

Govt. of Bihar
Animal & Fisheries Resources Department
Office of The Assistant Director, Animal Husbandry Information & Extension
Off Polo Road, Patna-800001

**Bid for hiring "Media & Public Relations Agency" to enhance
department's online presence & outreach**

Sealed tenders under two bid system are invited from the agencies, who have successfully handled comprehensive media and public relations mandate in past. Selected agency have to educate and make people aware about department's various Schemes/ SOPs/ Best Practices/ Acts/ Provisions etc. The detailed terms & conditions along with the bid guidelines & specifications may be downloaded from the website <https://state.bihar.gov.in/ahd>

All bid must be accompanied with an EMD through a Demand Draft of Rs.1,00,000/- (Rs. One Lac only) in favour of The Assistant Director, Animal Husbandry, Information & Extension, Bihar payable at Patna.

Bid Documents complete in all aspect must be submitted in the office of the undersigned by 11.00AM on 27.05.2025. The technical bid would be opened on the same day at 3.00 PM in the presence of the bidders, who may wish to attend.



(Dr. Rakesh Bihari Ambasta)
Assistant Director

1. Invitation of Bids

1. As per the direction, proposals/ responses against the tender are invited from experienced Agencies, who have successfully handled comprehensive media and public relations mandate in past. This invitation to bid is open to all bidders meeting the minimum eligibility criteria as mentioned in this RFP document.
2. The bidder shall attach all the required documents for the tender. The documents shall be duly signed, owning responsibility for their correctness/authenticity.
3. Bidders are advised to note the eligibility and minimum qualifying criteria specified in the bid document.

4. Schedule of Event

Sn.	Schedule	Important dates
1	Bid Publishing date	06.05.2025
2	Pre-Bid Meeting	15.05.2025
3	Last Date of submission of bid	27.05.2025 11.00AM
4	a. Bid opening date & Time (Technical) b. Bid opening date & Time (Financial)	Technical bid: 27.05.2025 from 03.00 PM Communicated to qualified Bidders
5	Bid validity period	Up to 05.11.2025
6	Contact Person	The Assistant Director, AHD, information & Extension, Bihar Email-id: ahdiebihar@gmail.com

5. **Address for Communication:** Interested eligible bidders may obtain further information from the following address:
The Astt. Director,
Animal Husbandry Information & Extension,
Animal & Fisheries Resources Department,
Govt. of Bihar, Patna

2. General Information

2.1 Background of the Project:

In the digital era, social media has become an indispensable tool for communication and public engagement. It provides a dynamic platform to disseminate information, engage with citizens, and promote transparency. Recognizing its potential, the Animal & Fisheries Resources Department seeks to hire a proficient Agency, who have successfully handled comprehensive media and public relations mandate in past, to enhance its online presence and outreach.

The experienced and innovative social media agencies are invited through this RFP to help effectively communicating the department's vision to the people of Bihar.

2.2 Project Objective:

The selected agency will be responsible for crafting and managing department's social media strategy, creating compelling content, and executing campaigns that highlight the department's initiatives, achievements, and future plans. Through effective social media engagement, department aims to raise

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public awareness, foster engagement, promote transparency, showcase successes, and encourage participation.

2.3 Issuer

Animal & Fisheries Resources Department (herein after referred to as AFRD), Government of Bihar, invites proposals from experienced and innovative social media agencies for an initial period of 1 year from the date of issue of Work Order which could be further extendable for maximum of 2 term of 1 year each depending upon the satisfactory performance of the vendor and based on requirement and mutual agreement on the same/negotiable terms and conditions.

2.4 Enquiries & Clarifications

The format for submission of the pre-bid queries is provided below:

S. No.	RFP document reference(s) (Section & page number)	Content of RFP requiring clarification(s)	Points of clarification

The prospective bidders shall submit the **Excel file** of their queries through e-mail on or before the time mentioned in "Section 1: Invitation of Bids" at; ahdiebihar@gmail.com

Any queries submitted beyond the above prescribed format will not be entertained. It may not be possible at the Pre-Bid Conference to answer queries which are received. The responses will be conveyed to all the prospective bidders through mail.

2.5 Procurement of RFP Document

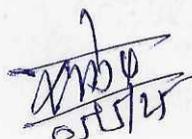
The Bidder will collect the RFP document(s) from the office of the undersigned. Proposals received without or with inadequate EMD shall be rejected summarily.

2.6 Pre-Bid Meeting

The Animal & Fisheries Resources Department shall organize a Pre-Bid Meeting as per the schedule and venue provided in the section "Schedule of Event". The AFRD may incorporate any changes in the RFP based on acceptable suggestions received during the interactive Pre-Bid Conference. The decision of the AFRD regarding acceptability of any suggestion shall be final in this regard and shall not be questioned under any circumstances.

2.7 Deadline for Bid submission

Proposals, in its complete form in all respect as specified in the RFP along with any addendum/corrigendum, must be submitted before the last date and time of submission as mentioned in the section "Schedule of Event".


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2.8 Earnest Money Deposit

The Bid shall contain EMD amount of ₹1,00,000 (Rupees One Lakh only) and shall be paid in the form of DD issued by an Indian Nationalized / Scheduled Bank.

Note: The payments submitted through cheque shall not be accepted. The bidder shall be disqualified in the Technical Evaluation process if the prescribed EMD is not deposited along with the bid.

EMD of all unsuccessful Bidders would be refunded by the Purchaser after the Bidder being notified as unsuccessful. The EMD amount is interest free without any accrued interest on it. The EMD of successful Bidder would be returned upon submission of Performance Bank Guarantee.

The EMD would be forfeited, in case:

- The bidder withdraws the bid prior to validity period of the bid
- The bidder refuses to accept and sign the contract as specified in this document

The Bidder being found to have indulged in any suppression of facts, furnishing of fraudulent statement, misconduct, or other dishonest or other ethically improper activity, in relation to this RFP.

3. Scope of Work

3.1 Social Media management:

1. The bidder shall manage the official accounts of the Animal & Fisheries Resources Department, Bihar on the various popular social media platforms like Instagram, 'X' (TWITTER), Facebook, YouTube, Digital Signage placed at various places in Bihar etc. for effective dissemination of information, awareness of Department and other programs of the Department.
2. The bidder shall ensure maintenance and improvement of already created social media platforms and creation; maintenance of additional social media platforms as required by the Department.
3. The bidder shall ensure that the social media platforms are free from unauthorized advertisements, inappropriate content, spam etc.
4. The bidder shall follow the Framework and Guidelines for Use of social media for Government Organizations issued by the Ministry of Electronics and Information Technology and Information Technology (IT) Act, 2000 and rules and regulations made thereunder as amended from time to time.
5. The bidder shall be responsible for creation of meaningful content in the form of images, audio or video clips, graphs, or charts etc. based on the information received from the concerned authorities of the Department. The content should be such that it could be uploaded or played on all social media platforms.
6. Responsible for relevant tagging & linkages of content on all platforms.
7. Implement a content management strategy that ensures accurate, up-to-date, and engaging content.
8. The agency must submit Monthly report to the Department on the effectiveness of the social media channels as per the format shared by the Department.


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3.2 Creative design:

Enhance user engagement through dynamic personalization, responsive design and creative content generation or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, reels, testimonials, story board etc. design on subject of Government schemes and programs and policies etc.

- a. Uploading of content on various social media platforms such as 'X' (earlier Twitter), Facebook, Instagram, YouTube & Digital Signage etc. without any infringement of Intellectual Property Rights (IPR)
- b. The bidder will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.
- c. The bidder will at no time resort to plagiarism, Department, will not be a party to any dispute arising on account of plagiarism resorted to by the bid.

Deliverables

Sl. No.	Social Media Channel	Particulars	Quantity	Penalty* if quantified deliverables are not met
1	Facebook	<ul style="list-style-type: none"> • Management of main Facebook Page and additional supporting Facebook Page(s) or Facebook events. • The FB page should be regularly updated showcasing the activities of the department related to scheme implementation, new initiatives, review meetings, seminar, surveys, and others 	20 posts per week OR 80 posts per month	1% of monthly invoice times the number of posts lesser than 80. i.e if the agency makes 78 posts in a month then a penalty of (1% of monthly invoice) X 2 will be applicable.
2	Instagram	<ul style="list-style-type: none"> • Posting engaging photographs related to activities of the department like scheme implementation, new initiatives, review meetings, seminar, surveys, and others. • Proactive use of Instagram hashtags where applicable 	20 posts per week OR 80 posts per month	1% of monthly invoice times the number of posts lesser than 80. i.e if the agency makes 78 posts in a month then a penalty of (1% of monthly invoice) X 2 will be applicable.
3	YouTube	<ul style="list-style-type: none"> • Creation, management and promotion of video/reels content on the YouTube portal. • Creation of YouTube account on behalf of department • Organization of videos in appropriate Sets, Collections & Galleries 	2 videos/reels per week OR 8 videos/reels per month	1% of monthly invoice times the number of posts lesser than 8.

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4.	'X' (TWITTER)	<ul style="list-style-type: none"> Posting engaging photographs related to activities of the department like scheme implementation, new initiatives, review meetings, seminar, surveys, and others. Proactive use of 'X' (earlier TWITTER) hashtags where applicable 	20 posts per week OR 80 posts per month	1% of monthly invoice times the number of posts lesser than 80. i.e if the agency makes 78 posts in a month then a penalty of (1% of monthly invoice) X 2 will be applicable.
5.	Digital Signage	<ul style="list-style-type: none"> Posting engaging photographs related to activities of the department like scheme implementation, new initiatives, review meetings, seminar, surveys, and others. Proactive use of 'Digital Signage' placed various place in Bihar 	05 posts per week OR 20 posts per month	1% of monthly invoice times the number of posts lesser than 20. i.e if the agency makes 18 posts in a month then a penalty of (1% of monthly invoice) X 2 will be applicable.

*The overall penalty shall not exceed the 10% of the total contract value. In case such situation arises due to unsatisfactory performance of the agency then the department may consider terminating the contract for the service.

4. Payment Terms

- The price quoted shall remain fixed and not be subject to variations in exchange rate, duties, levies etc. The agency shall generate and submit its monthly invoices. The department will make the payment against invoices on monthly basis.
- The agency who has been awarded the contract shall submit the bills within a week of the subsequent month after the expiry of a month indicating full description.
- Agencies, which submit the bid, are advised to ensure that the prices/ rates quoted are inclusive of the manpower support required for the execution and continuous monitoring of the project during the Contract period. No deviation in any of the conditions is allowed during the project period. No increase in prices would be allowed during the contract period.

5. Confidentiality

The agency or its personnel shall not disclose any confidential/vital information which are disclosed /provided to them during briefing or any discussion or acquired by the agency to any third party without prior permission of the Department and such information will be kept confidential even after the termination/expiry of the agreement.

6. Intellectual Property Rights

- The Department will have the right to use the creatives, once prepared and approved, at a later stage, with or without changes, in any form and through any medium and through any agency (creative or media) as it finds necessary. The selected agency shall, therefore, create and vest all the Intellectual Property Rights in perpetuity and on an umbrella basis for all the advertisements created by it for the Department.

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- b. The selected agency will ensure that there is no violation of Intellectual Property Rights or any other law in force while designing the advertisements (including copy, pictures, etc) and will also indemnify the Department against any claim by or liability against any third party as the case may be. The selected agency shall, at its own cost and expenses, defend and indemnify the Department against all third-party claims including those of infringement of Intellectual Property Rights, including patent, trademark, copyright, or industrial design rights, arising from the use of products or any part thereof in India or internationally. The selected agency shall expeditiously meet any such claims and shall have full rights to defend itself therefrom.
- c. The selected agency shall be liable to indemnify the Department, at its own cost and expenses, against all losses/damages, which the Department may suffer on account of violation by the agency of any or all national/international trade laws, norms, standards, procedures, etc.

7. Timelines

The successful bidder shall kick-start the work within 4 weeks from the issue of the work order. However, the content creation, updation and maintenance of social media platforms as mentioned in the scope of work shall be on daily basis after kick-start of the project.

8. Performance Bank Guarantee

The successful bidder is required to submit Performance Bank Guarantee (PBG) equivalent to 5% of the contract value, from a Nationalized/Scheduled Commercial Banks, defined in this RFP on or before signing of the subsequent contract typically within 15 days from the notification of LOI, unless specified to the contrary.

9. Dispute Resolution

The bids and any contract resulting there from shall be governed by and construed according to the Indian Laws.

- a. All settlement of disputes or differences whatsoever, arising between the parties out of or in connection to the construction, meaning and operation or effect of this Offer or in the discharge of any obligation arising under this Offer (whether during the course of execution of the order or after completion and whether before or after termination, abandonment or breach of the Agreement) shall be resolved amicably between Department and the vendor's representative.
- b. In case of failure to resolve the disputes and differences amicably within 30 days of the receipt of notice by the other party, then the same shall be resolved as follows:
 - I. Conciliation: - All disputes or differences whatsoever arising between the parties out of or relating to the construction, meaning, scope, operation or effect of this contract or the validity or the breach thereof shall be first settled by way of conciliation and failing which, by way of arbitration in accordance with the Rules of Arbitration of the Indian Council of Arbitration and the award made in pursuance thereof shall be binding on the parties. The dispute shall be first referred to the Development Commissioner for conciliation who shall conduct conciliation proceedings which will be held at Patna, Bihar.
 - II. Arbitration: - In case the conciliation proceedings fail, the dispute shall be referred to the arbitration as per the Arbitration Act. All legal disputes will come under the sole jurisdiction of Patna, Bihar. The venue of the arbitration shall be Patna.
- c. The Arbitral award shall be final and binding on both the parties.
- d. Work under the contract shall be continued by the vendor during the arbitration proceedings


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unless otherwise directed in writing by Department unless the matter is such that the work cannot possibly be continued until the decision of the arbitrator is obtained. Save as those which are otherwise explicitly provided in the contract, no payment due, or payable by Department, to the vendor shall be withheld on account of the ongoing arbitration proceedings, if any, unless it is the subject matter, or one of the subject matters thereof.

10. Fraud or Corrupt Practices

- a. The Bidders shall observe the highest standard of ethics during the Bidding Process and subsequent to the issue of the LOA and during the subsistence of the Agreement. Notwithstanding anything to the contrary contained in this RFP, or in LOA or the Agreement, the DEPARTMENT may reject a bid, withdraw the LOA, debar the bidder for a period of three years from participating in the future projects of the Department or terminate the Agreement, as the case may be without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practices. In such an event, the Department shall, without prejudice to its any other rights or remedies, forfeit and appropriate the Bid Security or Performance Security as mutually agreed genuine pre-estimated compensation and damages payable to the Authority for, inter alia, time, cost and effort of the Authority, in regard to the RFP, including consideration and evaluation of such Bidders Proposal.
- b. Without prejudice to the rights of DEPARTMENT under Clause above and the rights and remedies which the DEPARTMENT may have under the LOI or the Agreement, if a Bidder, is found by the Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the LOI or the execution of the Agreement, such Bidder shall not be eligible to participate in any tender or RFP issued by DEPARTMENT during a period of 3 Years from the date such Bidder, is found by DEPARTMENT to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.
- c. For the purposes of this Section, the following terms shall have the meaning here in after respectively assigned to them:
 - "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value, pressurizing to influence the action of a public official in the process of tendering and execution of the project;
 - "Fraudulent practice" means aim is representation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process;
 - "Coercive practice" means impairing or harming or threatening to impairer harm, directly or indirectly, any persons or property to influence any person participation or action in the Selection Process;
 - "Undesirable practice" means (i) establishing contact with any person connected with or employed or engaged by Department with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a Conflict of Interest; and
 - "Restrictive practice" means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the Selection process.

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11. Termination & Blacklisting:

11.1 The Department may terminate this Agreement and Blacklist/Debar the vendor, in case of occurrence of any of the events specified below. In the event of such an occurrence, the First Party may give not less than 30 days written notice of termination to Second Party.

- a. If the vendor is in material breach of its obligations pursuant to this Agreement and has not remedied the same within 30 days.
- b. If the vendor becomes bankrupt, insolvent or goes into compulsory liquidation.
- c. If the vendor, in the judgement of Department, has engaged in corrupt or fraudulent practices in competing for or in executing the contract.
- d. If the vendor submits to Department a false statement which has material effect on the rights, obligations, or interests of the Department.
- e. If the vendor places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to the Department.
- f. Serious discrepancy and delay in delivery of services or the performance levels agreed upon, which might have an impact on the functioning of the Department.

Note: - Blacklisting/Debarment of the vendor shall be natural consequence of the termination. The Blacklisting/Debarment shall be for such a period as may be specified by the Department.

Provided that before placing the vendor in the blacklist, with or without the termination of the contract, the Department shall issue a notice given 15 days of time to the vendor.

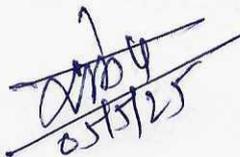
12. Instructions to the Bidders

12.1 General

- a. While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, Bidders must form their own conclusions about the solution needed to meet the requirements. Bidders and recipients of this RFP may wish to consult their own legal advisers in relation to this RFP. All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by the DEPARTMENT on the basis of this RFP.
- b. No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of the DEPARTMENT. Any notification of preferred bidder status by the DEPARTMENT shall not give rise to any enforceable rights by the Bidder. The DEPARTMENT may cancel this public procurement at any time prior to a formal written contract being executed by or on behalf of the DEPARTMENT.
- c. This RFP supersedes and replaces any previous public documentation & communications, and Bidders should place no reliance on such communications.

12.2 Compliant Proposals / Completeness of Response

- a. Bidders are advised to study all instructions, forms, terms, requirements and other information in the RFP documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b. Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Bidders must:
- c. Include all documentation specified in this RFP;
- d. Follow the format of this RFP and respond to each element in the order as set out in this RFP
- e. Comply with all requirements as set out within this RFP.

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13. Key Requirements of the Bid

13.1 Right to Terminate the Process

- a) The DEPARTMENT may terminate the RFP process at any time and without assigning any reason. The DEPARTMENT makes no commitments, express or implied, that this process will result in a business transaction with anyone.
- b) This RFP does not constitute an offer by the DEPARTMENT. The bidder's participation in this process may result the DEPARTMENT selecting the bidder to engage towards execution of the contract.

14. Submission of Proposals

- a) The bidders should submit their responses as per the format given in this RFP in the following manner: Technical Proposal and Commercial Proposal
- b) Please Note that prices should not be indicated in the Technical Proposal but should only be indicated in the Commercial Proposal.
- c) All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bid.
- d) The bids shall be submitted in sealed envelope to the office of undersigned.

14.1 Preparation and Submission of Proposal

14.1.A Proposal Preparation Costs

- a) The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by the DEPARTMENT to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process.
- b) The DEPARTMENT will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

14.1.B Language

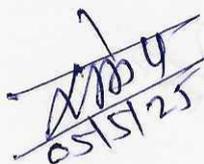
The Proposal should be filled by the Bidder in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the Proposal, the English translation shall govern.

14.1.C Tender Opening

- a. The Proposals submitted up to due date and time will be opened at a date to be notified by a committee authorized by the DEPARTMENT, in the presence of such of those Bidders or their representatives who may be present at the time of opening.
- b. The representatives of the bidders should be advised to carry the identity card or a letter of authority from the tendering firms to identify their bonafides for attending the opening of the proposal.

14.2 Tender Validity

The offer submitted by the Bidders should be valid for minimum period of 180 days from the date of

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submission of Tender.

14.3 Tender Evaluation for responsiveness

I. Initial Bid scrutiny will be held and incomplete details as given below will be treated as non-responsive, if Proposals:

- A. Are not submitted in as specified in the RFP document
- B. Are found with suppression of details
- C. With incomplete information, subjective, conditional offers and partial offers submitted
- D. Submitted without the documents requested in the checklist
- E. Have non-compliance of any of the clauses stipulated in the RFP

II. All responsive Bids will be considered for further processing. The DEPARTMENT will prepare a list of responsive bidders, who comply with all the Terms and Conditions of the Tender. All eligible bids will be considered for further evaluation by a committee according to the Evaluation process define in this RFP document. The decision of the Committee will be final in this regard.

15. Criteria for Evaluation

- a. Technical evaluation: The Bidder shall be examined prima facie to substantiate the compliance with the Bidder's eligibility criteria as set out for this project in terms of organizational, financial and technical experience, and submitted presentation etc. The bid will be rejected, in case it does not meet the Eligibility criteria.
- b. Proposal may be rejected at any stage of the evaluation if it is found that the bidder has provided misleading information or has been black listed by a central or any state government or has indulged in any malpractice/ unethical practice and has not honoured contractual obligation elsewhere.
- c. Bidders who have submitted all the requisite documents, their presentation shall be previewed by the committee. For the purpose, a presentation must be submitted by the Bidders, in both; hard & soft copies. Note: AFRD may ask Bidders to give presentation of their own. In that case, date/time and place of the presentation shall be communicated through mail/Phone.
- d. Financial Bids of only those Bidders shall be opened, who gets 75% & above marks in Technical evaluation.
- e. After the technical evaluation is completed and approved, DEPARTMENT shall notify those Bidders whose Proposals did not meet the minimum technical criterion or were considered non-responsive to the RFP, that their Financial Proposals will be returned unopened after completing the evaluation process.

DEPARTMENT shall simultaneously notify through mail/phone to the Bidders that have complied with the Technical Criterion specified in the RFP the date, time and location for opening the Financial Proposals.

- f. Please note that no conditional bid will be entertained.

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15.1 Eligibility Criteria

Sn	Eligibility Criteria	Mandatory Documents to be submitted by the bidders
1.	The Bidder must have average annual turnover of not less than INR 1 crore in last three financial years (FY 2021-22, 2022-23 & FY 2023-24), as evidenced by the audited accounts.	I. Audited Balance sheet and Profit & Loss Account for last three financial year (FY 2021-22, FY 2022-23 & FY 2023-24) II. Income tax return (ITR) of last three years financial year (FY 2021-22, FY 2022-23 & FY 2023-24) III. Latest GST return copy
2.	Bidder must have valid PAN & GST number.	Self-attested copies of: (i) Bidder's PAN card (in case of Proprietorship)/ PAN card of the Firm (ii) Copy of GST Registration Certificate.
3.	Experience related to Social Media Management/ Communication Design/Documentaries/ Short Films advocating schemes/policies of Central / State Government/ Public Sector Unit (PSU).	At least 10 (Ten) Experience certificate/ Completion certificate/ work order issued by the Employer/organization to be enclosed. NB: Preference shall be given to Bidders i) having done similar projects of GoB in past. ii) Empaneled with I&PRD, GoB or BOC, GoI
4.	Agency shall have at least a team of 4 members.	Details of the proposed team members with experience & qualification whose services are offered to AFRD.
5.	Declaration that the bidder has not been debarred / blacklisted by any Government/ Semi-Government Organization etc.	Self-declaration on bidder's letterhead with stamp.
6.	Presentation (PPT)	Detailed presentation must be submitted in both Hard & Soft copies.

15.2 Technical Evaluation Criteria

The bidders getting at least 70 out of 100 marks shall be eligible for financial bid evaluation.

Sl. No.	Criteria	Max. Marks
1.	The bidder should have successfully handled comprehensive media and public relations mandate similar to the scope outlined in the RFP in a minimum of 10 different government organizations/ Private Organization Since April 2021 till date of bid submission. Note: Preference shall be given to Bidders having done similar projects of GoB in past.	30
2.	Proposed Team/ CV of Team Members	30
3.	Technical Presentation	40
	Total Marks	100

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15.3 General Evaluation Elaboration

An evaluation committee so constituted by the DEPARTMENT will evaluate the bids as per the following pattern:

- a. Conditional bids shall be summarily rejected.
- b. Evaluation committee will examine the bids to determine whether they are complete, whether any computational errors have been made, and whether the bids are generally in order.
- c. Arithmetical errors will be rectified on the following basis: 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. If the Bidder does not accept the correction of the errors, his bid will be rejected. If there is a discrepancy between words and figures, the amount in words will prevail.
- d. The Tenderer is expected to submit all documents along with General Bid for General Evaluation, in case document is not provided or provided but not a valid document, then the same parameter shall not be considered for marking for the specific Bidder. It is the Bidder's responsibility that all documents pertaining to every parameter of "General Evaluation Elaboration" needs to be submitted and tagged/referenced to the evaluation parameter.
- e. Further, the scope of the evaluation committee also covers taking of any decision with regard to the RFP, execution/ implementation of the project including management period.

15.4 Financial Bid Evaluation

- a. The Financial Bids of technically qualified bidders will be opened on the prescribed date.
- b. The final price (inclusive of Taxes) of all the deliverables and services specified in this bid document will be considered.
- c. The bid price will include all taxes and levies and shall be in Indian Rupees and mentioned separately.
- d. Any conditional bid would be rejected.
- e. Errors & Rectification: Arithmetical errors will be rectified on the following basis: "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. If there is a discrepancy between words and figures, the amount in words will prevail".
- f. If there is no price quoted for certain material or service, the bid shall be declared as disqualified.
- g. The Total Bid Price, as computed by the Purchaser shall be used for the purpose of commercial evaluation of bids.

15.5 Right to Accept Any Proposal and to Reject Any or All Proposal(s)

The DEPARTMENT reserves the right to accept or reject any proposal, and to annul the tendering process / Public procurement process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for the DEPARTMENT action.

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15.6 Contract Finalization and Award

- a. The DEPARTMENT shall reserve the right to negotiate with the bidder(s) whose proposal has been most responsive. On this basis the draft contract agreement would be finalized for award & signing.
- b. The DEPARTMENT may also like to reduce or increase the quantity of any item in the Scope of Work defined in the RFP. Accordingly, total contract value may change on the basis of the rates defined in the financial proposal.

15.7 Signing of Contract

After the DEPARTMENT notifies the successful bidder that its proposal has been accepted, the DEPARTMENT shall enter into a contract, incorporating all clauses, pre-bid clarifications and the proposal of the bidder between the DEPARTMENT and the successful bidder. The Draft Legal Agreement is provided as a separate document as a template.

15.8 Failure to Agree with the Terms and Conditions of the RFP

- a. Failure of the successful bidder to agree with the Draft Legal Agreement and Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event the DEPARTMENT may award the contract to the next best value bidder or call for new proposals from the interested bidders.
- b. In such a case, the DEPARTMENT shall invoke the PBG of the most responsive bidder.

Amber
05/15/23

Annexures

Annexure I: TECHNICAL BID TEMPLATES

The bidders are expected to respond to the RFP using the forms given in this section and all documents & presentation supporting Technical Evaluation Criteria.

Technical Proposal shall comprise of following forms:

Forms to be used in Technical Proposal:

Form 1: Undertaking on Total Responsibility Form

Form 2: Particulars of the Bidder Form

Form 3: Bank Guarantee for Earnest Money Deposit Form

Form 4: Self Declaration on Non-Blacklisting

Annexure II: FINANCIAL PROPOSAL TEMPLATE

Forms to be used in Commercial Proposal

Form 1: Financial Proposal

~~AMB~~
05/5/25

Form 1: Undertaking on Total Responsibility

No.

Date:

To:

Dear Sir,

Sub: Self certificate regarding Total Responsibility

This is to certify that we undertake total responsibility for Social Media management for the Animal & Fisheries Resources Department, Bihar as per the terms and conditions of the RFP.

Thanking you,

Yours faithfully

(Signature of the Authorized signatory of the Bidding Organisation)

Name:

Designation:

Date:

Time:

Seal:

Business Address:

Handwritten signature and date: 5/5/25

Form 2: Particulars of the Bidder

Details of the Bidder (Company)			
1.	Name of the Bidder		
2.	Address of the Bidder		
3.	Status of the organization; Proprietorship, Partnership or Company (Public Ltd/Pvt. Ltd)		
4.	Details of Incorporation		
7.	Valid GST no.		
8.	Permanent Account Number (PAN)		
9.	Name & Designation of the contact person to whom all references shall be made regarding this tender		
10.	Telephone No. (with STD Code)		
11.	E-Mail of the contact person:		
12.	Presentation	Hard Copy	Yes/No
		Soft Copy	Yes/No

Handwritten signature and date:
 05/05/25

Form 3: Details of Earnest Money Deposit (EMD)

Demand Draft In favour of :

Issuing Bank :

Amount of the DD :

Issuing Date :

~~2004~~
05/15/25

FORM 4: SELF-DECLARATION ABOUT NON-BLACK-LISTING

SELF-DECLARATION ABOUT NON BLACK-LISTING

(On the Letterhead of the Bidder and to be submitted/ uploaded online)

Date : _

To,

Animal & Fisheries Resources Department, Bihar

Subject: Tender for 'Selection of Agency for Social Media Management for Animal & Fisheries Resources Department, Bihar",

Tender No: _____

Sir,

In response to tender under reference, I/ We hereby declare that presently our firm is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations.

We further declare that presently our firm is also not blacklisted/ debarred and not declared ineligible for any reason other than corrupt & fraudulent practices by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our performance security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Yours faithfully,

(Name & signature with stamp of the bidder)

Handwritten signature and date: 05/5/25

ANNEXURE II

Form 1: Financial Proposal

Engagement of Agency for Social Media Management

Sl. No.	Item	Fee for one month (₹)	Total Fee for 12 months (₹)
1	Social Media Management and manpower charges as per scope of work.		
	Sub-Total		
	GST		
	Grand Total		

Amount (In words):

Note:

- Any additional bill against photography/videography services will be based on IPRD/DAVP rates wherever applicable.
- For items not covered under IPRD/DAVP rate contract, the agency can quote market rates.
- In case the agency has quoted market rates for items where IPRD/DAVP rate is available, the agency shall be paid at IPRD/DAVP rates only.
- GST shall be payable at prevailing rates.

ambu
05/12/21