



बिहार सरकार

Department of Information Technology,
2nd & 5th Floor, Technology Building, Vishweshwaraiya Bhawan Campus
Bailey Road, Patna - 800015

Notice Inviting Tender
(Through e-Tender mode only)

Ref. No.: 06-I.T.-21/2025

Dated : 14.05.2025

e-Tenders are invited for "Selection of Social Media Management Agency under Department of Information Technology, Government of Bihar" at Patna.

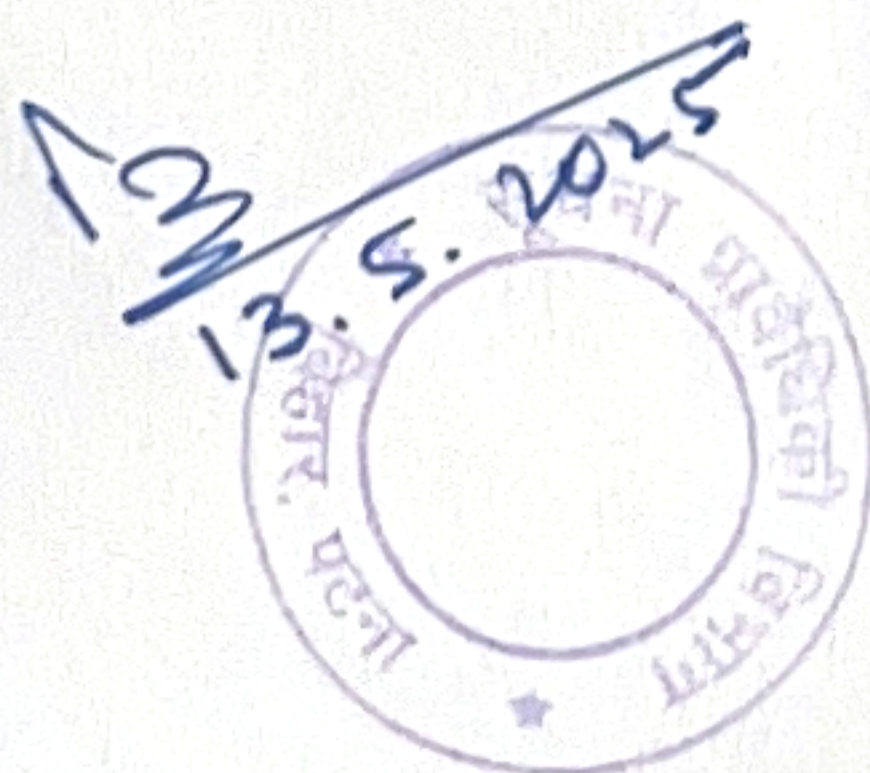
Sr. No.	Event Description	Date & Time
1.	RFP No. & Date	06-I.T.-21/2025 & 14.05.2025
1.	Bid Submission Start Date & Time (https://eproc2.bihar.gov.in)	14.05.2025 at 10:00 am
2.	Bid Submission Last Date & Time	04-06-2025 at 03:00 pm
3.	Last date for Submission of Pre-Bid Queries	21-05-2025 at 02:00 pm.
4.	Pre-Bid meeting date & Time	22-05-2025 at 03:00 pm.
5.	Tender Processing Fees (Non-Refundable)	INR 590/- (Rupees Five Hundred Ninety only) (all-inclusive and payable online through e-procurement)
6.	Earnest Money Deposit (EMD)	INR 2,00,000/- (Rupees Two Lacs only) to be paid through e-payment mode only
7.	Opening of Technical Bids	04-06-2025 at 04:00 pm
8.	Opening of Financial Bids	To be intimated later.
9.	Contact Person for Queries	Shri Sumit Kumar (Senior Consultant), Department of Information Technology, Govt. of Bihar. Email : sumit.kumar.it@bihar.gov.in and itdeptbihar@bihar.gov.in

Note :-

- The details of the RFP document will be available on the website: <https://eproc2.bihar.gov.in>
- All further notifications/corrigendum/amendment if any shall be posted at e-procurement website.
- Secretary, DIT reserves the right to cancel the bid without assigning any reasons.
- No RFP will be accepted after closing date and time at any circumstances.

For Further Details, please visit <https://state.bihar.gov.in/dit/CitizenHome.html>

Secretary
Department of Information Technology,
Govt. of Bihar



Department of Information Technology Government of Bihar



Request for Proposal

for

Selection of Social Media Management Agency under
Department of Information Technology, Government of Bihar

RFP No.: 06-I.T.-21/2025

Date: 14.05.2025

Issued By:



DEPARTMENT OF INFORMATION TECHNOLOGY
GOVERNMENT OF BIHAR

02nd & 05th Floor, Technology Bhawan,
Vishweswaraiya Bhawan Campus, Bailey Road,
Patna - 8000015, Bihar

DISCLAIMER

This Request for Proposal (RFP) for Selection of Social Media Management Agency under Department of Information Technology, Government of Bihar (hereinafter referred to as the “RFP”) contains brief information about the scope of work and qualification process for the selection of agency. The purpose of the document is to provide the Bidders (hereinafter referred to as “Bidder/s”) with information to assist the formulation of their proposals (hereinafter referred to as the “Proposal/s”).

This RFP is not an Agreement and is neither an offer by the Department of Information Technology, Government of Bihar (DIT) to the prospective Bidder/s or any other person. While all efforts have been made to ensure the accuracy of information contained in this RFP Document, this document does not support to contain all the information required by the Bidders. The Bidders should conduct their own independent assessment, investigations and analysis and should check the reliability, accuracy, and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their Proposal. DIT or any of its employees or existing advisors/consultants shall incur no liability under any law, statute, rules or regulations as to the accuracy or completeness of the RFP Document. DIT reserves the right to change any or all conditions/ information set in this RFP Document by way of revision, deletion, updating or annulment through issuance of appropriate addendum as the DIT may deem fit without assigning any reason thereof.

DIT reserves the right to accept or reject any or all proposals without giving any reasons that DIT will not entertain or be liable for any claim for costs and expenses in relation to the preparation of the proposals to be submitted in response to this RFP Document.

Information provided in this RFP to the Bidder (s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. DIT accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

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Government of Bihar

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ABBREVIATIONS & DEFINITIONS

Applicable Law	The laws and any other instruments having force of law in India as they may be issued and in force from time to time
Authorized Signatory	The bidder's representative/ officer vested (explicitly, implicitly, or through conduct) with the powers to commit the authorizing organization to a binding agreement. Also called signing officer/ authority having the Power of Attorney (PoA) from the competent authority of the respective Bidding firm.
DIT	Office of Department of Information Technology, Government of Bihar
BSEDC	Bihar State Electronics Development Corporation Limited
Bid / e-Bid	A formal offer made in pursuance of an invitation by a procuring entity and includes any tender, proposal, or quotation in electronic format.
Bid Security	A security provided to the procuring entity by a bidder for securing the fulfilment of any obligation in terms of the provisions of the bidding documents.
Bidder / Agency / Firm / Supplier	Any person/ firm/ agency/ company/ contractor/ supplier/ vendor participating in the procurement/ bidding process with the procurement entity.
Bidding Document	Documents issued by the procuring entity, including any amendments thereto, that set out the terms and conditions of the given procurement and includes the invitation to bid.
CA	Chartered Accountant
Committee	Committee constituted by DIT for evaluation of Technical Proposals
Competent Authority	An authority or officer to whom the relevant administrative or financial powers have been delegated for taking decision in a matter relating to procurement The Secretary, DIT in this document.
Contract/ Procurement Contract	A contract entered between the procuring entity and a successful bidder concerning the subject matter of procurement.
Contract Price	Price payable to the firm/company on the panel of DIT under the Contract for the complete and proper performance of its contractual obligations
Day	A calendar day as per GoB/ GoI.
Effective date	The date on which the contract comes into force and effect
ESDM	Electronics System Design & Manufacturing
EMD	Earnest Money Deposit
GoB	Government of Bihar
GoI	Government of India
GST	Goods and Services Tax
INR	Indian Rupee
IT	Information Technology
LoI	Letter of Intent
O&M	Operation & Maintenance
Personnel	Professional and Support staff provided by the firm/ company and assigned to perform service to execute an assignment and any part thereof.
Proposals	Proposals submitted by bidders in response to the RFP issued by DIT for selection of firm/company
RFP	Request for Proposal

RFP for Selection of Social Media Management Agency for Department of Information Technology,
Government of Bihar

Services	Work to be performed by the firm/company pursuant to the selection by DIT and to the contract to be signed by the parties in pursuance of any specific assignment awarded to them by DIT.
WO	Work Order
Working Days	Working days is defined as working days as per Government of Bihar and working hours are defined as 09:30 hours till 18:00 hours IST

**DEPARTMENT OF INFORMATION TECHNOLOGY
GOVERNMENT OF BIHAR**

RFP No.: 06-I.T.-21/2025

Dated: 14.05.2025

**SECTION: I
DETAILED NOTICE INVITING TENDER**

1. Department of Information Technology, Government of Bihar, (DIT) hereby invites Proposals from reputed, competent and professional firms/ organizations/ agencies, who meet the minimum eligibility criteria as specified in this bid document for the “**Selection of Social Media Agency under Department of Information Technology (DIT), Government of Bihar**”. The details of the scope of the work are described in Section – II of the RFP.

2. **OBJECTIVE OF THE CONTRACT:** The selection of a social media management for the Department of Information Technology (DIT) is a strategic move aimed at enhancing the Department’s communication, engagement, and public relations. The chosen agency will play a crucial role in raising awareness about various Department’s projects, IT and e-Governance initiatives, services, Bihar IT Policy 2024, sustained IT/ITeS and ESDM investment promotion, create awareness about ‘Invest IT Bihar’ and its components i.e., effective service delivery, Single Window Clearance System to investors’ and ultimately managing the reputation, and fostering a positive image through internet and social media activities of DIT and its executing agency Bihar State Electronics Development Corporation Limited i.e., BSEDC.

By leveraging the expertise of a professional agency, DIT can ensure effective dissemination of information, better stakeholder engagement, and improved monitoring and analysis of public feedback and trends. Ultimately, this initiative aims to strengthen the DIT’s connection with public and investors communities, thereby enhancing the overall success of its projects and services.

3. **ADDRESS FOR CORRESPONDENCE**

The Secretary,
Department of Information Technology
02nd Floor, Technology Bhavan, Vishweswaraiya Bhawan Campus,
Patna – 800015 (Bihar)

For all purpose of this Tender the address for correspondence as mentioned above shall be the address to which all communications shall be sent by the bidder, unless the bidder has been notified a change by DIT through a separate corrigendum.

4. Interested bidders are advised to study this RFP document carefully before submitting their proposals in response to the aforesaid notice. Submission of a proposal in response to this notice shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, and conditions and implications.

5. DIT may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this Tender.
6. Interested bidder are advised to study the RFP carefully before submitting their proposal in response to the RFP through e-Procurement mode in <https://eproc2.bihar.gov.in>
7. The RFP documents and other details can be downloaded from the website <https://eproc2.bihar.gov.in> between 14/05/2025 to 04/06/2025 until 03:00 pm. Non-refundable tender processing fees of INR 590/- (INR Five Hundred Ninety only) inclusive of all taxes and is to be paid through e-payment mode.
8. The duly completed tender in the manner prescribed shall be uploaded on <https://eproc2.bihar.gov.in> up to 03:00 pm on 04/06/2025 and Technical Bid shall be opened on 04/06/2025 at 04:00 pm in the presence of tenderers or their authorized representatives who may wish to be present.
9. The offers shall remain open for acceptance for 180 days from the date of opening of the Technical Bid. However, DIT reserves the right to extend this period further at its discretion, which shall be binding on the bidder. Any bidder not keeping the offers open for the preceding period shall be summarily rejected and his EMD shall be forfeited.
10. If the date of opening of the tender is declared as holiday, the Tender will be opened on the next working date at the same time and venue.
11. The Earnest Money Deposit (EMD) of INR 2,00,000/- (INR Two Lakh only) is to be paid through e-payment mode (i.e., NEFT/RTGS/Credit Card/Debit Card) or can be paid through Bank Guarantee from a scheduled commercial bank in India in favor of "Department of Information Technology, Govt. of Bihar" payable at Patna.
12. The Earnest Money Deposit (EMD) would be refunded to the unsuccessful bidder on finalisation of the tender and shall carry no interest whatsoever.
13. Information provided in this RFP to the Bidder (s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. DIT accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.
14. The bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by DIT, or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the bidder and DIT shall not be liable in any manner whatsoever for the same or for any other costs or other expenses

incurred by a bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Selection Process.

15. Incomplete proposals / proposals not conforming strictly in the manner prescribed / offer not submitted on prescribed Tender Form or late/ delayed tender shall not be considered and shall be summarily rejected.
16. Conditional Tenders will be summarily rejected and the EMD will be forfeited.
17. The offers submitted would be governed by all the terms and conditions as laid down in the prescribed Tender Form in addition to the terms and conditions indicated herein. There would be no post tender negotiations.
18. All Proposals / Bids should be addressed only via e-Procurement mode in website <https://eproc2.bihar.gov.in>
19. DIT reserves the right to accept or reject any or all tenders without giving any reasons/notice whatsoever and is not bound to accept the lowest tender. DIT also reserves the right to scrap the tender enquiry at any stage without assigning any reason and DIT will not entertain or be liable for any claim for costs/ expenses and consequences incurred by the intending bidder.

The Secretary,
Department of Information Technology
02nd Floor, Technology Bhawan,
Vishweswaraiya Bhawan Campus,
Patna – 800015 (Bihar)

2. Preface:

- a) Government of Bihar (GoB) recognized the strategic importance of Information Technology as a key catalyst for development and established the Department of Information Technology in 2007 with the endeavor to provide good governance through IT enablement and encourage development of the State. Department of Information Technology, Govt. of Bihar (DIT) is the nodal department of the State Government working towards the implementation of IT and e-Governance initiatives and promotion of IT, ITeS and ESDM industry in the State to potential investors. DIT has also successfully implemented various IT Projects at the request of the other departments through its executing agency - BSEDC. Bihar State Electronics Development Corporation Limited (BSEDC) is a Govt. of Bihar undertaking engaged in businesses related to Electronics, Computer goods and IT services and acts as the implementing agency for the State Government Departments.
- b) DIT being the nodal department for promotion of IT, ITeS and ESDM industry in the State to potential investors. The State Government have recognized the significance of IT/ITeS and ESDM sector as major avenues towards high growth and gainful employment generations towards the State economy. The State Government also has a proactive industrial policy, which focuses on providing institutional infrastructure & need based fiscal incentives to consolidate & reinforce the industrialization process in the State.
- c) DIT is currently undertaking a slew of infrastructural and economic reforms, attracting leading investors and fostering investments. Riding a robust economy buoyed by an enabling institutional framework and facilitative initiatives towards Ease of Doing Business (EoDB), DIT is taking a slew of measure to create an investment friendly ecosystem for IT, ITeS and ESDM industries in the State.

DIT desires to engage a credible professional agency to manage the social media related activities for dissemination of information and creating mass awareness about the various Department's projects, services, initiatives, policies, IT investment promotion that are being offered under the ambit of State Government. For this purpose, scope of work to be taken care of by the agency has been broadly spelt out in Section II. Firm/ Agency must have expertise in managing social media and related works. The entire data will also be stored / archived, and the firm / agency has the responsibility to provide it to DIT on monthly basis and also as and when required basis. The agency has to mandatorily maintain the backup, storage and maintenance with recovery mechanism of all social media platform of DIT and BSEDC.

Selecting a social media management agency for DIT and its executing agency - BSEDC is a vital step towards enhancing its communication and public engagement efforts. By leveraging professional expertise, DIT aims to:

- Effectively disseminate information about DIT's and BSEDC's projects, upcoming IT initiatives, IT investment promotion etc.
- Promoting awareness campaigns through social media to highlight State's and Central Government schemes.

- Manage the reputation and handle crisis situations promptly on social media.
- Promptly monitor social media feedback, trends, and issues to provide actionable insights.
- Create and manage engaging content tailored to different social media platforms.
- Ensure regular updates and maintenance of DIT's and BSEDC's social media presence.
- Others work as and when required by DIT and its executing agency i.e. BSEDC.

Overall, this initiative will strengthen DIT's connection with the general-public and investor community, thereby improving the effectiveness and reach of its services and initiatives.

3. Schedule of the Tender:

The tentative schedule and critical dates are shown below:

S. No	Information	Details
1.	RFP No. and Date	06-IT-21/2025, Dated: 14-05-2025
2.	Last date for submission of pre-bid queries for clarifications	21-05-2025 till 2:00 pm
3.	Pre-bid meeting	22-05-2025 at 3:00 pm
4.	Bid validity period	180 days from the last date (deadline) for submission of proposals.
5.	Bid Selection Method	The method of selection is: Least Cost Selection (L1). The Bidder shall be selected based on Least Cost Selection (L1). Only technically qualified would be considered for financial bid evaluation.
6.	Non-Refundable Tender Processing Fee (TPF)	INR 590/- only (all inclusive) (Rupees Five Hundred Ninety only) payable online through e-payment mode (i.e., NEFT/RTGS/Credit Card/Debit Card)
7.	Earnest Money Deposit (EMD/Bid Security)	INR 2,00,000/- only (INR Two Lakh only) to be paid through online mode in e-proc site or Bank Guarantee from a scheduled commercial bank in India in favor of "Department of Information Technology, Govt. of Bihar" payable at Patna.
8.	Last date (deadline) for submission of bids	04-06-2025 till 3:00 pm
9.	Opening of Technical Bids	04-06-2025 at 4:00 pm
10.	Presentation by Shortlisted Bidders	To be intimated later.

RFP for Selection of Social Media Management Agency for Department of Information Technology,
Government of Bihar

S. No	Information	Details
11.	Place, Time and Date of opening of financial bid	To be intimated later
12.	Bid Process Officer Details (for any queries or clarifications)	Shri Sumit Kumar, Senior Consultant, 05 th Floor, Technology Bhawan, Vishweswaraiya Bhawan Campus, Bailey Road, Patna - 800015, Bihar Email ID: sumit.kumar.it@bihar.gov.in and itdeptbihar@bihar.gov.in
13.	Addressee and address at which any supporting/original bank guarantee etc. in response to RFP notice is to be submitted:	The Secretary Department of Information Technology 2nd Floor, Technology Bhawan, Vishweswaraiya Bhawan Campus, Bailey Road, Patna - 800015.
14.	Tender Issuing Authority	The Secretary Department of Information Technology 2nd Floor, Technology Bhawan, Vishweswaraiya Bhawan Campus, Bailey Road, Patna - 800015. Email Id: prsec_it@bihar.gov.in

4. Clarification of Tender Document:

A prospective bidder requiring any clarification of the tender document may notify DIT in writing along with a soft copy in excel format to the bid process officer at sumit.kumar.it@bihar.gov.in before the date mentioned in under the 'schedule of the tender' section. The bid process officer will respond to any request for clarification of the tender document in the pre-bid queries, which will be held as per the schedule of the tender. The clarification shall be asked as per the given format. Queries not adhering to this format will not be responded to.

Sr. No	Page No of the RFP Document	Section No of the RFP Document	Content of RFP requiring clarification(s)	Points of Clarification
1				
2				
3				
4				
5				

5. Procedure, Terms and Conditions:

The proposal has to be uploaded on two bid basis i.e. Technical Bid and Financial Bid. Submission of Proposals is to be done through electronic mode only.

1. It is the responsibility of the Bidder to ensure that the bids are uploaded on time on e-Procurement 2.0 platform at <https://eproc2.bihar.gov.in> on or before the prescribed date and time for submission of bids. A scanned copy of the remittance details of the Earnest Money Deposit needs to be uploaded at the e-Procurement Portal.
2. The Bidder must have the Class III Digital Signature Certificate (DSC) and e-Tendering user-id of the e-Procurement website before participating in the e-tendering process. The Bidder may use their DSC if they already have the DSC. They can also take DSC from any of the authorized agencies. For user-id, they have to get registered themselves on e-procurement website <https://eproc2.bihar.gov.in> and submit their bids online on the same. Offline bids shall not be entertained by the Tender Inviting Authority for the tenders published in e-Procurement 2.0 platform.
3. The Bidders shall submit their eligibility and qualification details, Technical bid, Financial bid etc., in the online standard formats given in e-Procurement 2.0 website. The Bidders shall upload the scanned copies of all the relevant certificates, documents etc., in support of their eligibility criteria / technical bids and other certificate /documents in the e-Procurement 2.0 web site. The Bidder shall digitally sign on the supporting statements, documents, certificates, uploaded by him, owning responsibility for their correctness/authenticity. The Bidder shall attach all the required documents for the specific tender after uploading the same during the bid submission as per the tender notice and bid document.
4. All the required documents should be attached at the proper place as mentioned in the e-forms otherwise the tender of the Bidder will be rejected.
5. Tender Processing Fee (TPF) to be paid through e-Payment mode (i.e., NEFT / RTGS, Net Banking, Credit / Debit Card) only.
6. “Earnest Money Deposit (EMD) can be paid either through online mode or manual mode (BG). In case of manual mode of payment of EMD, the original hardcopy of the EMD i.e., BG that should be submitted in the tendering authority office within the next working day after tender closing date.”
7. The tender opening will be done online only.
8. Any corrigendum will be given on the e-Procurement website only.
9. DIT reserves the right to amend the RFP and tentative schedule. It is the sole responsibility of prospective bidder to go through the e-Procurement Portal from time to time for any updated information.
10. All the bids shall remain valid for 180 days from the last date of submission of bids.

11. The bid shall be submitted only as single entity firm. Consortium or sub-letting shall not be allowed for the project. The bidder shall not Sub-Contract the scope of work other than wherever specifically mentioned.
12. DIT reserves the right to solicit additional information from bidders. Additional information may include, but is not limited to, past performance records, list of available items of work etc.
13. DIT reserves the right to accept the whole, or part or reject any or all bids without assigning any reasons.
14. DIT also reserves the right to negotiate with the L-1 bidder in the interest of the DIT. Only technical qualified bidders will be eligible to participate in the financial bid. The financial bid evaluation will not assign any weightage to the technical scores. The contract will be awarded based on the L-1 criterion, where the lowest financial bid will be selected.
15. DIT reserves the right not to accept bid(s) from agency/firm/company (ies) resorting to unethical practices or on whom investigation / enquiry proceedings have been initiated by Government Investigating Agency / Vigilance Cell.
16. All the information contained in the proposal, or provided in subsequent discussions or disclosures is proprietary and confidential. No information may be shared by the bidder with any other agency / organizations / firms / company / persons.
17. The Agency selected is not supposed to use its name, logo or any other information / publicity on content published on any social media platforms of DIT.
18. The Agency must maintain uniformity in the uploading of the content on all social media platforms of DIT and application. Any content which is replaced, renewed, or removed from any social media platform shall be simultaneously modified on the other platforms and applications instantly.
19. All the material, art-work used in management of Social Media Network will be property of DIT. All the content shared online must be copyright protected.
20. All the content – physical as well as digital – will be the property of DIT and its Intellectual Property Rights (IPR) will vest with DIT.
21. The timeline / schedule of deliverables will be decided as and when the requirement / task activities arise. Bidder should complete the assigned job / activities as and when asked by DIT / concerned DIT officer.
22. For support related to e-tendering process, Bidders may contact at mentioned below:
Toll Free No. 1800 572 6571,
Email Id: - eproc2support@bihar.gov.in
Help Desk Address: RJ Complex, 2nd Floor, Opposite Vidyapeeth Institute, Khajpura, Ashiana Road, P.S. - Shastri Nagar, Patna 800 014, Bihar. (Supported by mjunction)
Working Hours: 8AM to 7PM (All days in week except Sunday and few selected State holidays)

Note: "Bids along with necessary online payments must be submitted through e-Procurement portal <https://eproc2.bihar.gov.in> before the date and time specified in the NIT/RFP. Department/Tendering Authority doesn't take any responsibility for the delay / Non-Submission of Tender / Non-Reconciliation of online Payment caused due to non-availability of Internet Connection, Network Traffic / Holidays or any other reason."

6. Pre-Qualification Criteria:

The Bidders shall fulfill the following eligibility conditions for participating in the bidding process. The Bidders should enclose documentary evidence for fulfilling the eligibility conditions.

S. No.	Basic Requirement	Eligibility Criteria	Documents Required
1.	Legal Entity	The Bidder shall be: (a) A company incorporated in India under the Companies Act, 1956/ 2013, and subsequent amendments thereto, or a partnership registered under the India Partnership Act, 1932 or Limited Liability Partnership Firm registered under the Limited Liability Partnership Act, 2008, (b) Registered with the tax (GST) Authorities. (c) Should have operated in India for a minimum period of 3 years in the field of social media management.	• Copy of Certificate of Incorporation from Registrar of Companies/Partnership Deed/ (as applicable) duly signed and stamped by Authorized Signatory. • Copy of GST registration certificate / company PAN Card duly signed and stamped by Authorized Signatory. • Memorandum of Association / Articles of Association.
2.	Annual Turnover	The bidder should have an annual turnover of $\text{INR} \geq 2$ Crore for each of the last 3 financial years (i.e., 2023-24, 2022-23 and 2021-22) from the business of social media management.	Balance Sheets and CA Certificate with CA's Registration Number/ Seal
3.	Net-worth	The bidder must have positive net worth in each of the last three financial years (i.e., 2023-24, 2022-23 and 2021-22).	Duly signed balance sheet or net-worth certificate from Statutory Auditor/CA (with CA's Registration Number/ Seal)
4.	Work Order Certificate	The bidder should have at least 3 work orders of minimum value of 50 lakhs each in the last 3 financial years respectively in the field of social media management issued by Central Government /State Government /PSUs/Private Companies.	Copy of Work Order / Contract to be attached (with clear details around scope of work and value of the project).

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Government of Bihar**

5.	Technical Resource	The Bidder must have a minimum strength of 20 fulltime skilled resources in the area of social media management on the payroll of the company in India at the time of bid submission.	Certificate from HR Dept. on company letterhead to be submitted along with the technical proposal.
6.	Non-Blacklisted	The bidder should not be blacklisted/terminated/debarred by any State or Central Government or their agencies and should not have been found guilty of any criminal offence by any court of law.	Affidavit on stamp paper by the authorized signatory
7.	Power of Attorney	Special power of attorney on a non-judicial stamp paper of appropriate value authorizing the representative of the bid to sign the bid against this RFP	Duly signed Power of Attorney
8.	Full-fledged functional office/branch in Patna	Bidder should have full-fledged functional office/branch having permanent staff for media analysis/ strategy creation /client service persons etc. and all required infrastructure including computers, laptops, printers, software, related peripherals/equipment/gadgets etc. in Patna. OR to be opened within 30 days from the date of issue of LOI.	A self-declaration certificate/undertaking from the authorized signatory.

7. Preparation of Bid:

All the bidders are requested to follow the instructions given below while uploading the bids. Proposals should be uploaded on two bid basis – separate technical and financial bids on e-Procurement Portal i.e. on <https://eproc2.bihar.gov.in>

8. Evaluation Methodology: Technical and Financial Bid

The Bid evaluation process shall be a two-stage process, Pre-qualification and technical qualification evaluation and, thereafter financial bid evaluation respectively. The bidder shall be considered for the next stage only if their bid found to be responsive and eligible during the evaluation of the first stage. Any bid not found to be responsive shall not be evaluated in the subsequent stage.

DIT reserves the right to accept or reject any bid, and to annul the tender process and reject all bids 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 DIT's action.

Following is the brief process of Bid evaluation:

- i. The Bidder shall furnish the information required in the formats prescribed in the RFP. The Bidder will be evaluated against the pre-qualification criteria given as stipulated and the bids qualifying all the pre-qualification criteria will be eligible for next stage i.e., evaluation of Technical Qualification.
- ii. DIT shall formulate a **Tender Evaluation Committee (TEC)** (also referred to as “**Evaluation Committee**”) to evaluate the proposals submitted by the bidders for a detailed scrutiny.
- iii. Tender Evaluation Committee shall evaluate and compare the technical bids that has been determined to be substantially responsive and shall review the Technical Proposal along with Eligibility Criteria.
- iv. 15-minute time slot will provide to each bidder to present their Technical Presentation which shall include understanding of the DIT requirement, relevant experience and, proposed solution for the project.
- v. The technical score of all the bidders would be calculated as per the criteria mentioned in RFP. All the bidders who will achieve 70 or more marks in the technical evaluation would be eligible for the next stage, i.e., Financial Bid opening as per the RFP terms. DIT reserves the right to reject any or all the bids without assigning any reason, whatsoever.
- vi. The successful bidder will be selected on least cost method (L1).

8 (a). Technical Evaluation Criteria:

The Technical Proposal should be submitted only through the e-Procurement Portal at <https://eproc2.bihar.gov.in>. Failing to submit the same or non-compliance / deviation from any bid terms and conditions or eligibility criteria may result in rejection of the bid,

Technical Proposal of only those bidders will be evaluated who qualify in Pre-qualification criteria. An evaluation committee shall evaluate the proposals submitted by the bidders for a detailed scrutiny. During evaluation of proposals, DIT may, at its discretion, ask the bidders for clarification of their Technical Proposals.

The Bidder will have to upload the following scanned copy (supporting documents) of the bid documents duly signed (all pages) by the authorized signatory as a part of the technical bid, complying terms and conditions of bid along with the documents in accordance with NIT cum Bidding Document. Only those proposals meeting the pre-qualification criteria will be evaluated as mentioned below:

RFP for Selection of Social Media Management Agency for Department of Information Technology,
Government of Bihar

Sr.No	Criteria	Documentary Evidence	Marks to be Awarded	Max. Marks
A	Organizational Strength & Project Experience			75
1	Average Turnover in last 3 FY years (i.e., 2023-24, 2022-23 and 2021-22) from the business of social media management.	Audited Balance Sheet and Statutory Auditor's Certificate	$\geq$ ₹ 2 Cr to ₹ 5 Cr = 12 marks $>$ ₹ 5 Cr to ₹ 10 Cr = 16 marks More than ₹ 10 Cr = 20 marks	20
2	Experience of executing projects in social media management (covering designing/ production of creative/ commercials for various digital media including (audio, video, social media, advertising, internet marketing, digital publishing, photos, holograms, databases, blogs etc.) for Central Govt./ State Govt. / Central PSU / State PSU / Private companies (minimum project value of INR 50 lakhs each in last 3 years)	Work Order/ Client Letter/ Job Completion certificate with self-declaration copy for the same.	Aggregate value of projects between ₹ 1.5 Cr and less than ₹ 5 Cr: 12 marks Aggregate value of projects between ₹ 5 Cr and less than ₹ 10 Cr: 16 marks Aggregate value of projects greater than ₹ 10 Cr: 20 marks	20
3	Experience in assisting Central Govt./ State Govt. / Central PSU / State PSU / Private Companies in Social Media promotion / digital promotion activity (in last 5 years)	Work Order/ Client Letter/ Job Completion certificate with self-declaration copy for the same.	Timely completed projects: 1 to 3 projects = 12 marks 7 – 10 projects = 16 marks > 10 projects = 20 marks	20
4	Number of manpower available (In company's pay role engaged in the social media management activities)	Employment Letter / Last 3 month pay slip. (Certified by HR/Authorized Signatory)	$\geq$ 20 – 25 employees = 9 marks 26 – 30 employees = 12 marks More than 30 employees = 15 marks	15

S. No.	Technical Presentation	Maximum Marks
B	Technical Presentation would comprise of following: (Must be given by the Team Leader cum Social Media expert proposed for the assignment)	25
	Understanding Scope of Work & Strategy: 10 marks	
	Demonstration of past work / services / Government Recognition: 5 marks	
	Tools (Social Media Management): 5 marks	
	Investment Promotion : 5 marks	
Total Score		100
Cut Off (to open the financial bid)		70

Note:

- a. Financial Proposal of only those bidders will be opened who secure 70 marks as per the above evaluation criteria.
- b. Bidders are advised to strictly adhere to the communicated schedule for the presentation. Failure to attend the technical presentation will result in disqualification, and no further requests for rescheduling will be entertained.

8 (b). Financial Bid Evaluation:

- The Financial Bids of only technically qualified bidders will be opened on the prescribed date in the presence of bidder representatives.
- Only fixed price financial bids indicating total prices for all the deliverables and services specified in this bid document will be considered.
- The bid price will include all taxes and levies and shall be in INR (Indian Rupees) and mentioned separately.
- Any conditional bid would be rejected.
- 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".
- If there is no price quoted for certain material or service, the bid shall be declared as disqualified.
- The Total Bid Price, as computed by the Purchaser shall be used for the purpose of commercial evaluation of bids.

The Contract will be awarded on Least Cost Selection (L1). The bidder quoting the lowest value (inclusive of all taxes) will be awarded the project. In case,

there is a tie on the quoted financial bid amount between two or more bidders, the contract will be awarded to the bidder scoring higher Technical Qualification marks.

Note:

- i. Financial Bid is to be submitted in the prescribed .xls format i.e., BoQ uploaded along with the RFP.
- ii. All the costs, expenses and tax liabilities associated with the assignment shall be included in the Financial Proposal. The total amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumptions and shall be final and binding. In case any assumptions or condition is indicated in the Financial Proposal, it shall be considered non-responsive and liable to be rejected.
- iii. It is further clarified that in no case the agency so appointed, will be entitled to payment beyond the fee quoted in the financial bid.

9. Award Criteria:

Identification of bidder with lowest financial bid (L1) will be determined as per the criteria below:

- i. The Bidder, who has submitted the lowest Financial Bid (as per the format provided in this RFP document) shall be determined L1 bidder as per the criteria for evaluation process outlined above.
- ii. Similarly, bidders quoting second and third lowest financial bid will be determined as L2 and L3 bidders.
- iii. If L1 bidder fails to accept the financial quote along with the terms and conditions, the bid will be treated as cancelled and EMD of that bidder will be forfeited. In such a scenario, the L2 bidder (if interested to match their rates with L1) will be declared as the Lowest bidder and a price confirmation from that bidder may be sought.

9 (a). Right to Accept Any Proposal and To Reject Any or All Proposal(s):

Department of Information Technology (DIT) reserves the right to accept or reject any proposal, and to annul the tender 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 DIT action.

10. Notification of Award:

Prior to the expiration of the validity period, DIT will notify the successful bidder in writing by email/ post, that its proposal has been accepted. In case the tendering process / public procurement process has not been completed

within the stipulated period, DIT may like to request the bidders to extend the validity period of the bid.

The notification of award will constitute the formation of the contract. Upon the successful bidders furnishing of Performance Bank Guarantee, DIT will notify each unsuccessful bidder and return their EMD. The EMD of successful bidder shall be returned only after furnishing of Performance Bank Guarantee and signing of Contract. Contract / Agreement format may change / modify as per the requirements of DIT.

11. Security Deposit / Performance Bank Guarantee:

The selected bidder shall be required to give Security Deposit (performance bank guarantee) of an amount equivalent to 10% of the order value within 15 days of issuance of LoI/ work order as outlined in point 7 (b) of the above RFP.

12. Signing of Contract:

After Department of Information Technology notifies the successful bidder that its proposal has been accepted, DIT shall enter into a contract, incorporating all clauses, pre-bid clarifications etc.

The original and all the documents of the bid shall be typed or written in legible hand and shall be signed by the bidder, or a person duly authorized to sign the Contract. The person or persons signing the bid shall initial all pages of the bid.

13. Failure to Agree with the Terms and Conditions of the RFP / Contract:

Failure of the successful bidder to agree with the terms and conditions of the RFP/ Contract shall constitute sufficient grounds for the annulment of the bidder's proposal / award of the contract. In case of such an event, DIT would reject the bidder's proposal and forfeit the EMD amount as specified in the RFP document.

In case of above, DIT may award the contract to the next best value bidder or call for new proposals from the interested bidders.

14. Applicable Law and Jurisdiction:

This RFP, including all the matters connected with the RFP, shall be governed by the Indian laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Hon'ble Patna Court, if required.

15. Indemnification:

- i. Agency shall at times indemnify and keep DIT indemnified against all claims / damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this Contract.

- ii. Agency shall at all times indemnify and keep DIT indemnified against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (Agency) employees or caused by any action, omission or operation conducted by or on behalf of Agencies.
- iii. Agency shall at all times indemnify and keep DIT indemnified against any and all claims by employees, workman, supplier, agent(s) employed engaged or otherwise working for Agency, in respect of their wages, salaries, remuneration, compensation or the hike.
- iv. All claims regarding indemnity shall survive the termination or expiry of the contract.

16. Force Majeure:

Notwithstanding anything contained in the RFP, the firm/company shall not be liable for liquidated damages or termination for default, if and to the extent that, it's delay in performance or other failures to perform its obligations under the agreement is the result of an event of Force Majeure.

For purposes of this clause "Force Majeure" means an event beyond the control of the agency and not involving the agency fault or negligence and which was not foreseeable. Such events may include act of God, wars or revolutions, fires, floods, epidemics, quarantine restrictions. The decision of the DIT regarding Force Majeure shall be final and binding on the agency.

If a Force Majeure situation arises, the agency shall promptly notify to the DIT, in writing, of such conditions and the cause thereof. Unless otherwise directed by the DIT, in writing, the agency shall continue to perform its obligations under the agreement as far as reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

17. Failure and Termination Clause:

Manpower, time, date of delivery and period of execution shall be the essence of the contract. If the agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract before the expiry of such periods, DIT may without prejudice to any other right or remedy available to the agency recover damages for breach of the contract as under:

- i. Termination by Default for failing to perform obligations under the Contract or if the quality is not up to the specification or in the event of non-adherence to time schedule. Termination by Default will be invoked with a notice period of one week.
- ii. Termination for Convenience in whole or in part thereof, at any time. However, termination for Convenience will be invoked with a notice period of one month.
- iii. Termination for Insolvency if the firm/company becomes bankrupt or otherwise insolvent. Termination for Insolvency will be invoked with a notice period of one week.

18. Intellectual Property Rights and Copyright:

The IPR in respect of all the processes, software, applications, and components, developed in pursuance of this Project, shall vest with DIT, immediately on their creation. Following conditions apply:

- Ownership and Title: Title to all the enhancements, point updates and documentation, including ownership rights to patents, copyrights, trademarks, and trade secrets therein shall be the exclusive property of DIT.
- All the deliverables submitted by firm/company/agency under the contract will be the exclusive property of DIT.
- The full copyright of all creative and publicity material produced would rest with DIT for all time use. This would include full copyright of images/contents/videos etc. used in the creative and publicity material through any medium.

19. Exit Management:

- i. This clause sets out the provisions which will apply upon completion of the contract period or upon termination of the agreement for any reasons. The Parties shall ensure that their respective associated entities, in case of DIT, any third party appointed by the DIT and in case of the selected social media Agency, carry out their respective obligations set out in this Exit Management Clause. Exit Management criteria will be a part of Master Service Agreement with detailed information about exit criteria and exit management plan.
- ii. The exit management period starts, in case of expiry of contract, or on the date when the contract comes to an end or in case of termination of contract, or on the date when the notice of termination is sent to the Selected Agency. The exit management period ends on the date agreed upon by DIT.
- iii. The Selected Agency shall pay all transfer costs and stamp duty applicable on transfer of project assets except in case the Project is being terminated due to default of DIT, where DIT shall be responsible for transfer costs and stamp duty, if any. For clarification of doubt, transfer costs in this Clause relate to taxes and duties applicable due to transfer of the project assets, if any. At the beginning of the exit management period, the Selected Agency shall ensure that:
 - a. All Project Assets including the hardware, software, documentation and any other infrastructure shall have been renewed and cured of all defects and deficiencies as necessary so that the project is compliant with the Specifications and Standards set forth in the RFP, Agreement and any other amendments made during the contract period ;
 - b. The Selected Agency delivers relevant records and reports pertaining to the social media projects and its reports, concepts notes, strategy documents and plan documents including all manuals pertaining thereto and complete as on the Divestment Date ;
 - c. On request by DIT, the selected agency shall effect such assignments or service provision agreement between selected agency, in favor of DIT if it is required by DIT and is reasonably necessary for the continuation of services by DIT;

- d. The selected agency shall comply with all other requirements as may be prescribed under Applicable Laws to complete the divestment and assignment of all the rights, title and interest of the social media free from all encumbrances absolutely and free of any charge or tax to DIT or its nominee.

During the Exit Management Period:

- i. The selected agency will allow DIT or any third party appointed by DIT, access to information reasonably required to define the then current mode of operation associated with the provision of the services to enable DIT or any third party appointed by DIT to assess the existing services being delivered;
- ii. Promptly on reasonable request by DIT or any third party appointed by DIT, the selected agency shall provide access to, and copies of all information held or controlled by them which they have prepared or maintained in accordance with the “Contract”, the Project Plan, SLA and Scope of Work, relating to any material aspect of the services. DIT or any third party appointed shall be entitled to copy (including editable soft copies) all such information. Such information shall include details pertaining to the services rendered and other performance data. The selected agency shall permit DIT or any third party appointed to have reasonable access to its employees/ facility as reasonably required by DIT or any third party appointed to understand the methods of delivery of the services employed by the selected agency and to assist appropriate knowledge transfer.

20. General Conditions:

Apart from the above, each bidder is required to fulfill the following terms and conditions:

a) Earnest Money Deposit:

Proposal should necessarily be accompanied by an Earnest Money Deposit for an amount of INR 2,00,000/- (INR Two Lakh only) to be paid through online mode in e-proc site or Bank Guarantee from a scheduled commercial bank in India in favor of "Department of Information Technology, Govt. of Bihar" payable at Patna and proof of the same to be shared along with the RFP. EMD shall remain valid for a period of 6 Months. Proposals without EMD are liable to be rejected. No interest shall be payable by DIT for the sum deposited as Earnest Money Deposit.

The EMD shall be forfeited by DIT in the following events:

- i. If RFP is withdrawn during the validity period or any extension agreed by the bidder thereof.
- ii. If a Bidder submits a Non-Responsive Proposal or if any information or document furnished by the Bidder turns out to be misleading or untrue in any material respect.
- iii. If the Proposal is varied or modified in a manner not acceptable to DIT after opening of Proposal during the validity period or any extension thereof.
- iv. If the bidder tries to influence the evaluation process.
- v. The EMD of the unsuccessful bidder would be returned after finalization of the proposal received against the RFP.

b) Security Deposit / Performance Bank Guarantee:

For all Bidders whose tender bids are accepted, shall be required to give Security Deposit (performance bank guarantee) of an amount equivalent to 10% of the order value within 15 days of issuance of LoI/ work order. Security Deposit will be in the form of Bank Guarantee (BG) of any scheduled commercial Bank drawn in the name of “Department of Information Technology, Government of Bihar”, valid till the tenure of the project.

- i. DIT will have the right to invoke the BG without assigning any reasons if the selected bidder defaults or deemed to have defaulted or in the case of non-acceptance of the purchase orders and empanelment of the selected vendor will be cancelled.
- ii. The Security Deposit should remain valid for an additional period of 90 (ninety) days beyond the period of Empanelment (i.e., one years and ninety days).
- iii. In the event wherein the Order/Empanelment is extended by DIT beyond one year, the selected firm/agency/company/organization shall ensure submission of a fresh Security Deposit within 15 days of issuance of letter for extension of Order/Empanelment by DIT.
- iv. The Validity of this Security Deposit shall be for an additional period of 90 (ninety) days beyond the period of extension of Empanelment.
- v. Performance Bank Guarantee would be returned only after successful completion of the work assigned and after adjusting / recovering any dues recoverable / payable from / by the selected firm/agency/company/organization on any account under this contract.

c) Period of Contract:

The contract will be initially for a period of one (1) year “the Term”, subject to the satisfaction of DIT. If performance is considered satisfactory by DIT, it may be extended for further period of one year at the same terms and conditions and mutual consent.

d) Prices:

The bidder is required to quote the total annual price for services as detailed (breakup of manpower, services etc.) in the scope of work and deliverables under Section – II of the RFP document. The total price quoted shall be inclusive of all taxes and applicable charges. The bidder has to ensure that the total price quoted are all inclusive, including the manpower support required for the project execution and continuous support etc. during the entire contract period of one year. No increase in the prices would be allowed during the contract period.

e) Amendment of the Tender Document:

At any time before the submission of bids, DIT, for any reason, whether at its own initiative or in response to a clarification requested by eligible Bidder/s, may modify the RFP by issuance of an addendum. Such amendments shall be uploaded

on the <https://eproc2.bihar.gov.in> through a corrigendum and this shall form an integral part of the RFP. The relevant clauses of the RFP document shall be treated as amended accordingly. It shall be the sole responsibility of the prospective Bidder to check the above-mentioned websites from time to time for any amendment in the RFP document/s. The DIT shall not be responsible for failure to get/download the amendments. In order to provide the Bidders a reasonable time to examine the addendum, or for any other reason, DIT may, at its own discretion, extend the deadline for the submission of bids.

f) Conflict of Interest:

Bidders, and any of their affiliates, shall be considered to have a conflict of interest and shall not be eligible for selection as Bidder under any of the circumstances set forth below:

- i) **Conflicting Assignment/job:** A bidder or any of its affiliates shall not be hired for any Assignment/job that, by its nature, may be in conflict with this Assignment/job of the bidder to be executed for the same employer.
- ii) **Conflicting Relationships:** A bidder that has a business or family relationship with a member of the DIT's staff who is directly or indirectly involved in any part of
 - the preparation of the Terms of Reference of the Assignment/job,
 - the selection process for such Assignment/job, or
 - supervision of the Empanelment, may not be awarded a Empanelment, until and unless the conflict stemming from this relationship has been resolved in a manner acceptable to DIT.

Bidders have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of DIT, or that may reasonably be perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the bidder or the termination of its Empanelment.

g) Fraud and Corrupt Practices:

DIT requires that bidders selected through this RFP must observe the highest standards of ethics during the performance and execution of such contract. In pursuance of this policy, DIT defines, for the purposes of this provision, the terms set forth as follows:

- "Corrupt practice," means the offering, giving, receiving, or soliciting of anything of value to influence the action of DIT or any personnel of firm/company(s) in contract executions.
- "Fraudulent practice" means a miss-presentation of facts, in order to influence a procurement process or the execution of a contract, to DIT, and includes collusive practice among bidders (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or non-competitive levels and to deprive DIT of the benefits of free and open competition.

- “Unfair trade practices” means supply of services different from what is ordered on or change in the Scope of Work.
- “Coercive Practices” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution of contract.
- Will reject a proposal for award, if it determines that the bidder recommended for award, has been determined by DIT to having been and engaged in corrupt, fraudulent or unfair trade practices.
- Will declare a Firm/company ineligible, either indefinitely or for a stated period of time, for awarding the contract, if it any time determines that the Firm/company has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing the contract.

Section II

SCOPE OF WORK AND DELIVERABLES

1. Introduction:

The Social Media Management Agency will be responsible for managing and enhancing the DIT's and its executing agency' i.e., BSEDC online presence across various social media platforms and create awareness, through direct and indirect engagement along with below key objectives:

- i. Effectively disseminate information about DIT's projects and BSEDC's projects, Bihar IT Policy 2024 Investment Promotion, and upcoming IT initiatives.
- ii. Strengthen Bihar IT investment brand by enhancing communication with intended in terms of digital reach with quality creatives and inputs from stakeholders involved.
- iii. Promoting awareness campaigns through social media to highlight State's and Central Government schemes.
- iv. Manage the reputation and handle crisis situations promptly on social media.
- v. Promptly monitor social media feedback, trends, and issues to provide actionable insights.
- vi. Create and manage engaging content tailored to different social media platforms.
- vii. Ensure regular updates and maintenance of DIT's and BSEDC's social media presence.
- viii. Aggressive digital promotion through all social media handles/websites through updated and maintained quality content as per current marketing needs and practices.
- ix. Increase awareness about policies, initiatives, related activities, and events and ensure active participation of stakeholders in terms of responses.
- x. Others work as and when required by DIT and its executing agency i.e. BSEDC.

Note: All the required tools, manpower resources and other requirements such as, gadgets, equipment(s), software(s), laptop(s), camera(s), video-camera(s), drone(s), creative content etc. will have to be met by the selected agency only.

2. Indicative list of activities for DIT and BSEDC:

The indicative list of activities to be undertaken would include the following but not limited to:

- i. Design a communication strategy plan that builds on the strategic priorities of the schemes of GoI and GoB undertaken by DIT and BSEDC.
- ii. Conceptualize and develop media and promotional strategy and suggest tools to execute the same.
- iii. Strengthen the profile of DIT and BSEDC.
- iv. Create a strong voice with influencers to endorse the projects/initiatives undertaken by DIT and BSEDC.
- v. Organize interviews for Secretary (IT)/ M.D. BSEDC / and other officials with leading publications and news channels nationally,
- vi. Manage media relations and networks and improving their interactions with the public,

- vii. Popularize related initiatives / projects of GoI and GoB undertaken by DIT / BSEDC.
- viii. Creation and maintenance of DIT's and BSEDC's accounts / handles/ channels on X (formerly twitter), Facebook, YouTube, Instagram, LinkedIn, Google Plus, WhatsApp Community and other emerging social media platforms.
- ix. Creation of relevant blog spot and forums wherein the participation of targeted audience can be invoked.
- x. New Look, Updates and Engage with users along with following:

2 (a). Social Media Strategy Development

- a. Conduct initial assessment of the current social media presence and digital footprint of DIT, Government of Bihar, to understand Department's goal, objective, and target audience. Successful bidder should also refer to the relevant trends and leading practices.
- a. Develop a clear social media strategy and goals aligned with departmental objective and target demographics. Selected bidder should also determine the content themes, messaging, and tone of voice for the department.
- b. Monitor, track, and analyze relevant news media reports.
- c. Enhancing followers'/impressions/ views on Facebook/ X (formerly Twitter) /LinkedIn/Instagram/YouTube and other similar platforms. A broad estimation of number of minimum creative expected (subject to numbers of unique event per month) to be developed by the agency is provided below as a reference:
 - Facebook : > 60 posts / month
 - X : > 60 posts / month
 - LinkedIn : > 60 posts / month
 - Instagram : > 60 posts/ month
 - YouTube : > 1 posts per week (Cumulative as 4 posts / month)
 - WhatsApp Community: > 60 posts / month
 - Event coverage : 12 / year (depends upon the availability)
- e. Initiating Department of Information Technology and BSEDC presence on newer platforms and relevant channels.
- f. Develop key products, messages, communication plans, creative concepts, and briefs for dissemination across social media platforms.
- g. Review, analyze, and provide feedback on campaigns/ events, as required, to determine if activities are having the desired outcome.

2 (b). Branding:

- a. Prepare Branding Strategy for Invest IT Bihar to achieve credibility and positioning of brand with positive perception.
- b. Prepare a centralized theme along with a logo and tagline for branding and promotion of Invest IT Bihar.
- c. Conceptualize and design Testimonials on various activities/ events of DIT Bihar and BSEDC.

2 (c). Define Communication Strategy:

- a. Prepare and support the execution of a proactive communication strategy for the Department of Information Technology, Bihar and BSEDC based on long-term and short-term objectives.
- b. Identify outreach/communication activities to help in increasing the outreach and spread awareness of the Programs, policies, and activities, etc. of the Department of Information Technology, Bihar and BSEDC by use of digital media.

2 (d). Social Media Platform Creation & Administration:

- a. Creation and Administration of Official accounts/pages of the DIT and BSEDC on X (formerly Twitter), Facebook, YouTube, LinkedIn, Instagram, and other social media platforms that may be required or may emerge in the future. The Successful Bidder shall create and/or subsequently maintain a Social Media Platform for DIT and BSEDC including but not limited to, Facebook Page, X Profile (formerly Twitter), YouTube Channel, LinkedIn, Instagram and WhatsApp Community.
- b. Developing e-books and e-periodicals as specified by the DIT and BSEDC.
- c. New Look: Give all Social Media Platforms a new look as and when required by the Department of Information Technology and BSEDC by putting up new creative features, theme lines, links, etc.
- d. Press Releases: Publishing online press releases of the Department of Information Technology and BSEDC on regular basis.
- e. Engage with users: Regularly organize online surveys, quizzes, and contests on all platforms in consultation with the Department of Information Technology.
- f. Publicity: Promote all seminars, National & International events, and workshops using the social media platforms.
- g. Tagging: Create relevant tagging & linkages of content on all platforms.
- h. Live Coverage of the Event: Perform live coverage of events through Live Tweeting, Facebook Live, and Live Webcasting (along with archival recordings) of the Event at various social media platforms of the Department of Information Technology or BSEDC.
- i. Shall provide a credible contingency plan to effectively handle crisis and emergencies.
- j. Any other works entrusted by the Department of Information Technology for sensitizing Government Officials and the public through Social Media Platforms.

2 (e). Content Development and Management:

Successful Bidder shall also be responsible for content management of any interactive platform, website/portal shared time to time along with the translation of related content from English to Hindi or vice versa as per the requirement of the Department of Information Technology and BSEDC.

Content creation for the Department of Information Technology and BSEDC:

- a. Social Media platforms.
- b. Blogs/e-Magazine.

- c. Initiatives, campaigns, events.
- d. Content could include:
 - i. Government IT initiatives and digital services.
 - ii. Announcements, updates and news.
 - iii. Infographics, videos and case studies
 - iv. Public service announcements
 - v. Interactive content such as polls, quizzes etc.
- e. Assist in identifying communication opportunities (within and outside of the Government) and help in designing a strategic communication plan.
- f. Ensure consistency in design with departments branding guidelines.

Department of Information Technology / BSEDC may provide Press notes to help the successful bidder in creating the correct content.

2 (f). Creative Designing:

- a. Creative content generation, recreating or converting the content. The content may be of various forms such as graphics, cartoons, smart art, animations, storyboards, videos etc. designed on Department's projects, initiatives and policies, etc.
- b. Repackaging of the content (videos and photographs) into suitable formats (video packages and others)
- c. Uploading of repackaged and creative content on various social media platforms such as X, Facebook, YouTube, Instagram, WhatsApp Community etc.
- d. The above is to be done without any infringement of Intellectual Property Rights (IPR).
- e. Quality writing skills to be ensured in such activities.
- f. Planning and Executing a Key Influencer Program on Digital platforms.

2 (g). Storage of content:

- a. Storage of raw footages /content and processed content (video packages) etc. for the purpose of archive in digital formats.
- b. Availability of archive content should be for at least 180 days.
- c. The Agency will submit the archived content to DIT / BSEDC within specified time in five copies of pen drive/ Compact Disc.
- d. Creative/Photos Bank – Creative/ Photos with cataloguing needs to be developed consisting of at least 100+ creatives / photos of high quality and high-resolution aesthetic work of relevant activities and events.

2 (h). Pre and Post establishment support:

- a. Any kind of support with regard to smooth functioning of hardware equipment / software development.
- b. The agency should provide technical support 24x7 for maintenance of DIT's various social media platforms through in-house staff.

2 (i). Miscellaneous Work:

- a. Successful bidders should be responsible for managing the online reputation and ensure accurate and prompt response to any online complaint or negative feedback.
- b. Successful bidders should plan, execute, and manage paid social media ad campaigns. Monitor performance and optimize campaigns to ensure maximum reach and effectiveness.
- c. Successful bidder should provide monthly performance reports on social media performance, campaign results, audience demographics, and engagement metrics. Make recommendations for improvements and adjust strategy based on data-driven insights.
- d. Track key metrics like reach, engagement, clicks, and conversions using social media analytics tools (e.g., Facebook Insights, X Analytics (Twitter), etc.). Use insights from analytics to gauge the success of the content and campaigns.
- e. Develop a protocol for addressing social media crisis or emergencies, including misinformation or public dissatisfaction related to government IT services and ensure swift and appropriate responses in alignment with the department's policies.
- f. Collaborate with DIT's internal teams, and project management teams, as well as with IPRD to ensure the alignment of social media efforts with the department's overarching goals.
- g. The Successful Bidder shall have the responsibility of ensuring that all content featured/published based on this assignment is free of legal encumbrances including copyright issues. Department of Information Technology will not be responsible for any of the issues arising due to copyright of the content.
- h. Data Security and Prevention of Fraud.: The Successful Bidder shall undertake that all processes and standards are being followed to ensure that the data is secure and immune to any fraudulent activity.
- i. Compliance with social media Policy and Framework
 - The Successful Bidder shall ensure compliance with the social media Policy and Framework issued by the MeitY/GOI or any other policy defined by the Department of Information Technology from time to time.
 - Ensure all security measures for the prevention of hacking/ pilferage of all social media platforms.

3. Project Deliverables and Timeline:

Time shall be the essence for all the projects which would be done by the appointed agency. The agency shall therefore fully abide by various time limits as prescribed for different assignments and the performance of the agency shall be judged as per the adherence to such quality and time parameters as laid down for the respective work. The selected bidder's firm/company should have to submit deliverables in hard/ soft copy (including editable soft copy); as desired by the DIT and BSEDC.

RFP for Selection of Social Media Management Agency for Department of Information Technology,
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Project Component	Actions	Timeline (Max Limit)
Deployment of Resources	Successful Deployment of Resources	#T+ 15 days
Takeover and/ or create handles for DIT and BSEDC on Social Media sites – Facebook, X, Instagram, YouTube, LinkedIn, WhatsApp Community and setup basic page on each.	DIT /BSEDC pages are available on mentioned social media sites	T + 22 days
Branding Strategy	Successful submission of the strategy document as per scope of work	T + 15 days
Centralized theme along with tagline for branding promotion of Invest IT Bihar.	Provide minimum 5 set of logo and tagline.	T + 15 days
Logo and tagline for DIT/ BSEDC	Provide minimum 5 set of logo and tagline.	T + 22 days
Media Plan	Successful submission of the plan document as per scope of work	T + 22 days. Thereafter, within the first month of every quarter.
Social Media Strategy	Successful submission of the strategy document as per scope of work	T + 22 days
Digital Promotion Strategy / Communication Strategy	Successful submission of the strategy document as per scope of work	T + 22 days
Media Release	Media Release Document (in English and Hindi)	Same day of event to be shared with print media and uploaded on social media sites after due approval.
Event Proceedings	Proceeding document in English and Hindi	Within 3 days of event to be shared/circulated with media and stakeholders on DIT/BSEDC approval. (Same day – a brief Proceeding with photographs to be uploaded on social media sites)
Progress Reports (Quarterly)	Media related Analytic Reports & Quarterly Progress Reports	Month-wise report should be submitted at end of each quarter (1st draft for DIT approval two weeks prior to end of each Quarter)

#T = Date of issue of LoI

4. Manpower Specifications:

4 (i). Deployment of Team:

The successful bidder shall be responsible for deployment of below set of resources within specified timelines in the Project Deliverables and Timeline section on issue of LOI from DIT as per the desired skill-set and experience of various categories of resources.

4 (ii). Proposed Resources Competencies:

Sr. No.	Competency Area	Nos	Minimum Qualification	Required Experience
1	Team Leader cum Social Media Expert	1	Post-graduate in Journalism /Mass Communication or equivalent from a recognized Institute /University Or MBA /PGDM (Marketing /Communication) from a recognized Institute/University	• Experience of more than 7 years. • Experience of managing social media platform. • Experience in real query tracking and query management. • Knowledge of managing traffic. • Ability to draft strategy for growth hacking, contests, crowdsourcing.
2	Content Manager	1	Graduate / Postgraduate in Journalism/ Mass Communication /Advertising or equivalent from a recognized Institute/ university Or MBA/PGDM (Marketing/ Communications) from a recognized Institute /University	• Experience of more than 3 years. • Experience in content writing, copywriting, script writing, story writing, for print, video, radio and online mediums. • Proven competency in writing and communication skills.
3	Multimedia Designer	1	Graduate / Postgraduate in Design /Fine Arts / Web Design / Photography from recognized Institute/ University Or Graduate from a recognized Institute /University with a certification in Design / Fine Arts/ web Design / Photography	• Experience of more than 3 years. • Experience in Graphic Design for promotional campaigns. • Knowledge of latest multi-media tools and techniques (including third-party tools). • Ability to design and create collateral for any medium.
4.	Social Media Associate (Videography cum Photography)	1	Diploma in Videography /Photography or Equivalent from a recognized Institute / University	• Experience of more than 2 years. • Experience in handling enormous Govt. events. • Knowledge of Social media platforms • Knowledge of Video/Photo editing software.

Note:

- i) All quoted manpower shall be on-rolls of the bidder. Outsourcing in any form will not be acceptable.
- ii) The bidder needs to submit CV of all proposed manpower.
- iii) Team Leader Cum Social Media Expert and team shall report to the nodal officer of DIT and operate from DIT's office. The other team members shall support the Team Leader Cum Social Media Expert on day-to-day activity for on time delivery of the assignment and shall attend the monthly / quarterly review meetings at DIT.
- iv) The successful bidder is advised to deploy experienced & qualified resources (offsite) for campaign planning, copy writing, Digital expert, creative experts, etc. for the assignment.
- v) The bidder needs to elaborate the offsite resources proposed for the assignment in the prescribed format.
- vi) If at any point of time, DIT feels that a resource is not up to the mark, the replacement will be demanded in writing and will need to be obliged within 2 weeks. During such replacement, the incumbent shall be available for disposal of the task till the new resource comes on board.
- vii) The service provider will provide the bio data of the resources engaged for the project for screening. If any specific work could not be completed due to poor manpower quality, at the time of review, the service provider will provide a suitable substitute, if required. Any change of resource during the period of contract should be done only with the prior consent of DIT.
- viii) The above-mentioned resource requirement is the minimum number and category of resources to be provided for the Term of the contract. It is up to the bidder to access the requirement and provide more resources if required. At all times, the schedule and delivery of the work shall not suffer.

5. Payment Terms:

Sr. No.	Criteria	Timeline
1	O&M charges will be paid in the form of Quarterly Guaranteed Revenue (QGR) after successful completion of the respective quarters on submission of Invoice along with the requisite reports by the Successful bidder.	22.5% of project cost to be paid quarterly in QGR mode for first 3 quarters. Remaining 32.5% of project cost to be paid for last quarter.

Important: All the payment will be paid after penalty deduction. (If applicable)

Note :

- i) The payment will be released to the agency on quarterly basis on receipt of invoice(s) along with all supporting documents as per requirement. Agency should submit quarterly bills with clear indication of month-wise achievements along with next monthly/ quarterly plan.

- ii) The agency has to submit the invoice copy in accordance with the Agreement terms and conditions. No advance payment will be made. All payments shall be made in Indian Rupees (INR) after deductions as per statutory requirement of DIT.
- iii) The Agency has to submit monthly work achievement and quarterly progress reports against the scope of the work.
- iv) Performance of the agency will be reviewed periodically by DIT; in case of any lapses / poor performance appropriate actions will be taken accordingly.
- v) DIT shall make the payment to bidder only duly after making the adjustments against the penalties levied with respect to the SLAs. (If any, applicable).

6. Penalty:

Project Component	Deliverables	Timeline (Max Limit)	Value of Penalty
Deployment of Resources	Successful Deployment of Resources	T+ 15 days	After T+15 days, a penalty of 1% of QGR value per week and part thereof up to the maximum value of 3% of the QGR Value. Delay beyond Three (03) weeks would lead to termination of contract.
Takeover and/ or create handles for DIT and BSEDC on Social Media sites – Facebook, X, YouTube, Instagram, LinkedIn, WhatsApp Community and setup basic page on each.	DIT /BSEDC pages are available on all mentioned Social media sites.	T + 22 days	After T+22 days, a penalty of 0.25% of QGR value per week and part thereof up to the maximum value of 2.5% of the QGR Value.
Branding Strategy	Successful submission of the strategy document as per scope of work	T + 15 days	After T+15 days, a penalty of 1% of QGR value per week and part thereof up to the maximum value of 5% of the QGR Value. Delay beyond Five (05) weeks

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Project Component	Deliverables	Timeline (Max Limit)	Value of Penalty
			would lead to termination of contract.
Centralized theme along with a logo and tagline for branding and promotion of Invest IT Bihar.	Provide minimum 5 set of logo and tagline.	T + 15 days	After T+15 days, a penalty of 0.5% of QGR value per 15 days.
Media Plan	Successful submission of the plan document as per scope of work	T + 22 days. Thereafter, within the first month of every quarter.	After 22 days/first month of every quarter, a penalty of 1% of QGR value per week and part thereof up to the maximum value of 5% of the QGR Value. Delay beyond Five (05) weeks would lead to termination of contract.
Social Media Strategy	Successful submission of the strategy document as per scope of work	T + 22 days	After T+22 days, a penalty of 1% of QGR value per week and part thereof up to the maximum value of 5% of the QGR Value. Delay beyond Five (05) weeks would lead to termination of contract.
Digital Promotion Strategy / Communication Strategy	Successful submission of the strategy document as per scope of work	T + 22 days	After T+22 days, a penalty of 1% of QGR value per week and part thereof up to the maximum value of 5% of the QGR Value. Delay beyond Five (05) weeks would lead to termination of contract.
Media Release	Media Release Document (in English and Hindi)	Same day of the event to be shared and	Very next day, a penalty of 0.10% of QGR value per day will be applicable.

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Project Component	Deliverables	Timeline (Max Limit)	Value of Penalty
		uploaded on social media after due approval.	
Event Proceedings	Event Proceedings (in English and Hindi)	Within 3 days of the event to be uploaded on social media after due approval.	After 03 days, a penalty of 0.10% of QGR value per day will be applicable.
Project Deliverables (on Monthly Basis)	Upon successfully posting unique posts (> 60 posts / month each on Facebook/X/LinkedIn/Instagram) and >1 posts per week on YouTube.	Every Month	After one month, a penalty of 1% of QGR value per week and part thereof up to the maximum value of 4% of the QGR Value.
Project Deliverables on Quarterly Basis)	Derived Deliverables from the Strategy, Analytics reports and Plan Documents.	Every Quarter	After the quarter, a penalty of 1% of QGR value per week and part thereof up to the maximum value of 4% of the QGR Value.
Absence from Office	Daily Attendance	Per Quarter	In case of more than 3 absence per qtr per resource, a penalty of INR 2000 per day of absence shall be deducted from QGR
Quality of Work	Work Quality	Per Quarter	In case of work quality not satisfactory, a penalty of INR 1 lakhs per incidence shall be deducted from QGR. In case of repeated incidence(more than 3 incidence in a Qtr), contract may be terminated.

Section III ANNEXURES

Annexure 1: Covering Letter for Submission of Bid

[Date]

To

The Secretary,
Department of Information Technology
02nd Floor, Technology Bhawan,
Vishweswaraiya Bhawan Campus,
Patna – 800015 (Bihar)

Dear Sir,

We are hereby submitting our bid, which includes Technical Bid and Financial Bid. We hereby declare that all the information and statements made in this bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our bid is accepted, to start the services with immediate effect or as stipulated in the work order. We understand you are not bound to accept any bid you receive.

Yours sincerely,

Authorized Signatory [in full and attach authorization to represent the company]

Name and seal of Bidder

Address of the Firm/Agency

Section III: Annexures

Annexure 2: Checklist of documents to be enclosed in the Bid.

Sl. No.	Particulars	Declaration (Yes/No)
1.	Annexure 1: Covering Letter for Submission of Bid	
2.	Annexure 2: Checklist of documents to be enclosed in the Bid	
3.	Annexure 3: Bid Letter	
4.	Annexure 4: Status of the Bidder	
5.	Annexure 5: Fulfilment of Eligibility Criteria	
6.	Annexure 6: Prescribed Forms for undertakings/ declaration by Bidder	
7.	Annexure 7: Format for Annual Turnover & Net Worth Detail	
8.	Annexure 8: Format of Bank Guarantee for Earnest Money Deposit (EMD)	
9.	Annexure 9: Business Proposal Cover Letter (Firm's Letter head)	
10.	Annexure 10: Project Credentials Format	
11.	Annexure 11: Format for the submission of CV for the proposed resources	
12.	Annexure 12: Format for the declaration of non-blacklisting	
13.	Annexure 13: Form for furnishing information for Financial Bid	
14.	Annexure 14: Format of Bank Guarantee for Performance Bank Guarantee (PBG)	

Authorized Signatory [in full and in initials]

Name and Address of the Firm/ Agency

Annexure 3: Bid Letter

(On the letter head of the Bidder)

[Date]

To

The Secretary,
Department of Information Technology
02nd Floor, Technology Bhawan,
Vishweswaraiya Bhawan Campus,
Patna – 800015 (Bihar)

Sub: Selection of Social Media Management Agency for Department of Information Technology, Government of Bihar.

Dear Sir,

With reference to your RFP Document dated [date], I have examined the RFP Document and understood their contents, hereby submit my Technical Bid. Capitalized expressions used in this letter have the same meaning as ascribed thereto in the RFP Document

1. We acknowledge that the DIT will be relying on the information provided in the Technical Bid and the documents accompanying the Technical Bid for selection of the Preferred Bidder and subsequent selection of the Successful Bidder, and we certify that all information provided therein is true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying the Technical Bid are true copies of their respective originals.
2. This statement is made for the express purpose of our participation in the Tender process and possible selection as Successful Bidder.
3. We hereby confirm that we satisfy all the eligibility conditions prescribed in the Tender Document. Specific confirmations with respect to our compliance with the eligibility conditions may be asked by the DIT at any stage with reference published RFP.
4. We hereby acknowledge that if we submit or produce any document and it is discovered subsequently that such document was false or incorrect then we shall be liable under the Applicable Law in force.
5. We shall make available to DIT any additional information that Department may find necessary or required to supplement or to authenticate the Technical Bid.
6. We acknowledge the right of DIT to reject our Technical Bid without assigning any reason or otherwise and hereby waive, to the fullest extent permitted by Applicable Law, our right to challenge the same on any account whatsoever.

7. We hereby irrevocably waive any right or remedy which we may have at any stage at law or how so ever otherwise arising to challenge or question any decision taken by the DIT in connection with the selection of the Preferred Bidder, or in connection with the Tender process itself, in respect of the RFP Document and the terms and implementation thereof.
8. In the event of, we have been declared as the Successful Bidder, we agree to enter into Agreement and other documents in accordance with the RFP Document and pay such amounts and provide such 10% PBG as required therein.
9. We have ensured compliance with the RFP Document and to the best of our knowledge this Bid is conforming to the terms thereof.
10. We understand that DIT shall not bear any financial liability, if any project needs to be closed/abandoned due to reasons beyond control of DIT.
11. We agree and understand that the Bid is subject to the provisions of the RFP Document. In no case, we shall have any claim or right of whatsoever nature if the work is not awarded to us or our Bid is not opened or rejected.
12. The Financial Bid has been quoted by us after taking into consideration all the terms and conditions stated in the Tender Document, our own estimates of costs and feasibility and after a careful assessment of the geological and other information and all the conditions that may affect the work.
13. We shall keep this offer valid for 180 days from the Bid Due Date specified in the Tender Document or such extended duration as may be agreed with DIT/GoB.

In witness thereof, we submit this Bid letter forming part of our Technical Bid under and in accordance with the terms of the Tender Document.

Yours faithfully,

(Signature, Name and designation of Authorized Signatory)

Name and seal of Bidder

Date:

Place:

Enclosed:

[List and description of documents enclosed]

Annexure 4: Status of the Bidder

Name of the Bidder	
Address of Registered Office	
Address for correspondence	
Telephone No. Fax No.	
E-mail Address	
Number of years of operation/s	
Detail of the person holding power of attorney (Attested copy of power of attorney to be enclosed)	
PAN of Bidder (copy to be enclosed)	
GST Registration No., if applicable (Copy to be enclosed)	
Copy of EPF, ESI and Labour License.	
Any other documents/information to prove eligibility and experience	

Name, Signature of Bidder with date and Stamp

Name and Address of the Firm:

Annexure 5: Fulfilment of Eligibility Criteria

Part 1: Details of the bidder

Name of the Bidder	
Legal status of the Bidder with GST Certificate [Private Ltd./ Partnership firm/Limited Liability Partnership/Limited Liability Company]	

Part 2: Works executed by the Firm or Company:

Address of the client	Description of work	Value of contract (in INR)	Duration of Project

Name, Signature of Bidder with date and Stamp

Name and Address of the Firm:

Annexure 6: Prescribed Forms for undertakings / declaration by Bidder

DECLARATION

(On letter head of the Bidder)

Date:

To

The Secretary,
Department of Information Technology
02nd Floor, Technology Bhawan,
Vishweswaraiya Bhawan Campus,
Patna – 800015 (Bihar)

Dear Sir,

I/we hereby solemnly declare that any of our Directors or Partners, jointly or severally and/or individually or our firm/company have not been black-listed by the Central Govt. or the State Govt. or its undertakings. We do not have any order/declaration of insolvency, judgment, or order of punishment/sentence by any court of law or any judicial/quasi-judicial body.

We declare that:

- a. We have examined and understood the Act, all rules framed thereunder, the Tender Document and all documents referred therein;
- b. We have examined and have no reservations to the Tender Document, including any amendment/s issued by the DIT vide corrigendum/addendums from time to time.
- c. We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice, as defined in the Tender Document, in respect of any tender or request for proposal issued by or any agreement entered with the State Government or any other public sector enterprise or any government, central or state; and
- d. We hereby certify that we have taken steps to ensure that no person directly or on our behalf has been engaged or will be engaged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice.
- e. We have reviewed the terms of the Tender Document and hereby unconditionally and irrevocably accept, agree and acknowledge the terms thereof.

Yours Faithfully,

Name, Signature and Stamp of the Bidder

Name and Address of the Firm:

Annexure 7: Format for Annual Turnover & Net Worth Detail

(On the Applicant Statutory Auditors Letterhead)

ANNUAL TURNOVER & NETWORTH DETAIL

This is to certify that we M/s _____ are the statutory Auditors of M/s _____ and that the below mentioned calculations are true as per the Audited Financial Statements of M/s _____ for the below mentioned years.

Total Annual Turnover & Net Worth of the Company			
S. No.	Financial Year	Annual Net Worth (INR Crores)	Annual Turnover (INR Crores)
1	Financial Year 2022-23		
2	Financial Year 2023-24		
3	Financial Year 2024-25		

Note: The audited Financial Statements for the corresponding year (Which ever would be applicable for the Bidder) have to be enclosed.

Annual Turnover from Social Media Management Services		
S. No.	Financial Year	Annual Turnover (INR Crores)
1	Financial Year 2022-23	
2	Financial Year 2023-24	
3	Financial Year 2024-25	

Note: The audited Financial Statements for the corresponding year (Which ever would be applicable for the Bidder) have to be enclosed.

Company Secretary / Statutory Auditor /Chartered Accountant

Name of Signatory:

Name of Firm: _____

Address: _____

Location: _____ Date: _____

Annexure 8: Format of Bank Guarantee for Earnest Money Deposit (EMD)

(Bank's Name, and Address of Issuing Branch or Office)

Beneficiary: (Name and address of Authority)

Date:

Bid Security No.:

Whereas M/s..... (Insert the name of the Bidder) (hereinafter called the "Bidder") has submitted its technical & financial proposals for the work of (Insert the name of work for which proposal is submitted) (hereinafter called the "Proposal") dated against the Authority's Notice Inviting Tenders (NIT) Notice Inviting Proposal/Invitation for Bid No. (Insert NIT/NIP/IFB number as per publication in newspaper or website).

Furthermore, we understand that, according to your conditions, proposals must be supported by a Bid Security.

At the request of the Bidder, we (insert name of the bank) hereby irrevocably undertake to pay you any sum or sums not exceeding in total amount of (insert bid security amount in figures) (amount in words) upon receipt by us of your first demand in writing accompanied by a written statement stating that the Bidder is in breach of its obligation(s) under the RFP conditions, because the Bidder:

- a) has withdrawn its Proposal during the period of Proposal validity specified by the Bidder in the Technical Proposal Form; or
- b) does not accept the correction of errors in accordance with the Instructions to Bidders (hereinafter "the ITB") of the RFP Document; or
- c) having been notified of the acceptance of its Proposal by the Authority during the period of proposal validity, (i) fails or refuses to execute the Contract Agreement, or (ii) fails or refuses to furnish the Performance Security, in accordance with the ITB.

This guarantee will expire: (a) if the Bidder is the Successful Bidder, upon our receipt of copies of the Contract Agreement signed by the Bidder and the performance security issued upon the Instruction of the Bidder; and (b) if the Bidder is not the Successful Bidder, upon the earlier of (i) our receipt of a copy your notification to the Bidder of the name of the Successful Bidder; or (ii) forty-five days after the expiration of the Bidder's proposal.

Consequently, any demand for payment under this guarantee must be received by us at the office on or before that date.

..... Bank's seal and authorized signature(s).....

Annexure 9: Project Credentials Format

Sl. No.	Details of Assignment	Details (reference Page No. of Bid Proposal)
1.	Name of the Client (Central Government/PSU/ State Government/Private Company)	
2.	Name of the Client's Contact person/designation & address	
3.	Project/Assignment Name	
4.	Scope of the assignment	
5.	Project/Assignment Start Date:	
6.	Project/Assignment End Date:	
7.	Total Project Cost (INR):	
8.	Enclosed below relevant document: ● LoI/Work-Order Certificate : ● MSA (only pages which highlights scope of work and total project value) : ● Invoice copies as per PQ/TQ: ● First Work-Order Details of social media management as per PQ criteria:	

Note: Kindly attach this filled in annexure assignment details as supporting document for establishing the eligibility and technical evaluation. This must be furnished with page numbers indicated in the index. Please use separate sheets wherever necessary.

Date:

Place:

Authorized Signatory Name:

Signature

Bidder Seal/Stamp

Annexure 10: Format for the submission of CV for the proposed resources.

Name				
Proposed Designation				
Date of birth				
Education Qualification Details				
Employment Record	Organisation Name	Position Held	From Date	To Date
Work Undertaken that Best Illustrates Capability to Handle the Task Assigned :				

Project:

Year:

Location:

Client:

Positions held:

Main project features:

Project:

Year:

Location:

Client:

Positions held:

Main project features:

Project:

Year:

Location:

Client:

Positions held:

Main project features:

Certification

I, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Date:

Signature:

Annexure 11: Format for the declaration of non-blacklisting

DECLARATION – Non-Blacklisting

(By Authorized signatory on company letter head)

To

The Secretary,
Department of Information Technology
02nd Floor, Technology Bhawan,
Vishweswaraiya Bhawan Campus,
Patna – 800015 (Bihar)

Subject: Declaration for non-blacklisting

I /We hereby declare that _____, as on the date of bid submission, has not been blacklisted or debarred in the last three years for the work performed by it and is not under blacklisting period /active debarred list by _____ or any of the Central or State Government Organization / Public Sector Undertaking/ Private Companies.

(Signature of Bidder with Seal)

Name:

Capacity in which as signed:

Name & address of the Company/Firm:

Date:

Place:

Annexure12: Form for furnishing information for Financial Bid

To

The Secretary,
Department of Information Technology
02nd Floor, Technology Bhawan,
Vishweswaraiya Bhawan Campus,
Patna – 800015 (Bihar)

Sub: Financial Bid submission for Selection of Social Media Management Agency for
Department of Information Technology, Government of Bihar

Dear Sir,

Request you to kindly find our commercial quotation below:

The bidder is required to provide a comprehensive quote inclusive of **On-site manpower deployment (4 personnel), hardware, software, and tools** required to successfully carry out the scope of work as per the requirements of the Social Media Management Team.

Sr. No.	Description of Items/ Services	QTY.	Unit Monthly Cost (INR)	Applicable Taxes of Unit Cost (INR)	Total Cost for 12 months (INR)
	On-site Deployment of 4 Personnel as:	Q	M	T	(M+T) x Q x 12
1.1	Team Lead cum Social Media Expert	1			
1.2	Content Manager	1			
1.3	Multimedia Designer	1			
1.4	Social Media Associate (Videography cum Photography)	1			
	Total Cost (In Figure):				
	Total Cost (In Word):				

Note: The additional human resource requirements shall be capped at 25% of the quantities specified in the above table. Bidder shall provide the additional resources at the discovered cost, as requested by the DIT.

Yours Faithfully,

Name, Signature and Stamp of the Bidder

Annexure 13: Format of Bank Guarantee for Performance Bank Guarantee (PBG)

Ref: _____ Bank Guarantee: _____ Date: _____

To

The Secretary,
Department of Information Technology
02nd Floor, Technology Bhawan,
Vishweswaraiya Bhawan Campus,
Patna – 800015 (Bihar)

Dear Sir/Madam,

In consideration of Department of Information Technology, GoB, (hereinafter referred as the “Authority”, which expression shall, unless repugnant to the context or meaning thereof include its successors, administrators and assigns) having awarded to M/s. _____ (hereinafter referred to as the “Agency” which expression shall unless repugnant to the context or meaning thereof, include its successors, administrators, executors and assigns), a contract by issue of Authority’s Contract Agreement No. _____ dated _____ and the same having been unequivocally accepted by the Agency, resulting in a Contract valued at _____ for (name of the project) _____ (hereinafter called the “Contract”) and the Agency having agreed to furnish a Bank Guarantee to the Authority against the release of retention money as stipulated by the Authority in the said contract for accuracy of the services performed amounting to Rs. _____ (in words and figures).

We _____ (Name of the Bank) having its Head Office at _____ (hereinafter referred to as the Bank), which expression shall, unless repugnant to the context or meaning thereof, include its successors, administrators executors and assigns) do hereby guarantee and undertake to pay the Authority immediately on demand any or, all amount payable by the Agency to the extent of _____ as aforesaid at any time up to _____ @ _____ without any demur, reservation, contest, recourse or protest and/or without any reference to the Agency. Any such demand made by the Authority on the Bank shall be conclusive and binding notwithstanding any difference between the Authority and the Agency or any dispute pending before any Court, Tribunal, Arbitrator or any other authority. We agree that the Guarantee herein contained shall be irrevocable and shall continue to be enforceable till the Authority discharges this guarantee.

The Authority shall have the fullest liberty without affecting in any way the liability of the Bank under this Guarantee, from time to time to vary it or to extend the time for performance of the contract by the Agency. The Authority shall have the fullest liberty without affecting this guarantee, to postpone from time to time the exercise of any powers vested in them or of any right which they might have against the Authority and to exercise the same at any time in any manner, and either to enforce or to forbear to enforce any covenants, contained or implied, in the Contract between the Authority and the Agency any other course or remedy or security available to the Authority. The bank shall not be relieved of its obligations under these presents by any exercise by the Authority of its liberty with reference to the matters aforesaid or any of them or by reason of any other act or forbearance or other acts of omission or commission on the part of the Authority or any other indulgence shown by the Authority or by any other matter or thing whatsoever which under law would but for this provision have the effect of relieving the Bank.

_____ and shall be extended from time to time for such period (not exceeding one year), as may be desired by M/s. _____ on whose behalf this guarantee has been given
Dated this _____ days of _____ 2025 at _____

WITNESS _____

(Name)

(Name)

(Signature)

(Signature)

Note:

- Strike out whichever is not applicable.
- PBG must be valid for next six months from the end date of contract.