

Bid Document

Bid Details	
Bid End Date/Time	10-12-2022 10:00:00
Bid Opening Date/Time	10-12-2022 10:30:00
Bid Offer Validity (From End Date)	180 (Days)
Ministry/State Name	Ministry Of External Affairs
Department Name	Na
Organisation Name	N/a
Office Name	Shastri Bhawan
Item Category	Hiring of Social Media Agency - Content creation, Content response and content moderation, Campaign Management, Response management/Helpdesk support, Basic reporting and analytics; Hindi, English; Facebook, Twitter, Instagram, YouTube
Contract Period	1 Year(s)
Minimum Average Annual Turnover of the bidder (For 3 Years)	500 Lakh (s)
Years of Past Experience Required for same/similar service	3 Year (s)
MSE Exemption for Years of Experience and Turnover	No
Startup Exemption for Years of Experience and Turnover	No
Document required from seller	Experience Criteria,Bidder Turnover,Certificate (Requested in ATC),OEM Annual Turnover *In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer
Bid to RA enabled	No
Time allowed for Technical Clarifications during technical evaluation	2 Days
Estimated Bid Value	20000000
Evaluation Method	Total value wise evaluation

EMD Detail

Advisory Bank	State Bank of India
EMD Amount	600000

ePBG Detail

Required	No
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(a). EMD EXEMPTION: The bidder seeking EMD exemption, must submit the valid supporting document for the relevant category as per GeM GTC with the bid. Under MSE category, only manufacturers for goods and Service Providers for Services are eligible for exemption from EMD. Traders are excluded from the purview of this Policy.

(b). EMD & Performance security should be in favour of Beneficiary, wherever it is applicable.

Beneficiary:

Pay and Accounts Officer
Jawaharlal Nehru Bhawan , Ministry of External Affairs
(Pay And Accounts Officer)

Splitting

Bid splitting not applied.

1. The minimum average annual financial turnover of the bidder during the last three years, ending on 31st March of the previous financial year, should be as indicated above in the bid document. Documentary evidence in the form of certified Audited Balance Sheets of relevant periods or a certificate from the Chartered Accountant / Cost Accountant indicating the turnover details for the relevant period shall be uploaded with the bid. In case the date of constitution / incorporation of the bidder is less than 3-year-old, the average turnover in respect of the completed financial years after the date of constitution shall be taken into account for this criteria.
2. Years of Past Experience required: The bidder must have experience for number of years as indicated above in bid data sheet (ending month of March prior to the bid opening) of providing similar type of services to any Central / State Govt Organization / PSU / Public Listed Company. Copies of relevant contracts / orders to be uploaded along with bid in support of having provided services during each of the Financial year.
3. Estimated Bid Value indicated above is being declared solely for the purpose of guidance on EMD amount and for determining the Eligibility Criteria related to Turn Over, Past Performance and Project / Past Experience etc. This has no relevance or bearing on the price to be quoted by the bidders and is also not going to have any impact on bid participation. Also this is not going to be used as a criteria in determining reasonableness of quoted prices which would be determined by the buyer based on its own assessment of reasonableness and based on competitive prices received in Bid / RA process.

Additional Qualification/Data Required

Scope of Work/Creative Brief:[1669315677.pdf](#)

Minimum average turnover of service provider in last 3 years from the business of providing Social Media Management services.:[1669315682.pdf](#)

Bidder must have completed 3 major projects in social media management any State or Central Government, local bodies or any PSUs.:[1669315685.pdf](#)

NDA format:[1669315687.pdf](#)

Any other criteria required for eligibility/pre-qualification may be uploaded here.:[1669315689.pdf](#)

Payment Terms:[1669315695.pdf](#)

This Bid is based on Quality & Cost Based Selection (QCBS) . The technical qualification parameters are :-

Parameter Name	Max Marks	Cutoff Marks	Qualification Methodology Document
Vision and strategy	25	18	View File
Past Campaign Experience	5	3	View File
Social Media analysis	20	14	View File
Security	10	8	View File
Manpower	20	15	View File
Relevant experience	10	6	View File
Turnover	10	6	View File

Total Minimum Qualifying Marks for Technical Score: 70

QCBS Weightage(Technical:Financial):70:30

Presentation Venue:Conference hall, First Floor, A- Wing , Ministry OF External Affairs, Shastri Bhawan, New Delhi - 110001

Hiring Of Social Media Agency - Content Creation, Content Response And Content Moderation, Campaign Management, Response Management/Helpdesk Support, Basic Reporting And Analytics; Hindi, English; Facebook, Twitter, Instagram, YouTube (12)

Technical Specifications

Specification	Values
Core	
Social Media	Content creation , Content response and content moderation , Campaign Management , Response management/Helpdesk support , Basic reporting and analytics
Language Versions	Hindi , English
Handles Required	Facebook , Twitter , Instagram , YouTube
Addon(s)	
Fresh photoshoot for creating a photobank	NA
Developing video content of 1-2 minute duration with fresh shoot	NA

Additional Specification Documents

Consignees/Reporting Officer

S.No.	Consignee/Reporting Officer	Address	Quantity (Number of Months for which Social Media Agency is required)	Additional Requirement
1	Vinay	110001,Shastri Bhawan, Dr Rajendra Prasad Road, Central Secretariat, New Delhi, Delhi 110001	12	N/A

Buyer Added Bid Specific Terms and Conditions

1. Generic

OPTION CLAUSE: The Purchaser reserves the right to increase or decrease the quantity to be ordered up to 25 percent of bid quantity at the time of placement of contract. The purchaser also reserves the right to increase the ordered quantity by up to 25% of the contracted quantity during the currency of the contract at the contracted rates. Bidders are bound to accept the orders accordingly.

2. Forms of EMD and PBG

Bidders can also submit the EMD with Account Payee Demand Draft in favour of Pay and Accounts Officer payable at Jawaharlal Nehru Bhawan , Ministry Of External Affairs.
Bidder has to upload scanned copy / proof of the DD along with bid and has to ensure delivery of hardcopy to the Buyer within 5 days of Bid End date / Bid Opening date.

3. Service & Support

Dedicated /toll Free Telephone No. for Service Support : BIDDER/OEM must have Dedicated/toll Free Telephone No. for Service Support.

4. Certificates

Bidder's offer is liable to be rejected if they don't upload any of the certificates / documents sought in the Bid document, ATC and Corrigendum if any.

Disclaimer

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization. Buyer organization is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any eccentricity/restriction arising in the bidding process due to these ATCs and due to modification of technical specifications and/or terms and conditions governing the bid. Any clause incorporated by the Buyer such as demanding Tender Sample, incorporating any clause against the MSME policy and Preference to make in India Policy, mandating any Brand names or Foreign Certification, changing the default time period for Acceptance of material or payment timeline governed by OM of Department of Expenditure shall be null and void and would not be considered part of bid. Further any reference of conditions published on any external site or reference to external documents/clauses shall also be null and void. If any seller has any objection/grievance against these additional clauses or otherwise on any aspect of this bid, they can raise their representation against the same by using the Representation window provided in the bid details field in Seller dashboard after logging in as a seller within 4 days of bid publication on GeM. Buyer is duty bound to reply to all such representations and would not be allowed to open bids if he fails to reply to such representations. Also, GeM does not permit collection of Tender fee / Auction fee in case of Bids / Forward Auction as the case may be. Any stipulation by the Buyer seeking payment of Tender Fee / Auction fee through ATC clauses would be treated as null and void.

This Bid is governed by the [General Terms and Conditions](#), conditions stipulated in Bid and [Service Level Agreement](#) specific to this Service as provided in the Marketplace. However in case if any condition specified in General Terms and Conditions is contradicted by the conditions stipulated in Service Level Agreement, then it will over ride the conditions in the General Terms and Conditions.

In terms of GeM GTC clause 26 regarding Restrictions on procurement from a bidder of a country which shares a land border with India, any bidder from a country which shares a land border with India will be eligible to bid in this tender only if the bidder is registered with the Competent Authority. While participating in bid, Bidder has to undertake compliance of this and any false declaration and non-compliance of this would be a ground for immediate termination of the contract and further legal action in accordance with the laws.

---Thank You---