

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

Udyog Bhavan, New Delhi
December 24, 2018

To

M/s Signpost India Pvt. Limited,
202 Pressman House, Nehru Road,
70/A near Santa Cruz Airport (Domestic Terminal),
Vile Parle (East), Mumbai 400099.
info@signpostindia.com

**Subject :- Award of contract of managing social media presence of
Ministers of Steel and Ministry of Steel - regarding.**

Sir/Madam,

I am directed to refer to your online bid on Central Procurement Portal in response to Ministry of Steel's tender No. 22(24)/2016-Estt. published on November 8, 2018 regarding management of social media presence of Ministers of Steel and Ministry of Steel and to say that the Competent Authority has accepted the rate quoted by your company i.e. Rs. 78,00,000/- + applicable GST for carrying out work as per scope mentioned in Annexure-II subject to the terms and conditions mentioned in Annexure-I.

2. The period of Maintenance Contract will ordinarily be *valid for one year with effect from December 26, 2018*. This period may be further extended (maximum two extensions of one year each at the same rates) as per the requirement of the Ministry or may be curtailed/terminated before expiry of this period.

3. The Contract will be made effective only after receiving of your acceptance of terms and conditions of Contract and up-front 'Performance Bank Guarantee' (PBG) @10% of the contract value having a validity of up to 13 months from the date of award of the job. If the tenure of the agency is extended, validity of the Bank Guarantee too will correspondingly be extendable. The PBG is to be submitted from a scheduled commercial bank within 30 days of Ministry's work order.

4. You are, therefore, requested to furnish/deposit signed copy of the AGREEMENT FOR CONTRACT (Annexure-III) and PERFORMANCE SECURITY by way for Fixed Deposit immediately to this Ministry so that the Contract could be finalized.


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5. This issues with the concurrence of Internal Finance Division (IFD),
Ministry of Steel.

Yours faithfully,

Encl:- As above


(K Murali)
Under Secretary to the Govt. of India
011-23061243

Terms and Conditions of managing social media presence of Ministers of Steel and Ministry of Steel

General Conditions

1. The period of Contract will be *valid for one year with effect from December 26, 2018*. This period may be further extended (maximum two extensions of one year each) as per the requirement of the Ministry or may be curtailed/terminated before expiry of this period owing to deficiency in service after giving one week notice to the selected firm.
2. Goals and Objectives of the assignment are as following:-
 - 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 reach of Hon'ble Ministers and Ministry 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 operations of Ministry of Steel, and also contribute to the quality of Internet access experience in the country.
3. The agency must position 07(seven) dedicated members on site including Project Manager, Content Developer and Designer at Ministry of Steel premises during the whole period of contract, along with sufficient off-site back up. Additional manpower as required may be deputed by the agency during the tours of Hon'ble Ministers/Senior Officer of the Ministry for covering various events.
4. The resources deployed should be accessible on mobile phone and on site resources will be required to be present in this Ministry on all working days and if needed, on holidays also. The antecedents of resources deployed should be properly verified and their details like name, address, photographs, contact no. etc. will have to be provided to the Ministry of Steel. The company will be required to make its own arrangement for hardware (e.g. computing devices and peripherals) requirements for the assignment.

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5. There shall be periodic review of performance of the company. In case of unsatisfactory performance, the contract shall be canceled forthwith and performance security deposit shall be forfeited. The firm is also liable to be blacklisted.

6. On the expiry of the contract, the firm should handover to the Ministry all login credentials for difference social media accounts being managed.

7. The rates quoted will remain in force for full period of contract. Demand for revision of rate on any account shall not be entertained during the contract period.

8. Payment for the Contract charges will be made on monthly basis. Deductions from payment will be made for absence of Resource Personnel, on pro-rata basis, during any month(s). **Payment shall be made by electronic transfer to the account of the firm on submission of bill in triplicate.** A 'Satisfactory Service Report' shall be got signed by the end-users in the Ministry of Steel as a proof of proper management of social media presence and the same should be attached with bills for payment. It is the responsibility of the firm to get signed the 'Satisfactory Service Report' from the end-user in the Ministry of Steel.

9. It should be ensured that the firm is not providing services/goods of similar nature and magnitude to other Ministries/Departments at lower rates than those quoted for the Ministry of Steel. In case, at later stage, it is found that the firm is providing services/goods to any other Ministry/Department at a lower rate, the payment would be withheld by the Ministry.

10. The contract entered into is liable to be terminated by this Ministry at any time without assigning reasons thereof, especially if the service rendered by the firm is not satisfactory or any lapse found in the service provided. Therefore, in this connection, the decision of this Ministry will be final and shall be binding upon the contractor.

11. If any information furnished by bidder is found to be incorrect or false at any point of time, the contract will be liable to be terminated without any notice and the performance security deposit is liable to be forfeited.

12. The contractor entered into shall indemnify the Ministry of Steel against all damages/expenses for which the Ministry may be held liable or pay on account of the negligence of the contractor or any person under their control whether in respect of accident/injury to the person/damages to the property in executing the work or otherwise and against all damages/demands thereof.

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13. In event of any dispute or difference between the parties hereto, such disputes or differences shall be resolved amicably by mutual consultation. If such resolution is not possible, then the unresolved dispute or difference shall be referred to arbitration of the sole arbitrator to be appointed by the Secretary, Ministry of Steel. The provisions of Arbitration and Conciliation Act, 1996 (No 26 of 1996) shall be applicable to the arbitration. The venue of such arbitration shall be at Delhi. The expenses of arbitration shall be shared equally by the parties to the agreement. However, expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.

14. Pending the submission of and/or a dispute difference or claim or until the arbitral award is published; the Parties shall continue to perform all of their obligations under this agreement without prejudice to a final adjustment in accordance with such award.

15. The contract will be interpreted under Indian Laws and subject to the jurisdiction of Delhi Courts.

Financial Conditions

1. *The firm shall submit the 'Performance Bank Guarantee' (PBG) @10% of the contract value having a validity of up to 13 months from the date of award of the job by way of Fixed Deposit (FD) from a scheduled commercial bank which will be refunded on satisfactory completion of the contract. No interest will be paid on performance security deposit.*


(K Murali)

Under Secretary to the Govt. of India

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 (at least three updates on 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 Ministry of Steel (MoS).

(iii) Publicize all cultural events on all the social media platforms

(iv) 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, Ministry of Steel, in various online media like e-newspapers, e-magazines, blogs, social media platforms at national & international level.

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(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.

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.

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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.

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.

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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 authorized 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.

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.

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