

22(24)/2016-Estt.  
Government of India  
Ministry of Steel  
Establishment Division

Udyog Bhawan, New Delhi  
November 6, 2018

### OPEN TENDER NOTICE

Subject: Tender Notice for services for managing Social Media Activities of Ministry

Online bids are hereby invited under Two-Bid system (Technical Bid and Financial Bid) on "Quality and cost based selection" basis on Central Public Procurement Portal ([www.eprocure.gov.in](http://www.eprocure.gov.in)) from reputed, experienced and financially sound firms located in Delhi/NCR for hiring of services for managing Social Media activities of this Ministry for one year.

2. The bid will be accepted as e-Tender (in two bids system – Technical Bid and Financial Bid) only and intending bidders must be registered with the Central Public Procurement (CPP) portal.


3. The tender document contains the following:-

	-	General Conditions & Scope of work
Annexure-I	-	Terms and Conditions
Annexure-II	-	Proforma for Technical Bids
Annexure-III	-	Proforma for Financial Bids.
Annexure-IV	-	Proforma for Power of Attorney for lead member of consortium
Annexure-V	-	Declaration by Bidder
Annexure-VI	-	Proforma for Bank Details of Form
Annexure -VII	-	Instructions for Online Bid Submission

4. Important Dates for the process

. Start date and time for view downloading of tender Document	November 8, 2018 at 03.00 PM
. Start date and time for submission of bid	November 8, 2018 at 03.30 PM
. Last date and time for online submission of bid & Submission of EMD in original	November 28, 2018 03:00PM
. Date and time for opening of Bid	November 29, 2018 03:30PM

5. In case, any holiday is declared by the Government of India on the day of opening, the tenders will be opened on the next working day at the same time. The Ministry reserves the right to accept or reject any or all the tenders without assigning any reason thereof. In case of any queries, please contact [eststeel@nic.in](mailto:eststeel@nic.in) or phone 011-23062503.

  
(Anil Kumar)  
Deputy Secretary to the Govt. of India  
011-23061243

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## General Conditions & Scope of work

### **Tender for selection of Social Media Management agency.**

#### **1. Introduction**

Ministry of Steel intends to appoint a 'Social Media Agency' for undertaking various jobs in relation to the Hon'ble Minister of Steel (HSM), Hon'ble Minister of State for Steel (HSMoS) and Ministry of Steel (MoS) as defined at Scope of Work and other terms & conditions mentioned below, through 'Single Stage Two Bids System on "Quality and Cost based selection" basis.

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

The term/duration of engagement shall be initially for a period of one (1) year, which is further extendable by two (02) more years depending on the performance of the Social Media Agency and approval of competent authority. Ministry's decision in this regard shall be final & binding on the firm/consortium (Annexure IV) (hereafter referred as Agency).

#### **3. Procedure for Engagement**

"Offer Document" can be viewed at CPP Portal  
<https://eprocure.gov.in/eprocure/app> or on Ministry's Website  
<http://www.steel.nic.in> from 08/11/2018 onwards.

(a) Please note that this tender is being called through e-tendering process (only on-line bids submission); bidders are requested to register themselves at <https://eprocure.gov.in/eprocure/app> for participation in the tender and submit the bids online through <https://eprocure.gov.in/eprocure/app>. Agency details (Technical Proposal) and Financial Proposal are to be submitted through E-tendering process. The format of technical and financial bid for reference purpose is as per Annexure II and annexure III respectively.

(b) The last date/time for submitting both the above documents is on or before 28/11/2018 upto 3.00 PM. All the participating agencies are required to submit an **'Earnest Money Deposit' (EMD) of Rupees One Lakh Only in favour of "Pay and Account officer, Ministry of Steel" payable at New Delhi. Original DDs/ Banker's cheque should be dropped in a sealed envelope superscripted with "Tender for Selection of Social Media Agency" on or before 28/11/2018 by 3:00 PM (details of the same to be submitted through e-portal in the technical bid) in the tender box fixed outside the Room No. 64, Ministry of Steel, Udyog Bhawan, New Delhi. On the back side of the DDs/banker's cheque, bidders should write their name for proper identification purpose.**

(c) The EMD of unsuccessful bidders will be returned, as it is, within one month after selection/finalisation of agency. No interest payable EMD.

(d) Successful bidder is required to submit an up-front 'Performance Bank Guarantee' (PBG) @10% of the contract value having a validity of up to 13 months

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from the date of award of the job. If the tenure of the agency is extended, validity of the Bank Guarantee too will correspondingly extendable. The PBG is to be submitted from a scheduled commercial bank within 30 days of Ministry's work order.

(d) The offers will be evaluated based on Evaluation Criteria (Point no. 20). Please refer to General Terms & Conditions (Annexure-I)

(e) The entire offer document along with relevant support sheets should be duly numbered.

#### **4. Goals and Objectives**

- i. To connect masses with Ministry of Steel, Hon'ble Minister for Steel and Hon'ble Minister of State for Steel and all its sphere of activities.
- ii. To create awareness about the Steel sector on popular social media platforms.
- iii. To widen Hon'ble Ministers and Ministry reach among different communities on social media and online platforms.
- iv. To create engagement between Ministry of Steel and people via positive conversations.
- v. To communicate with citizens via online platforms about new policies, initiatives and opportunities for the people.
- vi. To raise awareness about the latest and important events, summits, and conferences etc.
- vii. To create a simple and user-friendly system for exchanging ideas and feedback online.
- viii. To allay apprehensions, misconceptions if any, prevailing amongst people.
- ix. To make people aware about Ministry of Steel operations, and all contribute to the quality of Internet access experience in the country.

#### **5. Scope of Work**

##### **a) Strategy Formulation:**

- i. 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 Facebook Page, Twitter, Profile, You Tube Channel, Google plus, and Instagram including any other social media platform during the course of contract and hence set up a complete social media networking management system and manage the same by deploying requisite number of persons with requisite qualifications and skill sets.
- ii. The Agency would develop and upload on various social media platforms, creative content or adapt the already available creative content. The content includes but not limited to banners, videos, infographics, graphics, cartoons, animation 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 Ministry



iv. Social Media Account will be verified /authenticated by the agency as per the norms of respective platforms.

**c) New look, update and engaged with users:**

- (i) Give all the Social Media Platforms a new look every week (in all 12 cover photographs) by putting up new creative in line with overall theme/strategy approved by for the period of engagement.
- (ii) Daily informative and promotional updates (atleast three updates on
- (iii) Facebook, and Twitter, one on other platforms) in the form of relevant text, photos, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with MoS.
- (iv) Publicize all cultural events on all the social media platforms
- (v) Create relevant tagging & linkages of content on the all platforms

**d) Query Management, Media Tracking and Reporting**

- (i) All the queries received on the all platforms must be replied to and addressed within 24 working hours in consultation with **MoS's** social media team.
- (ii) Moderation of the all platforms with a frequency of 6 times a day in order to deal with spam, unauthorised advertisements, inappropriate content etc.
- (iii) Use a good industry standard monitoring tool for analyzing comments / remarks about MoS, HSM, HSMoS in various online media like e-newspapers, e-magazines, blogs, social media platforms at national & international level.
- (iv) The agency must submit weekly 'Effectiveness Analysis Report' to MoS on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of all accounts on the Social Media Platforms and the results achieved.
- (v) The components of the report would include:
  - Social presence analysis
  - Social channel analysis
  - Content Analysis of the most engaging type of post which led to success on brand page

1. Buzz Report

2. Influencer Report

- Influencers Identified
- Influencers Score
- Influencers Reached
- Amplification by Influencers
- Providing feedback on best practices in marketing and promotion in countries across the world on Social Media as and when required by the department.



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**e) Online Amplification and Social Media Campaigns**

- Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Digital Marketing activity across both Paid Media and Non-Paid media avenues on Digital and Mobile campaign.
- The reimbursement for paid media amplification shall be done by MoS on actual basis.
- Media planning & providing professional inputs and support in buying of media for Social Media Campaigns (Online and Mobile) for running banners, adverts etc. during the period of Work Order on themes / subjects to be decided in consultation with MoS. This would entail assistance and supervision of buying of the media slots to ensure best of rates and negotiations directly from the media owner.
- Conceptualize, design and execute at least two digital campaigns and three innovative strategies on the basis of overall social media plan.

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

- i. The Agency would be responsible for enhancing reach of messages and other activities on various social media platforms through non-paid media so that the content would reach to the last mile on internet domain in real time basis.
- ii. The content will be drafted in two languages (English & Hindi) as per need.
- iii. Regularly upload posts on chosen social media platforms.
- iv. Regularly post original blog / articles related to work milestones, and achievements.
- v. Compilation and co-ordinations of news, events and community involvement posting within the social media.
- vi. Select and upload images that increase curiosity and engagement amongst people,
- vii. Design creative piece in accordance with campaigns and adapt them to platforms.
- viii. Curate topics on relevant (#)Hashtags on digital platform.

**g) Conversation Management**

- i) Set up monitoring services based on pre-defined goals.
- ii) Monitoring to be done using proper tracking mechanism to track conversations relating to Hon'ble Ministers and Ministry of Steel.
- iii) To tap existing or initiate newer conversations on regular basis.
- iv) Run (#)Hashtag based discussions frequently with Twitter/Facebook users, frequently.



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#### **h) Influencer Marketing**

- i. Use influencers from society/ social media and invite them to be endorsers.
- ii. Maintain a rapport with digitally influential people having a large follower base.
- iii. Target influencers for building a positive mind-set amongst the common people.
- iv. The Influencer program will aim at engaging Top 100 influencers in the steel industries and will also focus on blogs & forums and other social channels. The program will need to generate content for social channels and blogs, web listings, directory submissions etc and spread awareness about MoS and the Social Media campaign.

#### **i) 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 authorised official of Ministry of Steel on regular basis. User interaction would initially be done in Hindi and English only on need based basis.
- ii. The agency would also moderate the sites to avoid spam, advertisements and inappropriate content.
- iii. 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.

#### **j) Monitoring and Reporting:**

- i. Tracking conversations, links and blogs about Steel sector 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 without any discrepancy in sentiments.
- v. Channelizing and drafting a plan to work out and neutralise negative sentiments.
- vi. Submit 'Effectiveness Analysis Reports' to Ministry on a weekly or monthly basis, as required.

#### **k) Team**

The agency must position 03 (three) dedicated members mainly Project Manager, Content Developer and Designer at Ministry of Steel during the period of work. Additional manpower as required may be deputed by the agency during the tours of Hon'ble Ministers/Senior Officers of the Ministry to cover various events.



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### **l) Creative/Photos Bank**

- Creative/Photos with cataloguing needs to be developed consisting of at least 100+ Creative/Photos of high quality and high resolution aesthetic work of relevant activities and events.

### **m) Miscellaneous work**

- i. Other related and miscellaneous work includes providing monthly strategic inputs for creative campaign on all social media platforms.
- ii. Upon request by MoS, the team may have to undertake travel to cover outstation events. The actual expenditure on such travel shall be reimbursed separately as per the entitlement of the level of Section Officer in the Ministry.

## **6. Conflict of Interest**

- i. The selected Firm / Agency / Consortium should provide professional, objective and impartial service and hold MoS interest paramount.
- ii. The selected Firm / Agency / Consortium shall not deploy former employees who have served MoS in last six months.
- iii. The selected Firm / Agency / Consortium shall not downstream or outsource any specialized part of the scope of work.
- iv. Non-disclosure of such an association will lead to termination of Agency.

## **7. Fraud & Corruption**

It is required that the bidders / consortium of bidders submitting proposal and Agency selected through this short tender document must observe the highest standards of ethics during the process of selection and during the performance and execution of the Work Order.

For this purpose, definitions of the terms are set forth as follows:

- i. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of MoS or its personnel in Work Order executions.
- ii. "Fraudulent practice" means a misrepresentation of facts, in order to influence a Selection process or the execution of a Work Order, and includes collusive practice among Bidders / Consortium of Bidders (prior to or after proposal submission) signed to establish proposal prices at artificially high or non-competitive levels and to deprive MoS of the benefits of free and open competition.
- iii. "Unfair trade practice" means supply of services different from what is ordered on, or change in the Scope of Work.
- iv. "Coercive practice" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the selection process or execution of the Work Order.

MoS will reject a proposal for award, if it determines that the Bidder recommended



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for award, has been determined to having been engaged in corrupt, fraudulent or unfair trade practices.

MoS will declare a Firm / Agency / Consortium ineligible, either indefinitely or for a stated period of time, for awarding the Work Order, if it at any time determines that Firm / Agency / Consortium has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing the Work Order.

8. The agency must integrate social media with the official portals (web-based) and vice versa. Designing social Media sections on the website and official portals as directed by Ministry

9. 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.

10. The agency must mark all electronic content (text, photo, video or otherwise) as copy right, wherever applicable; and monitor and report unauthorised use. This responsibility includes but is not limited to the following activities:

- i. Content sanitization, formatting and uploading
- ii. Tagging and categorisation of posts and articles
- iii. Feedback mechanism to accept and display hierarchical user comments
- iv. Develop and update the FAQ bank based on user feedback

#### **11. 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 Ministry.

#### **12. Other anticipated activities but not limited to:**

- i. Manage and act on all related opportunities.
- ii. Distribute press releases, media announcements to on line media.
- iii. Conduct personal follow up on outreach via e mail.
- iv. Utilise social media tools to support day to day image building efforts.
- v. Means and methods of Social Media Audit



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### 13. Technical Bid Eligibility Criteria

The bidders should meet the criteria defined hereunder: -

Sl. No.	Criteria	Documentary Evidence to be submitted
1.	Agency/Firm/Company Name & Address /Contact details in NCR, Delhi.	Certificate of incorporation / Registration , Pan Card, GST/DVAT Registration Certificate, Bank Account & RTGS details
2.	The agency /firm/consortium should have a total turnover of Rs. 15 crores with average turnover of Rs. 05 crores during the previous three financial years and net worth of the agency/firm should be positive during the each of the three previous financial years i.e., 2015-16, 2016-17 and 2017-18	Copies duly audited balance sheets and profit and loss accounts certified by CA for three financial years along with auditors report.
3.	The agency/firm/consortium should have handled successfully at least three social media assignments of Govt./PSU/Reputed private company during the last three years	Attach copies of work order
4.	The agency/firm/consortium must have in-house Content writer/Graphic Designers/experts	Attach list mentioning the name of expert/professional qualification and their experience.
5.	The agency/firm/consortium should not have been black listed/banned by Central /State Govt./PSUs	Undertaking to be submitted

### 14. Selection Criteria:

Selection of Bidder will be based on Combined Quality and Cost Based Selection with 70% weightage on technical parameters & presentation mentioned at para 20 (d) of annexure-I and 30% weightage on Cost.



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**TERMS AND CONDITIONS**

1. The bidding firm/consortium should have at least five years' experience in handling similar assignments preferably with Govt./PSUs or internationally reputed private organizations. **NCR, Delhi based Agency shall be participated in the bid. A documentary proof in this regard shall be submitted by the agency.**
2. Earnest Money Deposit (Bid Security): Bids received without EMD shall be summarily rejected without technical evaluation. The EMD may be submitted in the form of Demand Draft / Pay Order / Bank Guarantee (with 6 months validity)/ Fixed Deposit receipt of Scheduled Commercial Bank. The EMD should be furnished in separate envelope and deposited in the tender box in the Ministry. EMD is not required to be submitted by those Bidders who are registered with National Small Industries Corporation (NSIC) for similar type of services. Valid documentary evidence in this regard shall be attached in the technical bid. The EMD will be forfeited if the bidder withdraws or amends or impairs or derogates from the tender in any respect within the validity period of their tender.
3. The EMD of unsuccessful bidders will be returned without interest after finalization of the contract with the successful bidder.
4. The EMD of the successful bidder will be returned upon the receipt of Performance Security Deposit.
6. The request of the bidder to withdraw his bid offer after the tender closing date will not be entertained and result in the forfeiture of the EMD.
7. All cases/proceedings relating to any dispute or claim arising out of or any case of performance related to this tender document shall be falling in proper court having jurisdiction in New Delhi.
8. The Authority shall have right to issue addendum to tendered documents to clarify, amend, modify, supplement or delete any of the condition, clause or items stated therein. Each addendum if any will be published in the Ministry's website and shall form a part of the original invitation to the tender.
9. The successful agency shall have to submit a Performance Bank Guarantee of 10% of Financial bid quoted for one year, which shall be valid for a period of minimum 13 months from the date of acceptance of the contract.
10. The selected Agency shall actively engage in Content Creation & Management for a period of a year and all such contents created, including the photo bank, will be the property of Ministry



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11. The agency shall ensure that viewership and likes of the online and social media pages of the Ministry is amplified through non-paid media. Usage of paid media can be done only with the prior approval of Ministry.
12. The agency should closely monitor the campaigns and must submit 'Effectiveness Analysis and MIS reports' monthly to the Ministry on the effectiveness of the online campaign along with the suggestions or mid-term correction if required.
13. The agency has to work closely with officials of the Ministry and all the contents to be uploaded in online platform should have received prior approval from the Ministry officials.
14. The Agency shall keep confidential all the information relating to work or to any aspect of Ministry's activities that comes into its possession as a result of or in connection with its work under this project.
15. Payment through digital mode will be made on monthly basis in accordance with financial bid rate and performance of the work.
16. The Ministry reserves the right to terminate the contract or agreement executed on incomplete execution/poor performance by the agency.
17. The agency should not have been blacklisted by any Central/State Government/Public Sector Undertaking, Govt. of India.
18. The agency should not be involved in any litigation that may have an impact of affecting or compromising the delivery of services
19. The Ministry reserves the right to reject any application without assigning any reason.

## 20 SELECTION METHOD & CRITERIA

The Bidding process shall be a two-stage process. The evaluation shall be based on the technical and financial parameters. The weightage for the technical parameters including presentation shall be 70% and the financial parameters shall be 30%.

a) Technical Weightage (St): The marks scored by the bidder in technical evaluation shall be calculated to 70 points as below:  $St = T \times 0.70$  where T is the Technical score awarded to the bidder as per Technical Evaluation Criteria

b) Financial Weightage (Sf): The marks scored by the bidder in financial evaluation shall be calculated to 30 points as below:

The Commercial scores of all the other proposals will be determined by  $Sf = 30 \times (F_m / F)$  (  $F_m$  = Lowest bid offer; F = bid value quoted by individual bidder)



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c) Final Selection: Proposals will be ranked according to their combined technical (St) and Commercial (Sf) scores. The combined technical and Commercial score shall be calculated as  $S = St + Sf$ . The firm securing the highest cumulative score shall be awarded the contract.

d) The technical evaluation criteria are broadly defined as under. The agency obtaining a total score of 70 (on a scale of maximum of 100) or more on the basis of criteria for evaluation given below would be declared technically qualified for opening of financial bid. Bidder has to provide documentary proof against each criterion as a part of technical proposal.

S.No	Parameters	Marks
1	Experience & company profile in online Social Media Management for Government/ PSUs/ Private Sector/ Brands. (i) Experience: minimum 3 years- 5 marks (ii) Turnover: Total turnover of Rs. 15 crores with average turnover of Rs. 05 crores during last three consecutive years- 10 marks (iii) Projects: Must have completed 3 social media projects during the last 3 years.- 10 marks	25
2*	Presentation on 5 innovative ideas on approach to deliver key message for various Stakeholders/target audience for MoS, HSM, HSMoS.	25
3*	Presentation on communication Strategy: Approach & Methodology including but not limited to the following: • Proposed brand vision and digital marketing strategy presented for MoS, HSM, HSMoS. • Proposed strategy (Cost effective & viable) • Content Development strategy	25
4	Details of work plan to deliver on the engagement as per the scope of work in terms of achieving goals and objectives to be submitted in PDF form.	10
5	Credential of professionals to be deployed in the Campaign to be submitted in PDF form.	15

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**Note: \* The presentation shall be made to the Presentation Committee by the bidders short listed based on the eligibility criteria as per Para (13) of Tender in the first week of December, 2018 in the Steel Room, Ministry of Steel, Udyog Bhawan, New Delhi before finalization of the technical bids. The Bidders may require to make presentation even in short notice.**

21. The articles/photographs developed shall be free from any patent/copyright infringement.
22. The Agency shall execute, comply and organize the function, in accordance with the contract to the complete satisfaction of the Authority.
23. There will be no variation in price quoted during the period of the contract. e. All payments to be released by Ministry in the form of RTGS in favour of contract awarded firm within 15 days from the date of invoice.
24. Ministry of Steel reserves the right to terminate the contract at any point of time by giving a notice if the progress of work is not satisfactory or the outcome of the work is not meeting the expected functional requirement envisaged by it and in such circumstances the performance security deposit will be forfeited. No compensation will be entertained on account of such termination.
25. The performance security deposit will be returned after successful completion of the contract.
26. The firm shall have GST registration.
27. TDS will be deducted as per the applicable rates.
28. All other terms and conditions mentioned in the tender document will form part of this work order
29. In case of delay in supply of services to be provided within the prescribed period in the Work Order, liquidated damages shall be charged at the rate of 0.5% per day of delay.
30. PBG in full shall be forfeited under the following circumstances:-
  - i. When any terms and conditions of the Work Order are breached.
  - ii. When the Bidder fails to provide services desired satisfactorily.
31. If the Agency requires an extension of time in completion of the work order on account of occurrence of any hindrance, it shall apply in writing to MoS immediately within 2 days from the occurrence of the hindrance. The case will be examined and permission in writing will be necessary for the Bidder.
32. Service Delivery period may be extended with or without liquidated damages if the delay in the services is on account of hindrances beyond the control of the



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Bidder.

33. If any dispute arises out of the Work Order with regard to the interpretation, meaning and breach of the terms of the Work Order, the matter shall be resolved by the parties by mutual discussions.

34. All legal proceedings, if necessity arises to institute, by any of the parties needs to be lodged in courts situated in Delhi only.

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## Technical Bid

Technical Bid (This technical bid format print out is to be taken up and then properly filled up by authorised person with signatures and stamp and thereafter scanned copy is to be uploaded at the CPP portal as mentioned above. The technical bid and all the supporting documents need to be consolidated and scanned in the single PDF file for uploading purpose)

Sl. No.	Criteria	Documentary evidence to be Submitted
1.	Name of agency/firm	
2.	Address and Contact Details (Phone/Mobile/Fax/E-mail)	
3.	Registration Details The firms agency should be registered entity with minimum 3 years of existence on the day of submission of bid	
4.	Bank Details	Bank Name: Bank Address: Account No. IFSC Code
5	In last three years the agency /firm should have a total turnover of Rs. 15 crores with average turnover of 05 crores during the previous three financial years and net worth of the agency/firm should be positive during the each of the three previous financial years i.e., 2015-16, 2016-17 and 2017-18	Copies duly audited balance sheets and profit and loss accounts certified by CA for three financial years along with auditors report.
6.	Provide details of at least three social media assignments of Govt./PSU/Reputed Private Company successfully handled during the last three year	Attach copies of work order
7.	Provide details of in-house Content writer/Graphic Designers/experts	Attach list mentioning the name of expert/professional qualification and their experience.
8.	Provide brief write up of relevant business activities undertaken so far and overview of the expertise /potential available with the agency	To be submitted in PDF form
9.	Provide details of work plan to deliver on the engagement as per the scope of work in terms of achieving goals and objectives.	To be submitted in PDF form
10.	Credential of professionals to be deployed in the Campaign to be submitted in PDF form.	To be submitted in PDF form अनिल कुमार/ANIL KUMAR उप सचिव/Deputy Secretary इस्पात मंत्रालय/Ministry of Steel भारत सरकार/Govt. of India उद्योग भवन, नई दिल्ली Udyog Bhawan, New Delhi






11.	The agency/firm should not have been black listed/banned by Central /State Govt./PSUs	Undertaking to be submitted
12.	Details of Bid Security	DD No. _____ Date _____ Drawn on _____ Rs. _____
13.	Submission of undertaking for Bid terms & Conditions	Attach undertaking on letterhead

Place \_\_\_\_\_  
Date \_\_\_\_\_

Name of Authorised Person:  
Designation:  
Company Seal:

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Udyog Bhawan, New Delhi



## Financial Bid

To,

I/We have read and examined the documents relating to the invitation of tender for Online Social media management, which includes, handling of Ministry's social media accounts on Facebook, Twitter, Instagram, Google+, Youtube etc. as contained in the scope of work. The successful bidder shall be finalised based on the creteia given in para (20) (c) above.

Details of Activities	Amount (Rs.) (Bothe in figures and words)	Tax (%) Rs.	TOTAL Rs. (both in figures and words)
Quote for the online social media management			

1. Price has to be quoted in Indian Rupees only.
2. Taxes (if any) has to be mentioned
3. The applicable TDS shall be deducted from the payments made by Ministry
4. In case of a mis-match in the amount mentioned in Figures and Words, the amount mentioned in words shall be considered as final.
5. The vendor agree that the above price have been quoted after reading and understanding the complete tender documents

TOTAL: Rs. \_\_\_\_\_ (In words) \_\_\_\_\_

TOTAL: Rs. \_\_\_\_\_ (In words) \_\_\_\_\_ 6. Taxes if any. \_\_\_\_\_ GRAND

Validity of the Tender : 45 days from the last date of closing of tender submission

I/We agree to keep the Tender valid for the time mentioned above. I/We shall not withdraw the Tender during the validity period, and if so the Authority shall be at liberty to forfeit the EMD and make alternate arrangements at my/our risk and cost in case of withdrawal of Tender during the validity period.

Signatures of authorized signatory

SIGNATURE OF THE VENDOR: .....

NAME AND ADDRESS .....

STATUS OF THE SIGNATORY.....

Place: Date: (SEAL)



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**Power of Attorney for Lead Member of Consortium**

(On a Stamp Paper of relevant value) Power of Attorney

Whereas the Ministry of Steel (MoS) ("the Authority") has invited applications from interested parties for "Social Media Management (the "Project").

Whereas, .....and.....  
 .....(collectively the "Consortium") being Members of the Consortium are interested in applying for the Project in accordance with the terms and conditions of the Short Tender Document and other connected documents in respect of the Project, and Whereas, it is necessary for the Members of the Consortium to designate one of them as the Lead Member with all necessary power and authority to do for and on behalf of the Consortium, all acts, deeds and things as may be necessary in connection with the Consortiums bid for the Project and its execution.

NOW THEREFORE KNOW ALL MEN BY THESE PRESENTS

We,.....having our registered office at.....  
 .....M/s. ....having our registered  
 office at  
 .....M/s.....  
 having our registered office at ....., and ..... having our  
 registered office at ....., (hereinafter collectively referred to as the  
 "Principals") do hereby irrevocably designate, nominate, constitute, appoint  
 and authorise M/S ..... having its registered office at ....., being  
 one of the Members of the Consortium, as the Lead Member and true and lawful  
 attorney of the Consortium (hereinafter referred to as the "Attorney").

We hereby irrevocably authorise the Attorney (with power to sub-delegate) to conduct all business for and on behalf of the Consortium and any one of us during the bidding process and, in the event the Consortium is shortlisted for award or awarded the concession/Work Order, during the execution of the Project and in this regard, to do on our behalf and on behalf of the Consortium, all or any of such acts, deeds or things as are necessary or required or incidental to the prequalification of the Consortium and submission of its bid for the Project, including but not limited to signing and submission of all applications, bids and other documents and writings, participate in applicants and other conferences, respond to queries, submit information/ documents, sign and execute Work Orders and undertakings consequent to acceptance of the bid of the Consortium and generally to represent the Consortium in all its dealings with the Authority, and/ or any other Government Agency or any person, in all matters in connection with or relating to or arising out of the Consortium's bid for the Project and/ or upon award thereof till the Concession Agreement is entered into with the Authority.

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AND hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Project

Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us/ Consortium.

IN WITNESS WHEREOF WE THE PRINCIPALS ABOVE NAMED HAVE EXECUTED THIS POWER OF

ATTORNEY ON THIS ..... DAY OF .....201

For.....(Signature)

..... (Name & Title)

For ..... (Signature) .....

(Name & Title) Witnesses:

1.

2.

..... (Executants)

(To be executed by all the Members of the Consortium)

#### Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.

Also, wherever required, the Applicant should submit for verification the extract of the charter documents and documents such as a board or shareholders' resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.

For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued.



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**Annexure-V**

**DECLARATION REGARDING BLACKLISTING/DEBARRING FROM TAKING  
PART IN GOVERNMENT TENDERS**

To be executed & Attested by Public Notary / Executive Magistrate on Rs 10/-

(Stamp Paper by the Bidder)

I/We Proprietor / Partner(s) Director(s) of M/s.....hereby declare that the firm/company namely M/s..... has not been blacklisted or debarred in the past by any other Government organization from taking part in Government tenders. I/We also declare that no contract of M/s.....has been cancelled by Ministry of Steel.

OR

I/We Proprietor / Partner(s) Director(s) of M/s.....hereby declare that the firm/company namely M/s..... was blacklisted or debarred by .....from taking part in Government tenders for a period of.....The period is over on .....and now the firm/company are entitled to take part in Government tender. In case the above information found false I/we are fully aware that the tender/contact will be rejected/cancelled by the Ministry of Steel and the Earnest Deposit/Security Deposit shall be forfeited.

Signature of Bidder with Seal

Name.....

Date.....

Capacity in which signed.....

Name and Address of the firm :

Seal of the firm should be Affixed

ds.

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**Annexure-VI****DETAILS OF BANK ACCOUNT**

(Real Time Gross Settlement (RTGS) / National Electronic Fund Transfer (NEFT) Facility for Receiving Payments)

S. No.	Particulars	To be filled by the bidder
1.	Name of Account Holder	
2.	Address of Account Holder	
3.	Name of the Bank	
4.	Name and Address of Branch	
5.	IFSC Code	
6.	MICR Code	
7.	Account Number	
8.	Type of Account	

I, hereby, declare that the particulars given above are correct and complete. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information, I would not hold the user institute responsible.

(Signature of Account Holder)

Date :

Place :

Name:

Designation:

Seal:

Note: Please attach a photocopy of cancelled cheque



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## Instructions for Online Bid Submission

ANNEXURE-VII

*(Department User may attach this Document as an Annexure in their Tender Document which provides complete Instructions for on line Bid submission for Bidders)*

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>.

### REGISTRATION

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link **"Online bidder Enrollment"** on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

### SEARCHING FOR TENDER DOCUMENTS

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.



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## PREPARATION OF BIDS

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- 4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

**Note:** *My Documents space is only a repository given to the Bidders to ease the uploading process. If Bidder has uploaded his Documents in My Documents space, this does not automatically ensure these Documents being part of Technical Bid.*

## SUBMISSION OF BIDS

- 1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidder has to select the payment option as "offline" to pay the tender fee / EMD as applicable and enter details of the instrument.
- 4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- 5) Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BoQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BoQ file, open it and complete the white coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BoQ file is found to be modified by the bidder, the bid will be rejected.

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- 6) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid opener's public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 7) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 8) Upon the successful and timely submission of bids (i.e. after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- 9) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

#### ASSISTANCE TO BIDDERS

- 1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.
- 2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk.

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