



Request for Proposal (RFP) Document

For

Social Media Operations & Management

For

Rajasthan Foundation

Email: rajfound-rj@nic.in , rajfoundation@rajasthan.gov.in

Ph. No. 0141-2229091

Yojana Bhawan, C-Scheme, Jaipur-302005 (Rajasthan)

Request For Proposal (RFP) Document For Selection of Agency For Social Media Operations
& Management for Nine (9) Months for Rajasthan Foundation

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1. CHAPTE 1:INVITATION FOR BID (IFB) & NOTICE INVITING BID (NIB)

Reference No.RF.10(6) /SOCIAL MEDIA/ BID/2020/414

Date: 17.09.2021

Bid No. : 05

Name & Address of the Procuring Entity	- Name: Commissioner, Rajasthan Foundation - Address: Yojana Bhawan, C-Scheme, Jaipur-302005 (Rajasthan)
Name & Address of the Project Officer In-charge (POIC)	- Name: Amit Singhal - Designation: Manager - Address: Yojana Bhawan, C-Scheme, Jaipur-302005 (Rajasthan) - Email: rajfound-rj@nic.in , rajfoundation@rajasthan.gov.in
Subject Matter of Procurement	RFP for Selection of Agency for Social Media Operations and Management for Nine (9) Months
Bid Procedure	Offline Single Stage: Two cover (Technical & Financial), Open Competitive Bid Procedure
Bid Evaluation Criteria (Selection Method)	Combined Quality cum Cost Based (CQCB)
Websites for downloading Bidding Document, Corrigendum etc.	Websites: http://sppp.rajasthan.gov.in and http://rf.rajasthan.gov.in
Estimated Procurement Cost	Rupees: 4.5 Lakhs (Rs. Four Lakh Fifty Thousand)(including Taxes) for 9 Months
Bidding Document Fees, Bid Security and Mode of Payment	- Bidding document fee (Non-Refundable): Rs. 500/- (Rupees Five Hundred only) in Demand Draft drawn on any Scheduled/ Commercial Bank in favour of "Commissioner Rajasthan Foundation" payable at "Jaipur". - Rs. 9,000/- (Rupees Nine Thousand Only) in form of Demand Draft drawn on any Scheduled / Commercial Bank in favour of "Commissioner Rajasthan Foundation" payable at "Jaipur". Or a declaration on a paper with Rs. 50/- Stamp Duty along with 30% surcharge
Pre Bid Meeting date & Time	Date: 20.09.2021 Time 3.30 PM
Manner, Start/ End Date for the Submission of Bids	- Manner: Offline at Rajasthan Foundation Jaipur Office - Start Date: 21.09.2021 Onwards - End Date: 27.09.2021 till 3.00 PM
Date/ Time/ Place of Technical Bid Opening	- Date: 27.09.2021 Time: 3.30 PM - Place: Rajasthan Foundation, Yojana Bhawan, C-Scheme, Jaipur-302005 (Rajasthan)
Date/ Time/ Place of Financial Bid Opening	Will be intimated later to the technically qualified bidders
Bid Validity	90 days from the bid submission deadline
Note: The provisions of RTTP Act 2012 and Rules thereto shall be applicable for this procurement. Furthermore, in case of any inconsistency in any of the provisions of this bidding document with the RTTP Act 2012 and Rules thereto, the later shall prevail.	

--Sd---

Sr. Executive (Estb.), RF

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Reference No.RF.10() /SOCIAL MEDIA/ BID/2020/414

Date: 17.09.2021

Notice Inviting Bids

Request for Proposal for Social Media Operations and Management for Nine(9) Months for Rajasthan Foundation

(Bid No. 05)

Rajasthan Foundation, Government of Rajasthan invites Bids from the eligible bidders for Selection of Agency for Operations and Management of its Social Media Accounts on Facebook, Twitter, Instagram, YouTube for Nine (9) Months. Important Dates & Time and Applicable Bid Security are as under:

Name of Work	Estimated Cost of Work	Bid fee	Bid Security	Last Date & Time For Submission of Bids	Date & Time For Opening of Technical Bid
Selection of Agency for Social Media Operations & Management For Rajasthan Foundation	Rupees 4.5 Lakhs	Rs. 500	Rupees 9,000/- or a declaration on a paper with Rs. 50/- stamp Duty along with 30% Surcharge	27 th September 2021 Time: 3.00 PM	27 th September 2021 Time: 3.30 PM

The detailed information about the aforesaid Bid invitation and Bid Document can be downloaded from <http://sppp.rajasthan.gov.in> and <http://rf.rajasthan.gov.in>.

---Sd--
Sr. Executive (Estb.), RF

CAPTER 2: PROJECT PROFILE & BACKGROUND INFORMATION

Rajasthan Foundation, an organization set up by Government of Rajasthan that works in the noble direction of strengthening bonds between Non Resident Rajasthani community and the state of their origin. We invite entire Pravasi Rajasthani Community to come and connect to their motherland, Rajasthan, which is emerging as one of the best destinations for investment, growth and development.

Rajasthan Foundation is a platform through which our eminent Pravasi Rajasthanis like Shri L.N Mittal ,Shri Kumar Mangalam Birla, Shri Rahul Bajaj have participated in the journey of Socio-Economic development of the state. Today there is hardly any field of activity, be it business, public welfare, education, art, literature, culture, sports, politics, science, medicine or engineering where Rajasthanis have not achieved remarkable and unprecedented success. No matter, where they went, Rajasthan remained in their hearts and emotions, their deep attachment to Rajasthan have kept the bond strong between the land and its people.

The establishment of Rajasthan Foundation reflects the state government's determination to nurture its interaction with its noble sons and we are committed to promote and facilitate every step taken by our Non Resident Rajasthanis to contribute into the growth and development of Rajasthan.

The Rajasthan Foundation envisages publicizing government's products through social media platform like Facebook, Twitter, Instagram, YouTube etc and other Digital Media Tools. The social media sites are not only a powerful medium of connection directly with the NRR, but also the NRRs can interact online with the Organization and express their views on the events and products of Rajasthan. Rajasthan Foundation intends to do a Digital Media branding of Socio-Economic development in Rajasthan with promotion and optimization for Government of Rajasthan's events and products for NRRs.

Main Objectives:

- Sharing developments and upcoming initiatives in Rajasthan state to increase the brand image of Rajasthan
- Acquainted with regular updates pertaining to developments in the state
- Creating engaging posts, hashtags, stories, and so on to nurture a sense of belongingness and pride amongst the NRRs.
- Coverng socio-cultural, heritage, rich history, and the contemporary scenarios in Rajasthan with a goal of engaging the diaspora in a meaningful and lively manner.
- Effective social media activities to interact with the Rajasthani diaspora

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- Increase in size of social community and followers on social media handles
- Enhanced engagement with diaspora
- Real time diaspora feedback regarding pain areas and required support
- Conversion of followers into leads for data generation and further follow up

Target audience:

- Rajasthan's NRR Diaspora
- Family members of NRR situated in State/India
- Investors
- Entrepreneurs
- Business houses
- Embassies/ Consulates/ Cultural department

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CHAPTER 3: TECHNICAL-QUALIFICATION/ ELIGIBILITY CRITERIA

Note: The supporting documents submitted as evidence to fulfil the eligibility criteria will be evaluated by the Tendering Authority. During the bid evaluation stage Rajasthan Foundation may request for clarification (if required) and any additional documents to support the Technical Qualification criteria.; the committee shall award marks on basis of the supporting documents submitted and presentation made by the bidder to the committee.

A) Pre-Qualification criteria

Bidders who meet all of the following Pre-Qualification Criteria may apply:

S. No.	Basic Requirement	Specific Requirements	Documents Required
1	Legal Entity	Any proprietorship firm/Partnership firm or company with limited liability/ or company registered under Indian companies ACT 1956/2013/ Cooperative Body/ Society registered under cooperative Act/HUF/Trust who are authorized undertaken such works and also to participate in bid in India	- Relevant documents
2	Turnover from IT/ ITeS/Social Media	Average Annual Turnover of the bidder in last three financial year, i.e., from 1st April 2018 to 31st March 2021, should be at least Rs. 10 Lakhs	CA Certificate with CA's Registration Number or audited balance sheet
4	Technical Eligibility	• Currently maintaining/have maintained Facebook, Twitter, Instagram and other social media platforms related to Government/NRI Department/ Investment/Industry/Art/Culture/ Hospitality Sector for atleast 1 year who have following: ➤ One Facebook Page having 1 lakh followers or more ➤ One Twitter page having 50,000 Followers or more ➤ One Instagram channel having 25,000 followers or more • Bidder must have successfully completed a work/ a ongoing work related to Social media of amount not less than Rs. 5 Lacs during the last five financial years from the bid publish date	• Self attested printouts for URL, Clearly Visible Screenshots with account settings or any authentic document in support of eligibility criteria • Copy of work order/ Completion certificate
5	Tax registration	The bidder should have a registered number of • GST registration Copy (If applicable) • Income Tax / PAN number (mandatory)	Relevant documents

The above criteria shall be evaluated as per Annexure titled "Pre-qualification Evaluation" (Annexure 1).

B) Technical Qualification (TQ) Criteria

Only bidders who meet all of the Pre-Qualification Criteria shall be evaluated for the Technical-qualification criteria:

Technical Qualification Criteria are defined in Annexure 2.

The Technical Qualification criteria shall be evaluated as per Annexure titled "Technical-qualification Evaluation" (Annexure 2). The bidder must accurately complete this Annexure. Any error/inaccuracy/omission etc. in the evaluation may be corrected by the purchaser, as it deems fit, and that shall be final and binding on the bidder.

CHAPTER 4: SCOPE OF WORK, DELIVERABLES & TIMELINES

1) Objectives

Digital Media tools like and Social Media helps in instant and direct communication of government with the people in highly effective manner. Social technologies help in making networking and engagement with the public simple and powerful. It also helps in making faster research, providing mechanisms for understanding sentiments, quick communications at the times of crisis and measurement of public sentiment to help in forming the public policy

Rajasthan Foundation has envisioned to hire an agency for Social Media Operations & Management for period of Nine (9) Months, where the agency has to deliver the said deliverables by using state-of-the-art technology having content rich, customizable. The static, dynamic, images, videos, online campaign contents etc. will be provided on the Digital Media Platforms.

Note: *"Information" in the above table is medium-agnostic and thus may be text, photo, diagram, audio, video, scanned document etc.*

2) Scope of work

Part A: Strategy

a) Social Media Strategy

Strategize, plan and continuously improvise the Social Media Strategy for Rajasthan Foundation. This includes how to optimize social media as a platform to strengthen Rajasthan Foundation as a brand and Socio-Economic investment in Rajasthan in general. Proactively engage with Rajasthan Foundation to validate the strategy. Furthermore, leverage social media analytics to feedback into the overall strategy. Assess and target key influencers (seeds and drivers of popularity) in the overall strategy.

b) Social Customer Relationship Management (CRM)

Provide accurate, complete, polite and prompt feedback to user interactions on the social media sites. The bidder shall seek input from RF and Associated Organizations where the feedback requires such information. User interactions shall be replied in the originating language of the user (limited to Hindi and English languages only); in all other cases, reply in English language shall be provided.

c) Content Service Provider (CSP)

Create, update and publish content that is photo-rich & video-rich, original, engaging and factually & grammatically correct. Content is medium-agnostic and thus may be text, photo, video, audio, diagram, scanned document etc. The ownership of and right to all content shall be of the Purchaser.

Content Service Provider services are a large and key aspect of the work. The bidder must provide

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original creative writing along with original/innovative photo and video coverage, on the social media. Content may be in Hindi or English.

d) Moderation

Moderate the sites to avoid spam, advertisements and inappropriate content.

e) Currency

Ensure currency with respect to current season or key event in the state by changing or promoting corresponding content (text, photos or other) or display theme at periodic intervals. Regularly and periodically, update the page with respect to the current/upcoming event(s).

f) Relevance

Ensure that the target audience for social media is relevant (Pravasi Rajasthani, people with interest in in Rajasthan or India etc.) and thus consequently that the actual audience for social media is relevant.

g) Integration

Integrate social media with the official portal (web-based and mobile-based) and vice-versa; as well as integrate with each other where ever possible. The solution provider shall ensure that the content & activities on the social media platforms do not restrict accessibility of the platform on mobile devices.

h) Analytics

Collect, monitor, leverage social media site analytics (for example, Facebook Insights) to improvise Social Media Optimization. Submit analytics and their interpretation to the Purchaser as supporting document Monthly. Additionally, purchaser / procurement entity may ask to successful bidder to provide analytics and Sentiment Analysis their interpretation as and when required.

i) Out of hours work

Execute defined scope of work, for periods outside defined working periods, as and when required.

j) Copyright

Mark Rajasthan Foundation Logo on electronic content (text, photo, video or otherwise) as Copyright of Rajasthan Foundation, Government of Rajasthan, wherever requires; and monitor & report unauthorized use.

k) Privacy and Security

Apply suitable privacy and security controls for a given social media site and regular monitor the same.

Part B: No of Posts, Content Management, Reaction Management etc

a) The Bidder shall be responsible to provide SMO services covering the following Platforms:

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Platform	Mnimumposts/ Tweets / Photos / Videos Per Day	Minimum Posts /Tweets / Photos/ Videos Per Month	Other Details
Facebook	1-2	30	• Creation/Updating of cover /profile images & banners • Messages in public interest (with different type of contents, like –text, video, images, etc.) • Use of Tags /Hash tags
Twitter	1-2	30	
Instagram	1-2	30	
YouTube	-	4	

b) Content Creation and Maintenance of Social Media Platforms: -

- I. Posts highlighting and featuring connect of Pravasi Rajasthanis with their homeland Rajasthan, Socio-Economic Development of State with help of NRRs and Investors along with the miscellaneous off beat content are regularly placed on official Facebook page of Rajasthan Foundation through text, images, videos, cartoons, smart art, animations, etc.
- II. Creation/Updation of cover images fortnightly or as and when required.
- III. Messages in public interest.
- IV. Use of Tags and Hashtags.
- V. User engagement through regular quizzes, surveys, polls & contests.
- VI. Development of logos for different projects, events, initiatives, etc.
- VII. Additionally, the scope of work consists of SEO for ranking high in the search results for relevant searches within the respective platforms.
- VIII. It also includes a particular theme based campaign / event creation, management, execution and promotion on official page of the Rajasthan Foundation. At-least one campaign/event/contest per month during the project period should be managed and promoted.(Gratification for contest shall be provided by the Rajasthan Foundation /Associate Organization)
- IX. Organized activities and posts time to time as per directions of procurement authority
- X. “Spam” should be controlled (for example, spam followers) as per the defined requirements for moderation. Etc
- XI. Live Session Activity - During the live sessions there should be constant social media activity, with real/time posts/stories that can include quotes from the sessions, video snippets etc.
- XII. Event related activity - The agency has to undertake extensive social media buzz creation activities in advance to promote upcoming events with a goal of maximum audience engagement and their subsequent participation. Post-event activities will include sharing short videos on social media, and image and text based content related to the event.
- XIII. Pre-launch Engagement strategy - The agency will be required to furnish plans for social media awareness campaigns around various schemes, projects, and initiatives that are to be

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undertaken/announced by the Foundation as and when the details of such activities are shared with them.

c) Reaction/ Query Management:

All queries received on all platforms which need not require inputs from the Rajasthan Foundation/Associated organization must be replied to within 24 hours and all queries which require a consultation with the concerned department should be notified to concerned officials within 24 hours and followed up with the department to reply to the complainant at the earliest. The reply should be given within 24 working hours after receipt of response from the department. It would be preferable to have automated process for query tracking & resolution

CHAPTER 5: INSTRUCTION TO BIDDER (ITB) & BIDDING PROCESS

1) Documents comprising the Bid

- a) A Single stage-Two envelope/ cover system with a presentation shall be followed for the bid
- Technical bid in one cover/ envelope
 - Commercial/Financial bid in the other envelope
- TECHNICAL BID COVER: The technical bid documents shall consist of the following documents –

S. No.	Documents Type	Document Format
1.	Bid Form	As per Annexure-3
Fee Details		
2.	Tender Fee	Original DD/ Banker's Cheque
3.	EMD	Original DD/ Banker's Cheque of Rupees 9,000/- or A declaration on a paper with Rs. 50/- stamp Duty along with 30% Surcharge
Pre-Qualification Documents		
4.	Supporting information and documents	As per Annexure-1
5.	All the other documents mentioned in the "Eligibility Criteria", in support of the eligibility	As per the format mentioned against the respective eligibility criteria clause
Technical Qualification Documents		
6.	Supporting information and documents	As per Annexure-2

- FINANCIAL/COMMERCIAL BID cover shall include the following documents: -

S. No.	Documents Type	Document Format
1.	Financial/ Price Bid	As per Annexure-4

2) Selection method

- a) The selection method for technically qualified bid is Combined Quality cum Cost Based (CQCB).
- b) CQCB evaluation will be as follows: assuming,
- Total technical marks, including presentation marks) is T; and
- Total financial bid price quoted in INR for all items is F; then
- The overall score of a particular bidder will be calculated using the formula below:
- $$B = ((F_{low}/F) * 40) + ((T/T_{high}) * 60)$$

Where:

F_{low} = The lowest Financial Quote received among technically qualified bids

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- F = The Financial Quote submitted by the bidder under evaluation
- T = The evaluated Technical Marks awarded to a particular bidder
- T_{high} = The highest Technical Marks achieved by any technically qualified bidder

- c) The bidder having the highest total CQCB score shall be ranked first and would be considered for final selection.
- d) If two or more bidders have the same overall CQCB scores, then the least cost would be given the first preference.

3) **Evaluation of Technical Bids**

- a) Pre-qualification criteria (as per Annexure 1):-

The technical evaluation shall be completed by the designated Procurement Committee as early as possible after opening of technical bids. It shall examine the technical bid including the pre-qualification documents.

- b) Technical evaluation criteria (as per Annexure 2): -

- i. Only bidders qualifying the pre-qualification criteria shall be invited to present their solution/strategy. Each such bidder shall be provided up to 20 minutes to present their Social Media Optimization solution/strategy to the Procurement Committee. The presentation date, time and venue shall be intimated separately.
- ii. Only technically qualified bidders shall be invited for the financial bid opening.

4) **Evaluation of Financial Bids**

- a) The financial bids of bidders who qualify in technical evaluation shall be opened at the notified time, date and place by the members of the designated Procurement Committee in the presence of the bidders or their representatives who choose to be present.
- b) The financial bid shall be evaluated using the Combined Quality cum Cost Based (CQCB) selection method.

Chapter :6 General Terms & Conditions, Payment terms

TERMS & CONDITIONS

1. Bid document shall be filled in ink or typed. No bid filled in pencil shall be considered. Corrections if any should be made clearly. The bidders shall sign the bid document at each page and at the end in token of acceptance of all the terms & conditions of the bid.
2. The bid offers shall be submitted in two sealed separate envelopes, containing the technical and financial bids. The envelope shall be super scribed accordingly. Original DDs of Rs.500/- for bid document fee and Rs.9,000/- (2 % of the cost of work) Or a declaration on a paper with Rs. 50/- Stamp Duty along with 30% surcharge for bid security in favour of Commissioner, Rajasthan Foundation payable at Jaipur shall have to be attached along with the technical offer.
3. The rates quoted in the financial bid shall be inclusive of applicable taxes.
4. No place in the financial bid shall be left blank.
5. The prices finalised in the rate contract with the bidder shall be valid for the entire period of this agreement. In case the agreement is extended, the prices will remain the same.
6. Bidder shall be awarded work for any of the items mentioned in the financial bid. The rates charged would be as per the final rates fixed after the bidding process.
7. TDS would be deducted by Rajasthan Foundation on all the payments as per rules. The agency is bound to provide PAN number to the Rajasthan Foundation. The agency is entitled to seek details of such deductions made.
8. For any other job, not mentioned in the finalised rate contract, the qualifying bidders(s) will be required to submit the quotation for the given scope of work and work would be awarded to the lowest bidder.
9. Rajasthan Foundation reserves the right to reject any offer without assigning a reason. Only shortlisted parties/bidders will be called for presentations.
10. Canvassing in any form would result in rejection of the bidder.
11. Delay by Bidder in submission of additional information or clarifications sought by Rajasthan Foundation may cause the bid to be liable for rejection
12. If in response to this bid, the bidder makes any claim, which does not reflect the truth or material representation of facts, the bid will be liable for rejection
13. PERFORMANCE SECURITY:
 - Performance Security @ 2.5% of the Work Order cost will have to be deposited by the successful bidder within the time period stipulated by Rajasthan Foundation.
 - Rajasthan Foundation on its part would ensure that after the satisfactory completion of the contract, the performance security money is returned on request of bidder.
14. The approved bidder shall be deemed to have carefully examined the conditions, specifications, etc. If he has any doubts as to the meaning of any portion of the conditions or of the specification, etc, he shall before signing the contract, refer the same to the officer and get clarifications.
15. REFUND OF BID SECURITY: The bid security of unsuccessful bidder shall be refunded soon after the final acceptance of bid. (If Any)
16. FORFEITURE OF BID SECURITY: The Bid security will be forfeited in the following cases:
 - When the bidder withdraws or modifies the offer after opening of bid but before acceptance of bid.
 - When the approved bidder does not submit the agreement and the performance security money within the stipulated period

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17. **PENALTY CLAUSE:** For any delay in delivery of goods and services the provisions of GF & AR would apply wherever applicable. With the service level requirement given in the bid.
18. **VALIDITY:** Bids shall be valid for a period of 90 days from the date of opening of financial bid.

INSPECTION:

- Duly authorized representative of Rajasthan Foundation shall at all reasonable time have access to the suppliers premise and shall have the power at all reasonable time to inspect and examine the materials and workmanship of the goods/equipment/machinery.
- The bidder shall furnish complete address of the premises of his office/workshop/studio where inspection can be made.

19. INTELLECTUAL PROPERTY:

- The final concept/creative, approved and accepted by Rajasthan Foundation will be the property of Rajasthan Foundation. However, any design alternatives or ideas that are not accepted remain the property of the bidder.
- Original sound-track, films, video footage and photography that has been commissioned by Rajasthan Foundation will be property of Rajasthan Foundation. The ownership of Stock music, video footage, photographs purchased for Rajasthan Foundation by the bidder will however be as per respective license agreement of the third party licensor.

20. **PERIOD OF Contract:** The contract shall be valid for 09 Months. Period of rate contract may be extended as per RTPP Rules.

21. REPRESENTATION & WARRANTIES:

The bidder hereby represents and warrants to the client that

- By entering into this agreement, it does not violate any obligations, under any other contracts entered into by it.
- No suit has been instituted against him for insolvency or bankruptcy, or for winding up proceedings.
- He is competent to enter into this agreement.
- He shall not assign or transfer his rights/obligations under this agreement.

22. **CONFIDENTIALITY :** The rate contract undertakes that it shall keep strictly secret and confidential and shall not disclose, divulge or reveal during the continuance of this agreement or at any time thereafter the confidential information disclosed, communicated or given by the client relating to the products, whether disclosed or communicated to the bidder under this agreement or gained or otherwise acquired by the bidder under or by virtue of or as a result of the implementation or performance of its obligation under this agreement.

23. INDEMNITY:

- The contractor shall indemnify and keep indemnified Rajasthan Foundation against any loss or costs, charges and expenses to be incurred or suffered by the Rajasthan Foundation by reason of or as a result of the bidder doing any act contrary to the provisions of this agreement.
- Rajasthan Foundation shall be liable for and shall indemnify the bidder against any liability, loss, claim or proceedings arising under any statute or common law as a result of the design/production/publication of material approved of and authorised by Rajasthan Foundation to the created by the bidder.

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24. **TERMINATION OF CONTRACT:** Rajasthan Foundation may terminate the agreement by giving 15 Days notice in writing. During the notice period the bidder would be bound by the contract and would discharge responsibilities in letter and spirit of the contract.
25. **ARBITRATION:** Any and all claims, disputes, controversies or differences arising between the parties out of or in relation to or in connection with this agreement or with a breach thereof, which cannot be satisfactorily settled by correspondence or mutual conference between the parties hereto, shall be determined by arbitration. The Head of Rajasthan Foundation will appoint his senior-most deputy as the Sole Arbitrator of the dispute who will not be related to this contract and whose decision shall be final. The venue of such arbitration shall be Jaipur and the language of arbitration shall be in English.
26. **JURISDICTION:** All legal proceedings, if necessity arises to institute, by any of the parties shall have to be lodged in courts situated in Rajasthan and no elsewhere. This agreement will be deemed to have been made in Jaipur.
27. The first appellate authority will be commissioner Rajasthan Foundation and second authority Joint Secretary, Industry Government of Rajasthan
28. **NON-EXCLUSIVE:** This agreement does not establish the Agency as the exclusive Agency of the Rajasthan Foundation during the term of this agreement or otherwise.
29. **NOTICE:** Any notice given under the agreement signed shall be sent by letter or fax to the usual address or last known place of business and shall be deemed to have been received by the addressee in ordinary course of post, if by letter or instantly in case of fax.
30. **ENTIRE AGREEMENT:** This agreement constitutes the entire agreement with respect to the subject matter hereof, and may only be modified or amended in a written document signed by both parties. However, for issues & points not covered under this agreement, General Financial & Accounts rules (GF&AR) of Government of Rajasthan & RTPP Act & Rule apply.
31. **WAIVER:** No waiver or breach of any provision of this agreement shall constitute a waiver of any other provision, and no waiver shall be effective unless made in writing and signed by an authorized representative of the party against whom such waiver is to be enforced. In the event that any provision of this agreement shall be illegal or otherwise unenforceable, such provision shall be severed, and the balance of the agreement shall continue in full force and effect.
32. **MODIFICATION:**
 - The expenses of completing and stamping this agreement shall be paid by the agency and Rajasthan Foundation shall be furnished free of charge with the original stamped agreement.
 - Any modifications of this agreement shall be made in writing by mutual consent of the parties.

Signature of bidder with seal

I / We hereby declare that I / we have gone through the terms and conditions of the bid document and
I / We shall abide by all the terms and conditions.

Signature of bidder with seal

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Rajasthan Foundation

(NIB No. ____)

To,

The Commissioner

Rajasthan Foundation

Government of Rajasthan

Yojana Bhawan, C-Scheme

Jaipur

We, the undersigned declare that:

1. We have examined the bidding document.
2. If our bid is accepted, we commit to deposited a performance security.
3. We are not participating as bidders in more than one bid in this bidding process.
4. Our firm, its affiliates or subsidiaries, including any subcontractors or suppliers has not been debarred by the State Govt. or the procuring entity.
5. We understand that this bid, together with your written acceptance shall constitute a binding contract between us, until a formal contract is prepared and executed.
6. We understand that you are not bound to accept the lowest evaluated bid or any other bid that you may receive.
7. We agree to permit the procuring entity or its representative to inspect our accounts and records and other documents relating to the bid submission and to have them audited by auditors appointed by the procuring entity.
8. We declare that we have complied with and shall continue to comply with the provisions of the code of integrity for bidders as specified in the Rajasthan Transparency in Public Procurement Act, 2012 the Rajasthan Transparency in Public Procurement Rules, 2013 and this bidding document in this procurement process and in execution of the contract.
9. We accept to abide by the conditions and additional information of the bid released by Commissioner, Rajasthan Foundation
10. Following documents have been uploaded along with this technical bid :-
 - i) Bid document with signature and seal.
 - ii) Photocopy of three Banker Cheques / DD towards bid security amount, bid fee and bid processing fee.
 - a) DD / Banker Cheque of Rs. 9,000/- for bid security in favour of Commissioner, Rajasthan Foundation, Jaipur.
 - b) DD / Banker Cheque of Rs.500/- for bid fee in favour of Commissioner, Rajasthan
 - iii) Necessary information sought in the bid have been uploaded along with the signer annexures.
 - iv) If the firm is a small scale industry unit (SSI), then the copy of registration as small scale unit issued by competent authority has been uploaded.

Signature of the Bidder with Seal

(Name, Address, Phone No.)

Payment Terms and Schedule

- Payment schedule:

Payments shall be made at calendar Monthly periods. Start of 1st Month shall be deemed as the date of Go-Live of the project.

- Payment amount:

The billable amount shall be as per the rates quoted and quantities of services delivered as per the contract. The payable amount shall be based on billable amount after accounting for any LD, penalties due to Service Level Requirements and any other the terms and conditions of the The Purchaser may independently verify metrics pertaining to the evaluation of a given SLR with the underlying platform (for example, verify Facebook Likes/Reach with Facebook).

S. No.	Activities	Service Level Requirements (SLRs)	penalty in % for failure to achieve stated SLRs
<i>For Facebook page, Twitter profile, Instagram and YouTube</i>			
1.	Social CRM (Customer Relationship Management)	90% of the feedback to citizens within 24 hours for defined working periods in a given quarter and that feedback are appropriate. where feedback may be one or more for multiple conversations in a thread and such that SLR excludes (i) feedback that has external dependency on department, and (ii) invalid or not applicable queries.	10%
2.	CSP (Content Service Provider)	At-least 30 posts for Facebook platform per Month At-least 30 Tweets for Twitter per Month At-least 30 Post for Instagram per Month At-least 4 Videos on YouTube Updation of the landing-page, front-page, background image, cover photo, theme etc. that signifies currency with the current season, event etc. Where post is text, image, video or a combination etc. Month will be as calendar Month	0-80% (pro-rata basis)
3.	Moderation	90% of the moderation to remove spam/inappropriate content within 2 hour for defined working periods in a given quarter.	5%
4.	Priority Departmental Requests	95% of departmental written requests, if any, for Social CRM to be complied with within 2 Hour; and	5%

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ANNEXURE 1: PRE-QUALIFICATION EVALUATION

With reference to Chapter titled “Eligibility Criteria” for details, all criteria mentioned below have been met:

S. No.	Category	Criteria	Supporting Information <i>(to be filled by the bidder, where marked)</i>	Proof at page number(s) <i>(to be filled by the bidder)</i>
1.	Pre-requisites	BID Fee	Amount: Date: Reference:	
2.		Earnest Money Deposit	Amount: Date: Reference:	
3.		Bid form	On bidder's letter head duly signed by authorized signatory	
4.	Technical - qualification	Legal Entity	Self attested copies of Valid Registration Certificates OR Self attested copies of Certificates of Incorporation or Agreement	
5.		Turnover from IT/ITeS	CA Certificate with CA's Registration Number, Signature and Seal	
6.		Tax registration	Copy of GST Registration Certificate (If applicable) And Copy of Pan Card	
7.		Technical eligibility (As mentioned in Pre-qualification criteria)	Screen Shot with URL and settings, supported document	

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ANNEXURE 2: TECHNICAL EVALUATION

Enclosure: Technical evaluation checklist

The Pages on Social Media Platforms are related to Government/NRI Department/ Investment/
Industry/Art/Culture/ Hospitality Sector

I/We understand that absence of requisite proof(s) (URL, Screenshot, C.A. certificate etc.) in the
technical bid may result in zero marks for a given criterion.

S No	Technical evaluation criteria	Marking metric	Marking	Proof at page number(s) (to be filled by the bidder)
	<i>Subject</i>	<i>Points</i>		<i>Up-to specified citations as in this table or as explicitly stated otherwise is permitted.</i>
1	One Facebook page having likes/Followers	8 (Likes > 2 Lakh)		URL at page: Screenshot with likes: Screenshot with account settings:
		4 (1 Lakh < Likes <= 2 Lakh)		
		3 (1 Lakh < reach <= 2 Lakh)		
2	One Twitter page having Followers (F)	8 (Followers > 1 Lacs)		URL at page: Screenshot with followers count: Screenshot with account settings
		4 (50 K < Followers <= 1 Lacs)		
3	Instagram page having Followers (F)	8 (Followers > 1 Lacs)		URL at page: Screenshot with followers: Screenshot with account settings:
		4 (25 K < Followers <= 1 Lac)		
4	Youtube channel with Subscribers	6 (Subscribers > 10 K)		URL at page: Screenshot with video count: Screenshot with account settings: Screenshot proving date criteria:
		3 (5 K < Subscribers < 10K)		
5	Work experience in Government for management of Social Media Pages	10		Copy of work orders or certificate
6	Content Strategy:- A well defined content strategy would be the prime source of defining the approach and methodology of the agency	15		(Marks Based on PPT)
7	Overall Understanding of Rajasthan Foundation	15		(Marks Based on PPT)

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	Campaign and Objectives and Solution Proposed			
8	Team Credentials - The agency would be required to furnish the details of the credentials of the team that would work with Rajasthan Foundation on this engagement, outlining their core capabilities, their experience, and their role during the engagement.	10		(Marks Based on PPT)
9	Innovation & Strategy to engage Visitors	10		(Marks Based on PPT)
10	Existing Campaigns - The agency would be required to furnish case studies of their previous engagements and campaigns. This will include the initiatives undertaken, strategies implemented, and the results generated.	10		(Marks Based on PPT)
	Total	100		

On the above Technical criteria, Bidder have to give presentation to the Department. The Marks will be given as per view of committee member.

Bidder has to submit proof for Point no. 1 to 5 with the bid, Department may ask any supported document to check the aforesaid criteria from the bidder

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ANNEXURE 3: BID FORM

1) Addressed to:

Name of the Tendering Authority	Commissioner, Rajasthan Foundation
Address	Rajasthan Foundation. Yojana Bhawan, C- Scheme, Jaipur
Telephone	0141-2229111

2) Bidder Details:

Name of Bidder				
Name of Contact Person with Designation				
Registered Office Address				
Address of the Bidder				
Year of Establishment				
Type of Bidder Put Tick(✓) mark	Public Limited	Private Limited	Partnership	Proprietary
Telephone Number(s)				
Email Address/ Web Site	Email:		Web-Site:	
Fax No.				
Mobile Number	Mobile:			

- 3) The requisite BID fee amounting to Rs. ____/- (Rupees <in words>) has been deposited vide Banker's Cheque/ DD No. ____ dated ____.
- 4) The requisite Bid Security amounting to Rs. ____/- (Rupees <in words>) has been deposited vide Banker's Cheque/ DD No. ____ dated ____.
- 5) We agree to abide by all the terms and conditions mentioned in this form issued by the Empanelment Authority and also the further conditions of the said notice given in the attached sheets (all the pages of which have been signed by us in token of acceptance of the terms mentioned therein along with stamp of the Bidder).

Name of the Bidder: -

Authorised Signatory: -

Seal of the Organization: -

Date:

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Place:

ANNEXURE 4: FINANCIAL BID

Bidder Name :

Name of Work: Selection of Agency for Social Media Operations & management

Sr. No.	Item Description	Per Month Rate in Rs.(Inclusive of Taxes)	Total Amount for 9 Months in Rs. (Inclusive of Taxes) (9 X Column 3)	Total Amount in Words (Inclusive of Taxes)
1	2	3	4	5
1	Rate for Social media Operations & management as mentioned in Scope of work			

Name of the Bidder: -

Authorised Signatory: -

Seal of the Organization: -

Date:

Place:

Annexure - A

Compliance with the Code of Integrity and No Conflict of Interest

Any person participating in a procurement process shall -

- (a) not offer any bribe, reward or gift or any material benefit either directly or indirectly in exchange for an unfair advantage in procurement process or to otherwise influence the procurement process;
- (b) not misrepresent or omit that misleads or attempts to mislead so as to obtain a financial or other benefit or avoid an obligation;
- (c) not indulge in any collusion, Bid rigging or anti-competitive behavior to impair the transparency, fairness and progress of the procurement process;
- (d) not misuse any information shared between the procuring Entity and the Bidders with an intent to gain unfair advantage in the procurement process;
- (e) not indulge in any coercion including impairing or harming or threatening to do the same, directly or indirectly, to any party or to its property to influence the procurement process;
- (f) not obstruct any investigation or audit of a procurement process;
- (g) disclose conflict of interest, if any; and
- (h) disclose any previous transgressions with any Entity in India or any other country during the last three years or any debarment by any other procuring entity.

1) Conflict of interest:-

The Bidder participating in a bidding process must not have a Conflict of Interest.

A Conflict of Interest is considered to be a situation in which a party has interests that could improperly influence that party's performance of official duties or responsibilities, contractual obligations, or compliance with applicable laws and regulations.

- i. A Bidder may be considered to be in Conflict of Interest with one or more parties in a bidding process if, including but not limited to:
 - a. have controlling partners/ shareholders in common; or
 - b. receive or have received any direct or indirect subsidy from any of them; or
 - c. have the same legal representative for purposes of the Bid; or
 - d. have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Bid of another Bidder, or influence the decisions of the Procuring Entity regarding the bidding process; or
 - e. the Bidder participates in more than one Bid in a bidding process. Participation by a Bidder in more than one Bid will result in the disqualification of all Bids in which the Bidder is involved. However, this does not limit the inclusion of the same subcontractor, not otherwise participating as a Bidder, in more than one Bid; or
 - f. the Bidder or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the Goods, Works or Services that are the subject of the Bid; or
 - g. Bidder or any of its affiliates has been hired (or is proposed to be hired) by the Procuring Entity as engineer-in-charge/consultant for the contract.

Annexure-B

Declaration by the Bidder regarding Qualifications

Declaration by the Bidder

In relation to my/our Bid submitted to for procurement of in response to their Notice Inviting Bids No Dated I/we hereby declare under Section 7 of Rajasthan Transparency in Public Procurement Act, 2012, that:

1. I/we possess the necessary professional, technical, financial and managerial resources and competence required by the Bidding Document issued by the Procuring Entity;
2. I/we have fulfilled my/our obligation to pay such of the taxes payable to the Union and the State Government or any local authority as specified in the Bidding Document;
3. I/we are not insolvent, in receivership, bankrupt or being wound up, not have my/our affairs administered by a court or a judicial officer, not have my/our business activities suspended and not the subject of legal proceedings for any of the foregoing reasons;
4. I/we do not have, and our directors and officers not have, been convicted of any criminal offence related to my/our professional conduct or the making of false statements or misrepresentations as to my/our qualifications to enter into a procurement contract within a period of three years preceding the commencement of this procurement process, or not have been otherwise disqualified pursuant to debarment proceedings;
5. I/we do not have a conflict of interest as specified in the Act, Rules and the Bidding Document, which materially affects fair competition;

Date:

Place:

Signature of bidder Name:

Designation:

Address:

Annexure C

Grievance Redressal during Procurement Process

The designation and address of the First Appellate Authority is Commissioner Rajasthan Foundation
The designation and address of the Second Appellate Authority is Joint Secretary, Industries

(1) Filing an appeal

If any Bidder or prospective bidder is aggrieved that any decision, action or omission of the Procuring Entity is in contravention to the provisions of the Act or the Rules or the Guidelines issued there under, he may file an appeal to First Appellate Authority, as specified in the Bidding Document within a period of ten days from the date of such decision or action, omission, as the case may be, clearly giving the specific ground or grounds on which he feels aggrieved:

Provided that after the declaration of a Bidder as successful the appeal may be filed only by a Bidder who has participated in procurement proceedings:

Provided further that in case a Procuring Entity evaluates the Technical Bids before the opening of the Financial Bids, an appeal related to the matter of Financial Bids may be tiled only by a Bidder whose Technical Bid is found to be acceptable.

(2) The officer to whom an appeal is filed under para (1) shall deal with the appeal as expeditiously as possible and shall Endeavour to dispose it of within thirty days from the date of the appeal.

(3) If the officer designated under para (1) fails to dispose of the appeal filed within the period specified in para (2), or if the Bidder or prospective bidder or the Procuring Entity is aggrieved by the order passed by the First Appellate Authority, the Bidder or prospective bidder or the Procuring Entity, as the case may be, may file a second appeal to Second Appellate Authority specified in the Bidding Document in this behalf within fifteen days from the expiry of the period specified in para (2) or of the date of receipt of the order passed by the First Appellate Authority, as the case may be.

(4) Appeal not to lie in certain cases

No appeal shall lie against any decision of the Procuring Entity relating to the following matters, namely:-

- (a) determination of need of procurement;
- (b) provisions limiting participation of Bidders in the Bid process;
- (c) the decision of whether or not to enter into negotiations;
- (d) cancellation of a procurement process;
- (e) applicability of the provisions of confidentiality.

(5) Form of Appeal

(a) An appeal under para (1) or (3) above shall be in the annexed Form along with as many copies as there are respondents in the appeal.

(b) Every appeal shall be accompanied by an order appealed against, if any, affidavit verifying the facts stated in the appeal and proof of payment of fee.

(c) Every appeal may be presented to First Appellate Authority or Second Appellate Authority, as the case may be, in person or through registered post or authorised representative.

(6) Fee for filing appeal

(a) Fee for first appeal shall be rupees two thousand five hundred and for second appeal shall be rupees ten thousand, which shall be non-refundable.

(b) The fee shall be paid in the form of bank demand draft or banker's cheque of a Scheduled Bank in India payable in the name of Appellate Authority concerned.

(7) Procedure for disposal of appeal

(a) The First Appellate Authority or Second Appellate Authority, as the case may be, upon filing of

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appeal, shall issue notice accompanied by copy of appeal, affidavit and documents, if any, to the respondents and fix date of hearing.

- (b) On the date fixed for hearing, the First Appellate Authority or Second Appellate Authority, as the case may be, shall, -
 - (i) hear all the parties to appeal present before him; and
 - (ii) Peruse or inspect documents, relevant records or copies thereof relating to the matter.
- (c) After hearing the parties, perusal or inspection of documents and relevant records or copies thereof relating to the matter, the Appellate Authority concerned shall pass an order in writing and provide the copy of order to the parties to appeal free of cost.
- (d) The order passed under sub-clause (c) above shall also be placed on the State Public Procurement Portal.

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FORM No. I

[See rule 83]

**2) Memorandum of Appeal under the Rajasthan Transparency in Public Procurement
Act, 2012**

Appeal Noof

Before the (First/Second Appellate Authority)

1. Particulars of appellant:
 - (i) Name of the appellant:
 1. Official address, if any:
 2. Residential address:
2. Name and address of the respondent(s):
 - (i)
 - (ii)
 - (iii)
3. Number and date of the order appealed against and name and designation of the officer / authority who passed the order (enclose copy), or a statement of a decision, action or omission of the Procuring Entity in contravention to the provisions of the Act by which the appellant is aggrieved:
4. If the Appellant proposes to be represented by a representative, the name and postal address of the representative:
5. Number of affidavits and documents enclosed with the appeal:
6. Grounds of appeal:

.....

.....(Supported by an affidavit)
7. Prayer:

Place

Date

Appellant's Signature :

Additional Conditions of Contract

1. Correction of arithmetical errors

Provided that a Financial Bid is substantially responsive, the procuring Entity will correct arithmetical errors during evaluation of Financial Bids on the following basis:

- i. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected, unless in the opinion of the Procuring Entity there is an obvious misplacement of the decimal point in the unit price, in which case the total price as quoted shall govern and the unit price shall be corrected;
- ii. If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and
- iii. If there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to (i) and (ii) above.

If the Bidder that submitted the lowest evaluated Bid does not accept the correction of errors, its Bid shall be disqualified and its Bid Security shall be forfeited or its Bid Securing Declaration shall be executed.

2. Procuring Entity's Right to Vary Quantities

- (i) At the time of award of contract, the quantity of Goods, works or services originally specified in the Bidding Document may be increased or decreased by a specified percentage, but such increase or decrease shall not exceed twenty percent, of the quantity specified in the Bidding Document. It shall be without any change in the unit prices or other terms and conditions of the Bid and the conditions of contract.
- (ii) If the Procuring Entity does not procure any subject matter of procurement or procures less than the quantity specified in the Bidding Document due to change in circumstances, the Bidder shall not be entitled for any claim or compensation except otherwise provided in the Conditions of Contract.
- (iii) In case of procurement of Goods or services, additional quantity may be procured by placing a repeat order on the rates and conditions of the original order. However, the additional quantity shall not be more than 25% of the value of Goods of the original contract and shall be within one month from the date of expiry of last supply. If the Supplier fails to do so, the Procuring Entity shall be free to arrange for the balance supply by limited Bidding or otherwise and the extra cost incurred shall be recovered from the Supplier.

3. Dividing quantities among more than one Bidder at the time of award (In case of procurement of Goods)

- (i) As a general rules all the quantities of the subject matter of procurement shall be procured from the Bidder, whose Bid is accepted. However, when it is considered that the quantity of the subject matter of procurement to be procured is very large and it may not be in the capacity of the Bidder, whose Bid is accepted, to deliver the entire quantity or when it is considered that the subject matter of procurement to be procured is of critical and vital nature, in such cases, the quantity may be divided between the Bidder, whose Bid is accepted and the second lowest Bidder or even more Bidders in that order, in a fair, transparent and equitable manner at the rates of the Bidder, whose Bid is accepted.