringement of Intellectual Property Rights (IPR).



(5) **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 should be for at least a year
- (iii) The Agency will submit the archived content to NCM within specified time.
- (iv) Creatives/ Photos Bank- Creatives/ Photos with cataloguing needs to be developed of relevant activities and events.

(6) **Manpower Requirement**

- (i) One social media expert is to be deployed on site at the premises of NCM. He would have the requisite qualifications and experience and will be responsible for handling Media related work of NCM. The person deployed should be adequately supported by a back office for every kind of support by the agency.
- (ii) The media expert with above competency shall be stationed on site in the NCM for day to day work during office hours and also, during the emergent exigencies, beyond office hours. Beyond office hours, he would remain contactable to ensure that viewing and uploading on the managed Social Media sites i.e. X (Twitter), Facebook, Instagram, You Tube, etc. is smooth and uninterrupted.

(7) **Reporting**

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

(8) **Data Security and Prevention of Fraud**

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.



Covering Letter for Submission of Bid



To

Under Secretary,  
National Commission for Minorities,  
1<sup>st</sup> Floor, 14<sup>th</sup> Block  
CGO Complex, Lodhi Road,  
New Delhi -110003

Sir,

We are hereby submitting our bid, which includes Technical bid and financial bid. We hereby declare that all the information and statements made in this bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our bid 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 bid you receive.

Yours sincerely,

Authorized Signatory

[attach authorization to represent the company]

Date:

(Seal)

Name and Title of Signatory

Name and address of Firm



**Technical Bid Format**

S. No.	Particulars	Document form	Page No. (in bid submitted)
1	Name of the Bidder (Agency)		
2	Whether brief profile of the agency is enclosed (Max 2-3 pages)		
3	Address of the Bidder (Agency)		
4	Year of establishment		
5	Type of Company (Proprietorship/ Public Sector Unit/ Private Limited / Public Limited) (Attach MSME certificate if relevant)		
6	Name, Designation and address of the officer to whom all references shall be made regarding this Tender.		
7	Bidder should be registered in India (MSMEs to upload copy of the certificate)	Documentary proof	
8	Should have a local office in Delhi/ NCR region	-Do-	
9	Bidders should not have been blacklisted by any of the State or Central Government organization.	Signed Affidavit	
10	Should not have been found guilty of any criminal offence by any Court of law.	Signed Affidavit	
11	Bidder should not have a conflict of interest in the assignment as specified in the bidding document.	Undertaking on letter head	
12	Compliance with the code of integrity as specified in the bidding document	Undertaking on letter head	
13	The turnover of the agency for each financial year 2020-21 2021-22 and 2022-23 should be at least Rs. 2.50 Crore.	Balance Sheets & documents Certified by CA	
14	GST Registration Certificate	Copy	
15	PAN Registration	Copy	
16	The agency must have an experience of at least 5 years in Social Media handling and PR management and must have completed at least 2 projects worth Rs.25 lakhs for Centre/State Government, Government Institutions & Bodies, PSU, etc.	Copy of the work orders	
17	The agency must have an in-house production facility for production and editing of contents in all forms.	Undertaking on letter head	

18	The agency must have an in-house tools/ applications/ Software Development & management Team which has developed Social media tool and apps that runs on PCs and mobile devices.	Undertaking on letter head	
19	Agency supporting/ promoting any of the following content either in digital/physical format will be treated negative for business: (a) Anti-National Content (b) Pornographic & Trafficking Content (c) Political Association (d) Malicious Content (e) Content Hurting Religious Sentiments (f) Promoting Piracy in any form	Undertaking on letter head	
20	The agency must have expertise of running social media campaigns on Twitter, Facebook and YouTube etc.	Self-certified copy of Images having run Social media campaigns	
21	The agency should deploy one social media expert in the NCM office for handling media related work of NCM (Clause-6 of Section-II of RFP refers).	Undertaking on letter head	
22	Staff strength of at least 5 Team members who are permanent employees of the agency, having been on the pay roll for a minimum of two years and doing PR, Social Media work.	Undertaking on letter head	

Apart from above all requisite papers mentioned in the tender document are also enclosed.

Authorized Signatory

Date:

(Seal)  
Name and Title of Signatory  
Name and address of the firm

Note: All documents should be in PDF format and have clarity (High Resolution).





**Financial Bid Format (BoO)**

To

Under Secretary,  
National Commission for Minorities,  
1<sup>st</sup> Floor, 14<sup>th</sup> Block  
CGO Complex, Lodhi Road,  
New Delhi -110003

Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with your Tender document dated (insert Date). Our **Financial Bid** against the **Scope for work in Section – II as well as details defined in the tender document** is as mentioned below: -

Description of Items	Total price of one year for providing services for maintenance of Social media platforms for NCM [Inclusive of all the applicable Taxes (under GST, in rupees)]
Consolidated price for services as detailed under scope of work-deliverables in tender document including charges for deployment of one social media expert on full time basis with requisite qualifications and skills in NCM for one year relating to Social Media.	

Our bid shall be binding upon us upto period of validity as indicated in Clause3(iii) of Section-1 of RFP. We understand you are not bound to accept any bid you receive.

Yours sincerely

(Authorized Signatory)

(Seal)

Name and Title of Signatory  
Name and address of the firm

Date:

**Evaluation Criteria (Technical)**

The agency must have an annual turnover averaging Rs.2.50 Crore for the last three financial years (2020-21, 2021-22 and 2022-23)

The technical proposal shall be evaluated on the basis of parameters mentioned below:

S.No.	Criteria	Maximum Marks
1	Financial strength (average turnover) for last financial year/ years i.e. 2020-21, 2021-22 and 2022-23 (Minimum Rs. 2.50 Crore)  (i) Rs. 2.50 Crore : 6 marks (ii) Rs. 2.51-3.00 Crore : 8 marks (iii) More than Rs.3.00Crore : 10 marks	10
2	Past experience in similar projects for Centre/State Government, Government Institutions & Bodies, PSU, etc. (minimum 5 years in Social Media handling and PR management)  (i) Upto 5 years : 8 marks (ii) Above 5 years and upto 8 years : 10 marks (iii) More than 8 years : 15marks	15
3	No. of similar projects completed for Centre/State Government, Government Institutions & Bodies, PSU, etc. (at least two projects in Social Media handling and PR management)  (i) Upto 2 projects : 8 marks (ii) 3 to 5 projects :10 marks (iii) More than 5 projects : 15 marks	15
4	Presentation on NCM work	60
	Total	100

**Note: Proposal obtaining as core of 60 or more marks will be declared as technically qualified proposal for opening of their financial bids.**



**Tender Acceptance Letter**  
**(To be given on Company Letter Head)**

**To**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Sub: Acceptance of Terms & Conditions of Tender.**

Tender Reference No: \_\_\_\_\_

Name of Tender /Work: \_\_\_\_\_

Dear Sir,

1. I/ We have downloaded/ obtained the tender document(s) for the above mentioned "Tender/Work" from the website(s) namely:

\_\_\_\_\_  
\_\_\_\_\_

As per your advertisement, given in the above mentioned website(s).

2. I/We hereby certify that I/we have read the entire terms and conditions of the tender documents from Page No. \_\_\_\_\_ to \_\_\_\_\_ (including all documents like annexure(s), schedule(s), etc.), which form part of the contract agreement and I/ we shall abide hereby by the terms / conditions / clauses contained therein.

3. The corrigendum(s) issued from time to time by your department/ organization too has also been taken into consideration, while submitting this acceptance letter.

4. I/We hereby unconditionally accept the tender conditions of above mentioned tender document(s) / corrigendum(s) in its totality/ entirety.

5. In case any provisions of this tender are found violated, then your department/organization shall without prejudice to any other right or remedy be at liberty to reject this tender/bid including the forfeiture of the full earnest money deposit.

Yours faithfully,

(Signature of the Bidder, with Official Seal)

