



## **ZILLA PARISHAD, GANJAM: CHATRAPUR**

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### **NOTICE INVITING TENDER (NIT)**

**ENGAGEMENT OF SOCIAL MEDIA AGENCY**

**FOR**

**ZILLA PARISHAD, GANJAM, CHATRAPUR**

**&**

**ALL PANCHAYAT SAMITIES OF GANJAM DISTRICT.**

NIT No.: 6087/ZP,

Dated: 29.05.2023

**NOTICE INVITING TENDER (NIT)**

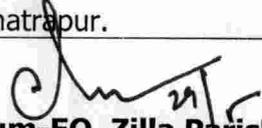
Zilla Parishad, Ganjam, Chatrapur is the apex body in 3 tier Panchayati Raj Institutions under Panchayati Raj and Drinking Water Department, Govt. of Odisha. Ganjam District consisting of 22 Panchayat Samities and 503 Gram Panchayats. The main role of Zilla Parishad is to ensure implementation of major flagship schemes of Govt. of India and Govt. of Odisha on Poverty elevation in rural area. The schemes like Rural Housing, MGNREGS, SOSO, AGAB, GGY, OLM, DDU- GKY, CFC/SFC etc. are being implemented by the Panchayat Samities, Gram Panchayats and other line department agencies. The purpose is to extend the benefits of all such schemes to the eligible beneficiaries without being deprived of their entitlement.

For successful implementation of the above schemes, IEC plays a major tool for reaching to the beneficiaries and communicating the benefits of the different schemes to the grassroot level. With the emerging of social media and acceptance of the social media in rural areas, the platform will be effective for smooth communication of schemes agenda.

For the purpose, Zilla Parishad, Ganjam intends to engage an agency for **"Social Media Management of Zilla Parishad, Ganjam and all 22 Panchayat Samities of Ganjam District for managing handles of all user profiles"** to explore such opportunity in social media platform for disseminating the information on different schemes as per details furnished in bid paper.

Name of Work: **"Tender for Engagement of Social Media Agency for Zilla Parishad, Ganjam and all 22 Panchayat Samities of Ganjam District"**

| Sl. No | Description  | Dates  |
|--------|--|--|
| 1      | Mode of submission of tender                             | Off-Line :<br>(Available on <a href="https://ganjam.nic.in/">https://ganjam.nic.in/</a> )<br>or <b>ganjam.nic.in</b> |
| 2      | Date of Issue of Notice Inviting Bid                     | 31.05.2023 at 10:00 AM   |
| 3      | Period of availability of Bidding Documents from Website | From: Date: 31.05.2023 at 10:00 AM<br>To: Date : 21.06.2023 up to 3:00 PM  |
| 4      | Deadline for Receiving Bids (Hard Copy)                  | Date :- 21.06.2023 up to 3:00 PM   |
| 5      | Time, Date for opening Technical Bids                    | 22.06.2023 at 4:00 PM  |
| 6      | Bid Validity   | 90 days from the last date of submission   |
| 7      | Officer inviting Bids/Tender Inviting Authority          | Chief Development Officer-cum-Executive Officer<br>Zilla Parishad, Ganjam, Chatrapur.                                |

  
**CDO-cum-EO, Zilla Parishad  
Ganjam, Chatrapur.**

## 1. **Introduction:**

Zilla Parishad intends to appoint a 'Social Media Agency' for undertaking various jobs as defined at Scope of Work and other terms & conditions mentioned below, through 'Single Stage Two Bids System'.

## 2. **Duration of Appointment:**

The term / duration of engagement shall be initially for a period of **1 year**, which may be further extendable by 2 Years depending on the performance of the Social Media Agency and approval of competent authority. The decision of Zilla Parishad, Ganjam in this regard shall be final & binding on the Agency.

## 3. **Goals and Objectives:**

- a) To disseminate information and achievements on different flagship schemes of Govt. to the target beneficiaries using the different templates, Newsfeed, Success Story, Videos, Flash Messages etc.
- b) To create engagement between client offices and people via positive conversations over the social media.
- c) To communicate with citizens via online platforms about new policies, initiatives, Govt. guidelines on different schemes and opportunities for the people particularly for the rural beneficiaries.
- d) To raise awareness about the latest and important events/ Govt. functions of client offices.
- e) To create a simple and user-friendly system for exchanging ideas and feedback online to reach to the administration.
- f) To allay apprehensions, misconceptions if any, prevailing amongst general public/ beneficiaries by addressing their grievances.
- g) The agency will handle the social media profiles of 2 users of this District related to ZILLA PARISHAD. The 2 user profiles shall be the handling of (i) Collector & DM, Ganjam, (ii) CDO-cum-EO, ZILLA PARISHAD, Ganjam.
- h) The agency will also handle the social media profiles of 22 users of all 22 nos of Panchayat Samities of Ganjam District.
- i) To create a brand imagery for the client offices on popular social media platforms.
- j) To widen the clients, reach among different communities on social media and online platforms.

## 4. **Instructions to bidders**

- a) Bidders/agencies who meet the above Criteria and intend to quote against this NIT may download the bidding document from our website <https://ganjam.nic.in/> or ganjam.nic.in and submit the hard copy of the bid complete in all respects to CDO-cum-EO, ZILLA PARISHAD, Ganjam, Chatrapur, PIN – 761020 on or before the bid closing date and time through Speed Post or Registered Post or can be dropped in the drop box placed in Zilla Parishad, Ganjam.
- b) All bids must be accompanied by Tender Document fee of Rs. 5,000/- (Rupees Five Thousand Only) and Earnest Money Deposit (EMD) for an amount of Rs. 5,00,000/- (Rupees Five Lakhs Only) in the form of bankers' cheque or demand draft in favor of "CDO-cum-EO, ZILLA PARISHAD, Ganjam" payable at Chatrapur. Any bid not accompanied by the required Tender fee & Earnest Money Deposit (EMD) shall be out rightly rejected and no further clarification / query will be entertained in this regard from the bidders / agencies. EMD of successful bidder shall be retained as Performance Security Deposit.



- c) Financial Bids of Technically Qualified bidders/agencies, who meet the pre-qualification criteria, will be opened in the presence of the bidders or their authorized representatives.
- d) No further discussion/ interface will be granted to bidders whose bids have been disqualified. ZILLA PARISHAD, Ganjam reserves the right to accept or reject in part or full any or all the offers without assigning any reason whatsoever.

e) **DOCUMENTS COMPRISING THE BID:**

Interested bidders should submit their bids in 02(two) envelopes as below:

- **Envelope-I Clearly superscribing "Technical Bid for Social Media Agency"**  
The bidder shall submit all necessary documentary evidence to establish that the Bidder meets the Qualification Requirements as detailed above in Technical evaluation Criteria at Annexure- B.
- **Envelope-II Clearly superscribing "Financial Bid for Social Media Agency"**  
Financial Bid in Annexure-C

Both the envelopes shall be placed in single bigger envelop clearly superscribing "**Bid for engagement of Social Media Agency for ZILLA PARISHAD, Ganjam**"

5. **General Terms & Conditions:**

1) **Refund of EMD:**

- i. To the unsuccessful bidders after acceptance of order by the successful bidder(s).
- ii. To the successful bidder(s) the EMD will be deposited as performance security.  
Note: No interest shall be payable on EMD.
- iii. Security deposit shall be refunded after 90 days of completion of Contract after due fulfillment of the contractual obligations and adjusting the expenditure incurred by the Owner, if any, on account of any failure on the part of the contractor/bidder.
- iv. If the successful Bidder fails to accept letter of award / purchase order, the EMD amount shall be forfeited. EMD amount may also be forfeited if a Bidder withdraws at any moment of time.

2) **Period of validity of bids**

Bids shall be kept valid for acceptance for a period of 3 (Three) calendar months from the date of submission of Bids.

3) **Submission of bids to ZILLA PARISHAD.**

Any Bid received by the ZILLA PARISHAD, Ganjam after the deadline for submission of Bids prescribed by ZILLA PARISHAD, Ganjam in the Invitation to Bid shall be automatically rejected.

4) **Withdrawal of bids**

No Bid shall be withdrawn in the interval between the deadline for submission of Bids and expiry of the period of Bid validity. Withdrawal of a Bid during this interval shall result in the forfeiture of Bid Security of the Bidder.

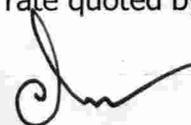
5) **Technical Evaluation of the bids**

Bids shall be evaluated as per Technical Bid Eligibility Criteria at Annexure- B.

6) **Financial evaluation criteria**

Those bidders who fulfill all the conditions as per Technical Bid Eligibility Criteria will be called.

- i. Financial Evaluation of Bids shall be done considering the quoted prices by the bidder in the Financial Bid i.e. Annexure-C along with taxes.
- ii. Incomplete Financial Schedule will result into rejection of bid.  
Total price quoted by the agency will be worked out based on rate quoted by them in Annexure-C (Financial bid).



**7) Award of work**

Bidder who has been evaluated overall lowest (L1) in Financial Bid will be the successful bidder and Notification of Award of Contract will be made in writing by registered post or email to the successful Bidder. The notification of award shall constitute the formation of Contract.

ZILLA PARISHAD reserves the right, to accept any Bid (not necessarily the Bid having lowest Bid prices) or to reject any or all Bids or to cancel/withdraw the Invitation to Bid or to annul the Bidding process at any time prior to Award of Contract, without assigning any reason for such decision. Such decision by ZILLA PARISHAD shall not be subject to question by any Bidder and ZILLA PARISHAD shall bear no liability whatsoever consequent upon such a decision nor shall ZILLA PARISHAD have any obligation to inform the affected Bidder or Bidders of the grounds for ZILLA PARISHAD's action.

**8) Tax deduction at source**

- i. Income tax, as applicable as per Income Tax Act, shall be deducted at source from the bills and a certificate towards this deduction shall be issued to the Agency.
- ii. TDS under GST shall also be deducted (if applicable).

**9) Goods & Services Tax (GST):**

- i. GST shall be paid EXTRA as applicable as per GST law against GST Registration Number Only. Bidder shall clearly indicate the present applicable rate of GST in Percentage (%) in the price Bid. Bidders shall enclose copy of GST registration certificate in envelope-I.
- ii. Bidder has to submit the proof of payment of GST paid to him by the ZILLA PARISHAD, otherwise the same shall be recovered from Bidders' EMD.

**10) Payment Terms & Conditions**

- i. The payment will be made on monthly basis to the agency by ZP and each Panchayat Samiti as per the rate approved. The monthly payment will be made only after Analyzing Satisfactory Work/Result at the end of every Month.
- ii. For any Special events by ZILLA PARISHAD, Ganjam/ PANCHAYAT SAMITIES, the agency has to cover the events with no other extra Payment.
- iii. The Client's In-charge would check the agency invoice and will release the payment within 15 working days of receipt of invoice.

**11) Termination of Contract**

The works may be terminated at any time by ZILLA PARISHAD, Ganjam upon five days notice in writing being given to agency, if the agency work is not found to be satisfactory according to the terms of the agreement or fails to take action as per the directions of ZILLA PARISHAD's official.

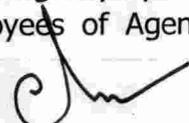
**12) Escalation/Price Variation**

No claim on any account of any price variation/Escalation on whatsoever ground shall be entertained at any stage of works. All rates shall be firm and fixed for entire contract period.

**13) Jurisdiction**

Contract shall be deemed to have been entered into at Chatrapur and all cases of action in relation to the contract shall, therefore, be deemed to have been assigned within its jurisdiction at Chatrapur only.

- 14) ZILLA PARISHAD, Ganjam takes no responsibility for delay, loss or non-receipt of the offer. ZILLA PARISHAD, Ganjam reserves the right to reject any or all offers without assigning any reason whatsoever. ZILLA PARISHAD also doesn't bind itself to accept the lowest rate.
- 15) Agency or its persons engaged for the services shall act as an independent operating agency, not as an agent / employee of ZILLA PARISHAD, Ganjam. The Agency's personnel deployed at ZILLA PARISHAD, Ganjam premises shall be the employees of Agency for all legal



purposes and consequences.

- 16) The Agency shall be liable for all costs, damages, expenses suffered or incurred by the ZILLA PARISHAD due to the Agency's negligence or its employees which shall be recovered from the agency bill / security deposited. The decision of the ZILLA PARISHAD regarding such failure of the Agency / its staff and their liability for the losses, etc. suffered by the ZILLA PARISHAD shall be final and binding on the Agency.
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**Scope of Work**

Below given is the list of proposed Social Media Activities that the ZILLA PARISHAD, Ganjam desires the Agency to execute. However, ZILLA PARISHAD, Ganjam is not obliged to employ all activities mentioned below. ZILLA PARISHAD, Ganjam has the discretion to change the scope of activities without having any commercial implication. The scope of work includes but is not limited to the following:

**a) Strategy Formulation:**

The Agency will formulate a result oriented comprehensive social media promotion strategy.

**b) Creation and management of Social Media platforms:**

- I. The agency shall create and subsequently maintain the official WhatsApp, Facebook Page, Twitter Profile, You Tube Channel, and Instagram including any other social media platform of **(i) District Administration, Ganjam (ii) ZILLA PARISHAD, Ganjam** at District level and **(iii) 22 Block Development Officers** of 22 nos of Panchayat Samities of Ganjam District during the course of contract and hence set up a complete social media networking management system and manage the same by deploying requisite numbers of persons (min 3 person) with requisite qualifications and skill sets.
- II. The Agency would develop and upload contents on various social media platforms, creative content or adapt the already available creative content of different schemes, success stories and guidelines. The content includes but not limited to banners, videos, info graphics, graphics etc.
- III. The activities listed under this sub-section will have to be executed at periodic intervals, the frequency of which will be decided by ZILLA PARISHAD.
- IV. Social Media Account will be verified /authenticated by the agency as per the norms of respective platforms.

**c) Dissemination of messages through Social Media platforms:**

- I. The Agency would be responsible for enhancing reach of messages such as Scheme Benefits, Innovations, Initiatives and 5T and other activities on various social media platforms through organic media so that the content would reach to the last mile on internet domain in real time basis particularly to the rural masses.
- II. The content will be initially drafted in two languages (English & Odia) and extended to other Indian languages as per need.
- III. Regularly upload posts on chosen social media platforms.
- IV. Regularly post original blog/ articles related to work, milestones, and achievements (Success Story) etc. of schemes and institution as a whole.
- V. While creating content, platform limitations should be given due care (e.g. 280 character limitation on Twitter, video, image guidelines on Facebook/Instagram etc.)
- VI. Compilation and coordination of news, events and community involvement postings within social media.
- VII. Select and upload images that increase curiosity and engagement amongst people/ beneficiaries.
- VIII. Design creative piece in accordance with campaigns and adapt them to platforms.
- IX. Curate topics on relevant (#) Hash tags on digital platform.
- X. All activities listed under this sub-section are continuous activities and will be executed with the intimation of ZILLA PARISHAD/ PANCHAYAT SAMITIES from time-to-time.



**d) Conversation Management:**

- I. Set up monitoring services as per the requirement.
- II. Monitoring to be done using proper tracking mechanism to track conversations relating to ZILLA PARISHAD, Ganjam/ Schemes/ PANCHAYAT SAMITIES.
- III. To tap existing or initiate newer conversations on regular basis such as call to the beneficiaries on random basis to the feedback of the beneficiaries.
- IV. Redress the grievances received on social media with help of concerned sections of ZILLA PARISHAD, Ganjam. Revert to the user/ complainer on the resolve of the issue/ grievance.
- V. Run (#) Hash-tag based discussions frequently with Twitter/Facebook users, frequently.

**e) Response Management:**

- I. The agency shall provide accurate, complete, polite, and prompt feedback mechanism to users via social media platforms. The agency shall gather inputs from users and respond back to their requests, queries, suggestions etc. and also pass onto authorized official of ZILLA PARISHAD, Ganjam/ PANCHAYAT SAMITIES on regular basis.
- II. User interaction would initially be done in Odia and English only to be extended to other languages subsequently on need-based manner.
- III. The agency would also moderate the sites to avoid spam, advertisements and inappropriate content.
- IV. The agency is also expected to track social media networks for relevant and related key words and respond to them in a big way to initiate positive conversations on social media sites.

**f) Monitoring and Reporting:**

- I. Tracking conversations, links and blogs about ZILLA PARISHAD, Ganjam/ PANCHAYAT SAMITIES and issues / topics relating thereto.
- II. Tracking sentiments - Positive, Neutral or Negative.
- III. Use effective third-party tracking tools to track the progress of each network.
- IV. Reporting any discrepancy in sentiments.
- V. Channelizing and drafting a plan to work out and neutralize negative sentiments.
- VI. Submit 'Effectiveness Analysis Reports' to ZILLA PARISHAD, Ganjam/ PANCHAYAT SAMITIES on a weekly or monthly basis, as required.
- VII. The agency would employ requisite analytical and software tools, as required.

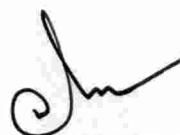


**g) Responsibilities of the Agency per User profile:**

| Daily Responsibilities  | Weekly Responsibilities  | Monthly Responsibilities  |
|---|--|---|
| <ul style="list-style-type: none"> <li>Maintaining the goodwill of the institution.</li> <li>Respond to any/all engagements from follower base</li> <li>Sharing our quality content socially</li> </ul> <p>Regular posting on social media accounts:</p> <ul style="list-style-type: none"> <li>Use local/native video/ scheme videos</li> <li>Experiment posting</li> <li>Mix up posts Types</li> <li>Test post Length</li> <li>Include @Tags of other pages</li> <li>Repost popular post.</li> <li>Pre-self-target audience</li> <li>Drive traffic From other sources</li> <li>Embed posts &amp; on your blog</li> </ul> <p>Monitor for Keywords<br/>Follow Back &amp; Connect with one new person/ beneficiaries.</p> <p>Check Mentions<br/>Search Engine Activities:</p> <ul style="list-style-type: none"> <li>Directory Submission</li> <li>URL Pinging</li> <li>Search Engine Submission</li> </ul> <p>At least 3 Engaging Twitter posts per day</p> <p>3 Facebook Actions / post<br/>Share at least three relevant articles</p> | <p>Recording and uploading of at least 1 video per week in social media/ youtube</p> <p>Run non- paid campaigns for required post</p> <p>Check out stats</p> <p>Weekly goals Check-in<br/>Search Engine Activities:</p> <ul style="list-style-type: none"> <li>Classified</li> <li>Business Listing</li> <li>Social Bookmarking</li> </ul> | <p>Analytics Reports Design &amp; change banners on social media accounts</p> <p>Increase followers &amp; subscribers on social media accounts</p> <p>Create channels like: YouTube</p> <p>Goal-Setting &amp; Come up with new experiments Create more channels and expand our video in other channels</p> <p>Design Newsletter &amp; share with targeted audience</p> <p>Monthly Analytics Reports</p> <p>Responsible for maximum like, share, follower and subscribers for the page and channels.</p> |

**h)** The agency shall ensure that the content and activities on social media platforms do not restrict accessibility of the platform on various mobile devices and different browsers.

**i)** The agency must mark all electronic content (text, photo, video or otherwise) as copy right, wherever applicable; and monitor and report unauthorized use.



**j) Archival Set Up:**

Agency would be responsible for storage of content and data by means of online/offline archival support. The archived content should be available to be made available to ZILLA PARISHAD, Ganjam/ PANCHAYAT SAMITIES. Other anticipated activities but not limited to:

- I. Manage and act on all related opportunities.
- II. Distribute press releases, media announcements to online media.
- III. Conduct personal follow up on outreach via e-mail.
- IV. Utilize social media tools to support day to day image building efforts.
- V. Means and methods of Social Media Audit.

**k) Deployment of skilled manpower:**

- I. The Agency shall deploy one skilled manpower to ZILLA PARISHAD, Ganjam who will be sitting in the Office of the ZILLA PARISHAD, Ganjam.
- II. The deployed person shall have adequate knowledge of social media handling, internet, editing tools, MS office etc.
- III. The person shall be responsible for collection of content from different sections, creation of content.
- IV. The finalized content shall be uploaded only after getting an approval from the Authority.
- V. The clients will not be responsible for providing the contents for the uploading purpose. The social media handling agency shall engage themselves for collecting the content and creating the content.

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**Technical Bid Eligibility Criteria**

The Bidders should meet the eligibility criteria defined hereunder:

| <b>Sl. No.</b> | <b>Criteria</b>  | <b>Documentary Evidence to be Submitted in technical Bid</b>   |
|----------------|--|--|
| 1              | Bidders Agency/Firm/Company Name & Address/contact details   | -  |
| 2              | Registration details:<br>The Firm/ Agency should be registered entity  | <ul style="list-style-type: none"> <li>•Certificate of Incorporation/ Registration</li> <li>• PAN Card</li> <li>• GST Registration Certificate</li> <li>• Bank account details.</li> </ul> |
| 3              | Experience of 3 years required.<br>✓ In last 3 years, Firms/ Agency must have successfully completed/ in progress separate projects in Govt./ Private / Public Sector. | Work Orders/<br>Completion Certificates/<br>Invoice issued by/<br>to the Client  |
| 4              | The Firm/ Agency must have experienced workman professionals on its payrolls as permanent employees  | Self-certified list of all such professionals along with name, date of joining, designation, etc. to be enclosed as an attachment along with Technical Bid.                                |
| 5              | The Firm / Agency should have average financial annual turnover (gross) of Rs. 60, 00, 000/- for the last 3 years.   | Filed IT return of last 3 years and other relevant document in support of turnover.  |
| 6              | Brief write up of the relevant business activities undertaken so far and an overview of the expertise/potential available with the agency.                             | To be submitted  |
| 7              | Details of desired equipment and project Management tools available.   | To be submitted  |
| 8              | Details of Quality work plan to deliver on the engagement as per the Scope of Work in terms of achieving Goals and objectives.   | To be submitted  |
| 9              | The Firm/ Agency should not have been blacklisted / banned by the Central / State Governments & PSU/CPSEs  | Self-Certification on letterhead to be furnished with stamp paper  |

|    |  |   |
|----|--|---|
| 10 | Submission of undertaking for Bid terms & conditions acceptance.   | Submission on letter head                                 |
| 11 | To submit:<br>- Non-refundable Tender Document Fee of Rs. <b>5000</b> /- (Five Thousand) along with Offer Document.<br>On back side of DD, company name to be mentioned for identification purpose | To be submitted with the Offer Document in technical Bid. |
| 12 | To submit:<br>- Earnest Money Deposit (EMD) of Rupees 5,00,000/- (Five Lakhs) only.<br>On back side of DD, company name to be mentioned for identification purpose                                 | To be submitted with the Offer Document in technical Bid. |

**Authorized Signature  
with Seal**



**FINANCIAL BID**

Name of the Bidder/ agency/ company/ firm: \_\_\_\_\_ / Address: \_\_\_\_\_

| Sl. No.     | Description of items  | Price Quoted per month including all charges and excluding GST applicable |              | No. of Units | Total         |              |
|-------------|---|---|--------------|--------------|---------------|--------------|
|             |   | Rs. in Figure   | Rs. in Words |              | Rs. in Figure | Rs. in Words |
| 1.          | Undertaking the entire scope of work as per the tender as per Annexure- A (For 2 user profiles) of Zilla Parishad |   |              | 1            |               |              |
| 2.          | Undertaking the entire scope of work as per the tender as per Annexure- A for one Panchayat Samiti                |   |              | 22           |               |              |
| 3.          | Rate of GST (as applicable) and amount  |   |              |              |               |              |
| Total (1+2) |   |   |              |              |               |              |

1. The quoted rates shall be inclusive of salary, wages, TA/DA, logistics etc to engineer/staff deployed for the job by the agency / bidder and training by the Agency / bidder imparted to ZILLA PARISHAD employee.
2. The evaluation will be done on the total price quoted by the bidder including ZP, all PS and GST / Taxes as applicable. However, bidders are required to submit the quotation separately for ZP and PS in the above format.

**Undertaking:**

I/We have read & understood the terms & conditions of the Contract before quoting the above price. I/We confirm that the above quoted prices are inclusive of all except GST extra as applicable, Present GST Rate Extra @ \_\_\_\_\_% both Sl. No. 1 & 2 (which shall be paid against GST Registration. No.....).

Name of the Contact Person: \_\_\_\_\_

Tel/Mobile No.: \_\_\_\_\_

Email-ID: \_\_\_\_\_

Date: \_\_\_\_\_

Place: \_\_\_\_\_

**Authorized Signature with Seal /  
Stamp of the Bidder**