GOVERNMENT OF BIHAR

MINES AND GEOLOGY DEPARTMENT

खान एवं भूतत्व विभाग, बिहार सरकार

Vikash Bhawan, Bailey Road, Patna – 800 014, Bihar

Website: state.bihar.gov.in/mines

REQUEST FOR PROPOSAL (RFP)

FOR

SELECTION OF A PROFESSIONAL AGENCY FOR MANAGEMENT OF SOCIAL MEDIA ACCOUNTS, CONTENT PRODUCTION, CREATIVE SERVICES AND DIGITAL COMMUNICATION OF THE MINES AND GEOLOGY DEPARTMENT, GOVERNMENT OF BIHAR

RFP Reference No.	
Mode of Tender	Two-Bid System (Technical & Financial) through e-Procurement
e-Procurement Portal	https://eproc2.bihar.gov.in/
Date of Publication	12/10/2026
Last Date & Time of Submission	12/11/2026 up to 17:00 hrs
Contract Period	36 (Thirty-Six) months, extendable by maximum up to 24 months.

Issued by:

The Director, Mines and Geology Department

Government of Bihar, Patna

Cost of RFP Document: ₹ 15,000/- (Non-refundable, payable online)

DISCLAIMER

The information contained in this Request for Proposal ("RFP") document, or subsequently provided to Bidders whether verbally or in documentary form by or on behalf of the Mines and Geology Department, Government of Bihar (hereinafter "the Department" or "the Client"), is provided to Bidders on the terms and conditions set out in this RFP document and any other terms and conditions subject to which such information is provided.

This RFP is neither an agreement nor an offer by the Department to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in submitting their proposal pursuant to this RFP. This RFP includes statements which reflect various assumptions and assessments arrived at by the Department in relation to the assignment.

The Department, its employees and advisers make no representation or warranty and shall have no liability to any person, including any Bidder, under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damage, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein.

The Department reserves the right to reject any or all proposals, to cancel or modify the process, or to amend the scope, eligibility conditions or timelines of this RFP at any stage without assigning any reason whatsoever and without incurring any liability towards the Bidders.

Each Bidder shall bear all 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 demonstration or presentations, or any other costs incurred in connection with or relating to its proposal. All such costs shall remain with the Bidder and the Department shall not be liable in any manner whatsoever for the same.

TABLE OF CONTENTS

Section	Title
	Disclaimer
Section 1	Notice Inviting Tender (NIT) and Key Information Sheet
Section 2	Definitions and Abbreviations
Section 3	Background and Objectives
Section 4	Scope of Work
Section 5	Technical Eligibility Criteria.
Section 6	Comparison of Financial Bids.
Section 7	Instructions to Bidders
Section 8	General Conditions of Contract and Service Levels
Annexures	Annexure I to Annexure XI — Standard Forms and Formats

SECTION 1 — NOTICE INVITING TENDER (NIT) AND KEY INFORMATION SHEET

1.1 Notice Inviting Tender

The Director, Mines and Geology Department, Government of Bihar, invites online proposals under a Two-Bid System from reputed, financially sound and professionally competent agencies for the end-to-end management of the Department's official social media accounts, including strategy, content creation, creative design, video production, community management, paid campaign management, social listening and performance analytics, for an initial period of 36 (thirty-six) months [Extendable maximum upto 24 months subject to terms and conditions described furthers].

Bids shall be submitted online only, through the Bihar State e-Procurement Portal at https://eproc2.bihar.gov.in/. Bids received through any other mode, including by post, courier, facsimile, e-mail or by hand, shall be summarily rejected. Bidders must possess a valid Class-III Digital Signature Certificate (DSC) and must be registered on the said portal prior to submission.

1.2 Key Information Sheet

Sl.	Particulars	Details
1	**Name of Work**	Selection of Agency for Management of Social Media Accounts, Content Production, Creative Services and Digital Strategic Communications, Campaigns of the Mines and Geology Department, Government of Bihar
2	**Tender Inviting Authority**	Director, Mines and Geology Department, Government of Bihar, Vikash Bhawan, Bailey Road, Patna – 800 014
3	**RFP Reference Number**	
4	**Method of Selection**	L1 method .
5	**Bid Type**	Two-Bid System (Technical Bid and Financial Bid submitted separately online)
6	**Cost of RFP Document (Tender Fee)**	₹ 15,000/- (Rupees Fifteen Thousand only), non-refundable, payable online through the portal
7	**Tender Processing Fee**	As applicable on the e-Procurement portal, payable online
8	**Earnest Money Deposit (EMD)**	₹ 2,00,000/- (Rupees Two Lakh only), payable online only. Cheques, Demand Drafts and Bankers' Cheques shall NOT be accepted
9	**EMD Exemption**	It’s complete onus is on the bidder to give all documents, government rules and circulars to prove its complete eligibility for EMD exemption. In case of incomplete documents in any respect in this regard EMD exemption request will not be accepted and bid will be rejected. Exemption does not extend to Tender Fee
10	**Performance Bank Guarantee**	5% of the total contract value, valid for the contract period plus 6 (six) months claim period
11	**Bid Validity Period**	180 (One Hundred Eighty) days from the date of opening of Technical Bids
12	**Date of Publication of RFP**	12/10/2026
13	**Last Date for Seeking Clarifications**	21/10/2026 up to 17:00 hrs (by e-mail only)

Sl.	Particulars	Details
14	**Date of Pre-Bid Meeting**	22/10/2026 at 11:30 hrs, Conference Hall, Mines and Geology Department, Patna
15	**Last Date & Time of Online Bid Submission**	12/11/2026 up to 17:00 hrs
16	**Date & Time of Opening of Technical Bids**	18/11/2026 at 15:30 hrs
17	**Date of Technical Presentation**	To be intimated to through e-mail to bidders.
18	**Date & Time of Opening of Financial Bids**	To be intimated to technically qualified bidders

SECTION 2 — DEFINITIONS AND ABBREVIATIONS

In this RFP document, unless the context otherwise requires, the following terms shall carry the meanings assigned to them below:

Term / Abbreviation	Meaning
"Department" / "Client"	The Mines and Geology Department, Government of Bihar
"Agency" / "Successful Bidder"	The bidder to whom the contract is awarded pursuant to this RFP
"Bidder"	Any legal entity submitting a proposal in response to this RFP
"RFP"	This Request for Proposal document, together with all its annexures, corrigenda and addenda
"Letter of Award" / "LoA" / "Work Order"	The Letter of Award is the communication issued by the Department accepting the Successful Bidder's proposal. The Work Order is issued only after the Performance Bank Guarantee has been furnished and accepted. The Contract Period runs from the date of issue of the Work Order.
"Contract Period"	The period of 36 months from the date of issue of the Work Order, and any duly approved extension thereof
"Deliverables"	The outputs, content assets, reports and services described in Section 4 — Scope of Work
"Key Personnel"	The named team members deployed by the Agency under Clause 5.4 whose CVs form part of the Technical Bid
"SLA"	Service Level Agreement, as set out in Section 9
"EMD"	Earnest Money Deposit
"PBG"	Performance Bank Guarantee
"Total Contract Value"	The aggregate professional fee quoted for 36 months exclusive of GST (Annexure VIII Sl. 4). It does not include reimbursable media spend.
"DSC"	Digital Signature Certificate (Class-III)
"GFR"	General Financial Rules, 2017, as amended, read with the Bihar Financial Rules
"IPR"	Intellectual Property Rights
"BSMCL"	Bihar State Mining Corporation Limited
"DSR"	District Survey Report
"FY"	Financial Year (1 April to 31 March)
"UDIN"	Unique Document Identification Number issued by ICAI
"Nodal Officer"	The officer nominated in writing by the Department to be the single point of contact for the Agency, to approve content and deliverables, to certify performance for the purposes of payment, and to exercise the functions assigned to the Nodal Officer under this RFP
"Technical Evaluation Committee"	The committee constituted by the Department to evaluate technical proposals, conduct the technical presentation and award the Technical Score.

SECTION 3 — BACKGROUND AND OBJECTIVES

3.1 About the Department

The Mines and Geology Department, Government of Bihar, is the nodal department responsible for the regulation, development and conservation of the mineral resources of the State. The Department administers the grant and settlement of mineral concessions, the settlement of sand ghats through transparent e-auction, the assessment and collection of royalty and mining revenue, the preparation of District Survey Reports, geological investigation and exploration, and the enforcement of statutory provisions against illegal mining, illegal transportation and illegal storage of minerals.

Bihar is endowed with commercially significant deposits of limestone, pyrite, quartz, quartzite, china clay, silica sand, mica, bauxite, glass sand, stone and bajri, distributed principally across the districts of Rohtas, Kaimur, Gaya, Nawada, Jamui, Munger, Banka and Bhagalpur. Sand, stone and limestone constitute the principal minerals presently under commercial extraction. The Department functions in coordination with the Bihar State Mining Corporation Limited (BSMCL) and with District Mining Offices across all districts of the State.

The regulatory framework governing the Department's functions includes the Mines and Minerals (Development and Regulation) Act, 1957, the Bihar Minerals (Concession, Prevention of Illegal Mining, Transportation and Storage) Rules, 2019, as amended, and allied environmental and statutory clearances.

3.2 Rationale for the Assignment

The functions discharged by the Department directly affect a very wide cross-section of citizens — lessees and settlees, transporters, construction consumers, contractors, riverine communities, and the general public. Several of these functions, particularly sand ghat settlement, e-challan and transit pass issuance, royalty assessment, and enforcement action against illegal mining, are matters of substantial public interest and are frequently the subject of public discussion, media reporting and, on occasion, misinformation.

The Department presently requires a structured, professional and continuously managed digital communication presence in order to place accurate, timely and verifiable information in the public domain; to explain reforms and citizen-facing digital systems in accessible language; to publicise enforcement action and revenue performance; and to respond promptly and factually to inaccurate reporting. This assignment is intended to establish that capability through a single accountable professional agency.

3.3 Objectives of the Assignment

The Agency selected under this RFP shall be required to achieve the following objectives:

(1) To establish, manage and grow the official social media presence of the Department across all designated platforms, with a consistent visual identity and editorial voice appropriate to a Government department. Instagram shall be the lead platform for this purpose, consistent with the emphasis laid by the Hon’ble Prime Minister on Instagram as a primary medium of Government–citizen communication.

(2) To communicate the Department's policies, reforms, citizen services, statutory notifications and public advisories accurately, promptly and in accessible language, in Hindi and English, and where required in Bhojpuri, Maithili, Magahi and Angika.

(3) To produce high-quality creative and video content that explains complex regulatory and technical subject matter — mineral concession procedures, e-auction of sand ghats, transit pass systems, District Survey Reports, environmental compliance — to a general audience.

(4) To document and publicise the Department's field operations, enforcement drives, revenue performance, exploration activity and departmental events through professional photography, videography and reportage.

(5) To provide continuous social listening, sentiment monitoring and misinformation detection, and to enable the Department to issue accurate, evidence-based clarifications within defined response times.

(6) To design and execute paid digital campaigns for public awareness on defined themes, and to report on their reach, cost efficiency and outcomes.

(7) To measure, report and continuously improve digital communication performance through structured monthly and quarterly analytics.

(8) To better connect youth through Instagram and communicate initiatives.

3.4 Indicative Communication Themes

Content produced under this assignment shall address, among others, the following themes. The list is indicative and not exhaustive; the Department may add, modify or reprioritise themes during the Contract Period.

Sl.	Theme	Indicative Content Focus
1	**Transparency in Sand Ghat Settlement**	e-auction process, bid transparency, settlement outcomes, revenue realised, procedural explainers for prospective bidders
2	**Action Against Illegal Mining**	Enforcement drives, seizures, penalties imposed, check-post operations, inter-departmental coordination, citizen reporting mechanisms
3	**Digital Governance & Citizen Services**	Online challan and transit pass systems, e-services, grievance redressal, application procedures, service turnaround times
4	**Mineral Wealth of Bihar**	District-wise mineral profiles, exploration and geological survey findings, investment and industrial potential
5	**Revenue Performance**	Mining revenue contribution to the State exchequer, year-on-year growth, district-wise performance
6	**Environmental Compliance & Sustainability**	District Survey Reports, scientific and sustainable mining practices, restoration and reclamation of mined-out areas, riverine ecology
7	**Safety and Worker Welfare**	Mine safety protocols, statutory obligations of lessees, worker welfare initiatives
8	**Departmental Events & Announcements**	Ministerial and official programmes, policy announcements, MoUs, review meetings, recruitment and tender notices
9	**Public Advisories & Rebuttals**	Statutory advisories, clarifications on inaccurate reporting, fact-checks, crisis communication

SECTION 4 — SCOPE OF WORK

The Agency shall provide comprehensive, end-to-end digital communication services to the Department. The scope of work set out below is indicative of the minimum expected and shall not be construed as limiting. The Agency shall be responsible for all activities reasonably necessary to achieve the objectives set out in Clause 3.3.

4.1 Platforms to be Managed

In line with the emphasis repeatedly laid by the Hon'ble Prime Minister on Instagram as a primary medium of communication between Government and citizens, Instagram shall be treated as the lead platform under this assignment, and the strategy, creative output, campaign effort and reporting of the Agency shall accord it foremost priority.

The Agency shall manage, at minimum, the following official accounts and properties of the Department. The Department may add further platforms during the Contract Period without additional cost implication, subject to mutual discussion.

Sl.	Platform	Nature of Management Required
1	**X (formerly Twitter)**	Daily posting, real-time updates, rebuttals, thread creation, engagement with citizen queries, monitoring of mentions
2	**Facebook (Page)**	Daily posting, long-form posts, album creation, live streaming of departmental events, comment moderation
3	**Instagram (Business Account)**	Feed posts, Reels, Stories, Highlights, carousels, collaborations with State handles
4	**YouTube (Channel)**	Long-form video, Shorts, playlists, live streaming, SEO-optimised titles, descriptions and thumbnails, closed captions
5	**WhatsApp Channel**	Broadcast updates, advisory dissemination, creative and short-video distribution
6	**LinkedIn (Company Page).**	Institutional and investment-facing communication, policy notes, recruitment communication if directed shall be operational only.
7	**Departmental Website / Portal**	Content support, news and press-release upload assistance, banner and creative support, coordination with NIC/BELTRON as required
8	**Any additional platform**	As directed by the Department during the Contract Period

4.2 Strategy and Planning

- Preparation and submission of a comprehensive Digital Communication Strategy document within 15 (fifteen) days of the issue of the Work Order, covering platform-wise objectives, audience segmentation, editorial voice and tone guidelines, visual identity and brand guidelines, posting frequency, and key performance indicators.
- Preparation and submission of a Monthly Content Calendar by the 25th day of the preceding month, mapped against departmental events, statutory dates, national and State observances, and campaign priorities, for the written approval of the Nodal Officer.
- Preparation of a Crisis Communication Protocol defining escalation paths, approval chains and response templates for time-critical situations.
- Conduct of a fortnightly review meeting (physical or virtual, as directed) with the Nodal Officer and a monthly review with the Director.

- Preparation of a quarterly Campaign Plan for at least one thematic public-awareness campaign per quarter, including creative concept, media plan and measurement framework.

4.3 Minimum Monthly Content Deliverables

The Agency shall deliver, at minimum, the following volume of original content each calendar month. All figures are minimums; the Department may require additional volume during periods of heightened activity, roadshows, campaigns, sessions of the State Legislature, or emergencies, without additional cost.

Sl.	Deliverable	Specification	Minimum Qty / Month
1	**Static creatives / posters**	Original design, bilingual (Hindi & English), platform-optimised in all required aspect ratios (1:1, 4:5, 9:16, 16:9)	100
2	**Short-form videos / Reels**	30–90 seconds, original shoot or motion graphics, subtitled, vertical 9:16 format, licensed music only	100
3	**Long-form videos**	2–5 minutes, documentary or explainer format, professionally shot, colour-graded, sound-designed, subtitled	2
4	**Motion graphics / animated infographics**	15–60 seconds, data visualisation and process explainers	10
5	**Infographics (static)**	Data-led, statistically verified, bilingual	10
6	**Photo coverage of departmental events**	Professional photography with same-day edited and captioned delivery	8 events
7	**Written posts / captions / threads**	Original copy in Hindi and English; long-form threads on X as required	120
8	**Press note to social media adaptation**	Conversion of departmental press releases into platform-native formats within 2 hours of receipt, being the crisis-response standard at Clause 8.3 Sl. 3	As required
9	**Rebuttals / fact-check creatives**	Rapid-response creative and copy, produced within 2 hours of direction, being the crisis-response standard at Clause 8.3 Sl. 3	As required
10	**Live coverage / streaming**	Multi-camera live streaming of major departmental events, with graphics overlay	4 events
11	**Regional language adaptations**	Bhojpuri, Maithili, Magahi and Angika adaptations of priority content	8
12	**Monthly analytics and performance report**	Comprehensive report as per Clause 4.7	1

4.4 Video and Photography Production

- The Agency shall undertake all pre-production, production and post-production activity, including concept development, scripting, storyboarding, location recce, shoot execution, editing, colour grading, sound design, voice-over, subtitling and final delivery in all required formats.

- Field shoots shall be undertaken across all districts of Bihar as required, including at mining sites, sand ghats, check-posts, geological survey locations and departmental offices. All travel, lodging, boarding, local conveyance and logistics costs of the Agency's personnel shall be borne entirely by the Agency and shall be deemed included in the quoted price.
- Professional voice-over in Hindi and English shall be arranged by the Agency at its own cost. Regional language voice-over shall be arranged as required.
- All raw footage, project files, RAW image files and edited masters shall be delivered to the Department on encrypted portable storage on a monthly basis and shall remain the exclusive property of the Department.

4.5 Community Management and Response

- Continuous monitoring of all official accounts, including comments, mentions, direct messages, tags and shares, between 08:00 and 23:00 hrs on all days including Sundays and public holidays, with on-call availability outside these hours.
- Response to citizen queries and grievances within the timelines specified in Section 9, and routing of substantive grievances to the appropriate departmental officer with structured tracking until closure.
- Moderation of abusive, defamatory, obscene or communal content in accordance with a moderation policy approved by the Department, with a documented log of all moderation actions.
- Daily social listening across platforms, news media and relevant online forums, covering defined keyword sets in Hindi and English, and delivery of a Daily Monitoring Digest to the Nodal Officer by 09:30 hrs each day.
- Immediate escalation to the Nodal Officer of any content, trend or reporting adverse to the Department, together with a recommended response option, within 30 minutes of detection.

4.6 Paid Campaign Management

- Planning, setup, execution, optimisation and reporting of paid campaigns, if any, on Meta, Google, YouTube and X platforms as directed by the Department.
- The media spend budget shall be released separately by the Department and shall NOT form part of the Agency's quoted professional fee. The Agency shall not levy any percentage commission, mark-up or agency fee on media spend. All media spend shall be routed through Department-owned ad accounts and billed at actuals with supporting platform invoices and reconciliation statements. Reimbursable media spend shall not exceed ₹ 10,00,000/- (Rupees Ten Lakh only) in any calendar month, as provided at Clause 7.2 Sl. 3.
- Audience research, targeting strategy, A/B creative testing, and monthly campaign performance reporting including reach, frequency, cost per result and outcome analysis.

4.7 Reporting and Analytics

The Agency shall submit the following reports in both editable and PDF formats, signed by the Account Director:

Report	Frequency	Due By	Minimum Contents
Daily Monitoring Digest	Daily	09:30 hrs	Mentions, sentiment flags, trending topics, media items requiring departmental attention, recommended actions

Report	Frequency	Due By	Minimum Contents
Weekly Activity Report	Weekly	Monday, 12:00 hrs	Content published, engagement summary, grievances received and status, upcoming week plan
Monthly Performance Report	Monthly	5th of following month	Platform-wise reach, impressions, engagement rate, follower growth, top and bottom performing content with analysis, video watch-time and retention, grievance closure statistics, campaign performance, deliverable compliance statement against Clause 4.3, and recommendations
Quarterly Strategy Review	Quarterly	10th of following month	Trend analysis, benchmarking against comparable Government handles, strategy recalibration, campaign outcome evaluation
Annual Report	Annually	30 days from year end	Consolidated performance, audience growth analysis, content asset inventory, year-ahead recommendations

4.8 Deployment and Presence

- The Bidder shall own, or hold on an agreement lease, a functional and operational office in Patna as on the last date of bid submission, and shall maintain office in Patna throughout the entire Contract Period. Documentary proof shall be submitted with the Technical Bid. An undertaking to establish an office after the award of the contract shall not be accepted in lieu of the above, and a bid unsupported by such proof shall be rejected at the pre-qualification stage.
- A minimum of 8 (eight) Key Personnel drawn from the core team specified at Clause 5.4 — namely the Account Director / Project Lead, two Senior Video Editors, the Senior Graphic Designer / Creative Head, the Motion Graphics Designer / Animator, the Senior Content Writer (Hindi & English), the Social Media Manager, and the Field Coordinator / Reporter — shall be stationed on-site at the Department's headquarters in Patna on all working days, and shall be available beyond normal working hours and on holidays as required by the exigencies of departmental work.
- The remaining Key Personnel — namely the Videographer / Director of Photography, the Digital Analytics & Performance Marketing Specialist and the Photographer — may operate from the Agency's Patna office but shall be available for physical attendance at the Department within 2 hours of being called.
- The Agency shall provide a single point of contact reachable 24×7 for emergency communication requirements.

4.9 Exclusions

The following are expressly excluded from the Agency's quoted professional fee and shall be borne separately by the Department: paid media spend on digital platforms; printing and physical production of collateral; hoarding, outdoor and print media buying; and any statutory fee payable to a third party. All other costs, including personnel, equipment, software licences, travel, stock assets, licensed music and fonts, and studio facilities, shall be deemed included in the quoted price.

SECTION 5 — TECHNICAL ELIGIBILITY CRITERIA:-

Bidders must satisfy each and every one of the criteria [5.1, 5.2, 5.3, 5.4, 5.5, 5.6 and 5.7] set out in this Section. These criteria are mandatory and non-negotiable. Failure to meet any single criterion, or failure to submit the specified documentary evidence in the prescribed form, shall result in summary rejection of the bid. No conditional or unqualified compliance shall be accepted. Financial bids of only technically qualified bidders will be taken into consideration.

Consortia, joint ventures and sub-contracting of the core scope of work are NOT permitted under this RFP. The Bidder must be a single legal entity discharging the entire scope of work through its own on-roll personnel and its own equipment.

5.1 Legal and Statutory Eligibility

Sl.	Criterion	Documentary Evidence Required
1	The Bidder shall be a Proprietorship Firm, a Partnership Firm registered under the Indian Partnership Act, 1932, a Limited Liability Partnership registered under the LLP Act, 2008, or a Company registered under the Companies Act, 1956 / 2013, and shall have been in continuous operation for not less than 5 (five) years as on the last date of bid submission.	**As per applicability:-** Certificate of Incorporation / Partnership Deed / LLP Agreement, with date of constitution clearly visible. In case of Proprietorship firm, GST registration Certificate will be sufficient.
2	Character Certificate — Proprietor / each Partner / each Director. [It's mandatory to submit CC of each partner/each director/each designated partner otherwise bid will be rejected. If CC of any partner/any director/any designated partner is left (not attached), bid will be rejected].	Certificate issued by the police authority or the District Magistrate within 6 months of the last date of bid submission, in the form ordinarily issued by that authority. No separate annexure format is prescribed.
3	The Bidder shall hold a valid Permanent Account Number (PAN).	Self-attested copy of PAN card
4	The Bidder shall hold a valid Goods and Services Tax Identification Number (GSTIN).	Self-attested copy of GST Registration Certificate
5	The Bidder shall have filed Income Tax Returns for the last 3 (three) assessment years.	ITR / Acknowledgement for AY 2023–24, 2024–25 and 2025–26
6	The Bidder shall not have been blacklisted, debarred, suspended or declared ineligible by any Central or State Government Department, Public Sector Undertaking, Autonomous Body or Statutory Authority in India as on the last date of bid submission, and no such proceeding shall be pending against it.	Notarised affidavit on non-judicial stamp paper of ₹100/- in the format at Annexure V
7	No criminal proceeding, and no proceeding relating to fraud, corruption, financial impropriety or breach of contract, shall be pending against the Bidder or any of its Directors / Partners / Proprietor.	Declaration in Annexure V

5.2 Turnover/Net worth/ EMD related Eligibility:-

Sl.	Criterion	Documentary Evidence Required
1	The Bidder shall have an average annual turnover of not less than ₹ 1,00,00,000/- (Rupees One Crore only)	Audited Balance Sheet and Profit & Loss Account for each of the three financial years, together with

Sl.	Criterion	Documentary Evidence Required
	during the last 3 (three) completed financial years, namely FY 2023–24, FY 2024–25 and FY 2025–26.	a Chartered Accountant's certificate bearing a valid UDIN, in the format at Annexure IV
2	Of the turnover at Sl. 1, not less than ₹ 50,00,000/- (Rupees Fifty Lakh only) on average per annum shall have been derived specifically from social media management and digital marketing	Chartered Accountant's certificate with UDIN, segregating turnover by service line
3	The Bidder shall have a positive net worth in each of the last 3 (three) completed financial years.	Chartered Accountant's certificate with UDIN
4	The Bidder shall deposit the Earnest Money Deposit of ₹ 2,00,000/- online through the e-Procurement portal prior to the deadline for bid submission.	Online transaction receipt generated by the portal

5.3 Experience Eligibility

Sl.	Criterion	Documentary Evidence Required
1	The Bidder shall have not less than 5 (five) years of continuous, documented experience in social media management and digital communication services as on the last date of bid submission.	Work orders and completion certificates covering the period claimed
2	The Bidder shall have successfully executed, during the last 5 (five) financial years, not less than 3 (three) social media management or digital communication assignments for a Central Government Department, State Government Department, Public Sector Undertaking, Autonomous Body, Statutory Authority, Constitutional Body, Government-owned Company, or Elected Representative	Work Orders together with Completion Certificates or Satisfactory Performance Certificates issued on the client's letterhead, in the format at Annexure III
3	Of the assignments at Sl. 2, at least 1 (one) shall have been of a single contract value of not less than ₹ 40,00,000/- (Rupees Forty Lakh only), OR at least 2 (two) shall each have been of a single contract value of not less than ₹ 25,00,000/- (Rupees Twenty-five Lakh only) with the contract running/renewed for atleast 36 months.	Work Orders showing contract value, with Completion Certificates
4	The Bidder shall be currently managing official verified Instagram accounts as follows: at least 1 (one) official account having a following of not less than 5,00,000 (five lakh) followers, and at least 2 (two) official accounts each having a following of not less than 2,50,000 (two lakh fifty thousand) followers. For the avoidance of doubt, the account of not less than 5,00,000 followers will not be counted as one of the two accounts of not less than 2,50,000 followers. The Bidder must therefore currently manage at least three such official accounts, of which at least one has not less than 5,00,000 followers and two each has not less than 2,50,000 followers. "Official verified" means an official client account confirmed by the client's certificate and by platform analytics; with blue/grey checkmarks	Client certificate on the client's letterhead confirming the period of management, together with platform analytics screenshots or exported reports showing the handle and follower count. Self-certification of analytics extracts is permitted only in addition to the client certificate.

Sl.	Criterion	Documentary Evidence Required
5	The Bidder shall have in-house video production and post-production capability, and shall submit a portfolio of not less than 5 (five) original long-form videos of 2 minutes or more produced in-house during the last 3 (three) years.	Portfolio submission with live URLs or on portable storage, together with a self-certification of in-house production
6	The Bidder shall have managed, during the last 3 (three) financial years, not less than 2 (two) official Instagram accounts each of which recorded an average annual reach of not less than 5,00,00,000 (Five Crore) accounts reached, sustained over 2 (two) consecutive financial years. For the purposes of this clause, "reach" shall mean the aggregate "Accounts Reached" metric as reported in Instagram Insights or Meta Business Suite for the relevant period, and shall be computed as the arithmetic mean of the two consecutive financial years claimed.	Exported Instagram Insights or Meta Business Suite analytics reports for each account and for each financial year claimed, bearing account handle and date range, together with a certificate issued on the client's letterhead confirming that the Bidder managed the said account during the period claimed
7	The Bidder shall have managed a cumulative paid advertising spend of not less than ₹ 40,00,000/- (Rupees Forty Lakh only) across social media platforms during the last 3 (three) financial years, on behalf of its clients.	Meta Ads Manager and/or Google Ads billing statements or account-level spend summaries for the period claimed

Every assignment claimed under Clause 5.3 Sl. 1, Sl. 2 and Sl. 3 shall be supported by an experience certificate issued by the client served, on the letterhead of that client, in the format at Annexure III, bearing the name, designation, signature, seal, telephone number and official e-mail address of the issuing officer, and stating the scope of services rendered, the contract value, and the period of engagement. Self-certification, internal declarations, invoices, payment advices and screenshots shall not be accepted in place of such a client-issued experience certificate for Sl. 1, Sl. 2 and Sl. 3. For Clause 5.3 Sl. 4, Sl. 6 and Sl. 7, the Bidder shall submit the specific platform analytics exports, Insights / Meta Business Suite reports, billing statements or spend summaries prescribed against those serials, together with a certificate issued on the client's letterhead confirming that the Bidder managed the relevant account or spend during the period claimed. For Clause 5.3 Sl. 5, the video portfolio with live URLs or portable storage and the self-certification of in-house production prescribed against that serial shall be submitted. Any assignment or claim not supported by the documents specified against the relevant serial shall be disregarded in full. The Department reserves the right to verify any certificate or analytics extract directly with the issuing client or the relevant platform, and a document found to be false or unverifiable shall attract forfeiture of the EMD and debarment for a period of 3 (three) years.

5.4 Manpower and Key Personnel Requirements related eligibility:-

Given the technical complexity of the subject matter, the volume and quality of creative output required, the sensitivity of the Department's public communication, and the requirement for rapid and accurate response in situations of public interest, this assignment requires a team of demonstrably senior and experienced professionals. The Bidder shall deploy, exclusively for this assignment, a dedicated core team of not less than 11 (eleven) professionals meeting the minimum qualification and experience requirements set out below.

The experience specified is the minimum professional experience in the respective field as on the last date of bid submission. Experience shall be counted only from the date of first full-time professional employment following the acquisition of the minimum qualification. Internships, apprenticeships, freelance engagements not supported by contract documentation, and part-time work shall not be counted.

Sl.	Position	Nos.	Minimum Professional Experience
1	**Account Director / Project Lead**	1	12 years in advertising, public relations or digital communication, of which not less than 5 years in a client-servicing leadership role and not less than 3 years on Government, PSU or elected representatives' accounts
2	**Senior Graphic Designer / Creative Head**	1	12 years in professional graphic design, of which not less than 4 years in a creative leadership or art-direction role. Portfolio of Government or institutional design work mandatory
3	**Senior Video Editor**	2	10 years each in professional video editing and post-production, with demonstrated proficiency in Adobe Premiere Pro, After Effects and DaVinci Resolve, and documented experience in documentary or corporate film editing
4	**Senior Content Writer (Hindi & English)**	1	10 years in professional content writing, journalism or copywriting, with demonstrated bilingual capability. Prior experience in Government communication, policy writing or political/public affairs communication strongly preferred
5	**Videographer / Director of Photography**	1	7 years in professional videography, with documented field-shoot experience in outdoor and industrial environments
6	**Motion Graphics Designer / Animator**	1	7 years in motion graphics, 2D/3D animation and data visualisation, with proficiency in After Effects and equivalent tools
7	**Social Media Manager**	1	7 years in social media account management, community management and platform operations across all major platforms
8	**Digital Analytics & Performance Marketing Specialist**	1	7 years in digital analytics, performance marketing and paid campaign management, with demonstrated experience of managing media budgets of not less than ₹15 lakh cumulatively
9	**Photographer**	1	7 years in professional photography, with documented event, industrial and documentary photography experience
10	**Field Coordinator / Reporter (Patna based)**	1	7 years in field reporting, event coordination or media coordination, with demonstrated knowledge of Bihar districts and fluency in Hindi and at least one regional language of Bihar

5.4.1 Conditions Governing Key Personnel

(1) The Key Personnel shall be on the direct payroll of the Bidder as on the last date of bid submission. Personnel engaged on a freelance, retainer, consultant or contractual basis shall not be counted towards the minimum team requirement.

(2) The Bidder shall submit, with the Technical Bid, for each Key Personnel: (a) a detailed curriculum vitae in the format at Annexure VI; (b) documentary proof of the claimed experience by way of relieving letters, experience certificates or appointment letters from each previous employer; (c) a copy of the current appointment letter with the Bidder;

(3) Each CV shall be signed by the individual concerned and countersigned by the authorised signatory of the Bidder. Any material misrepresentation in a CV shall result in forfeiture of the EMD and debarment of the Bidder for a period of 3 (three) years.

(4) The composition of the core team shall not be altered during the Contract Period without the prior written approval of the Department. Where a replacement becomes unavoidable, the proposed replacement shall possess qualifications and experience equal to or better than the outgoing personnel, and shall be subject to written approval by the Department. Unapproved substitution shall attract the penalty specified in Clause 8.3.

(5) The Department reserves the right to interview any or all proposed Key Personnel at the technical presentation stage, and to require the replacement, at any time during the Contract Period, of any personnel found unsuitable, without assigning reasons.

(6) The Bidder shall be solely responsible for all statutory obligations in respect of its personnel, including wages, EPF, ESI, gratuity, bonus, insurance and compliance with all applicable labour legislation. No employer-employee relationship shall subsist between the Department and any personnel of the Agency.

(7) The Bidder may deploy additional support personnel beyond the minimum core team at its own cost. Such additional personnel shall not be subject to the minimum experience thresholds above but shall not be counted towards compliance with Clause 5.4.

5.5 Infrastructure and Equipment Requirements eligibility:-

The quality, volume and turnaround expectations of this assignment require the Agency to possess professional-grade production and post-production infrastructure. The Bidder shall own, as on the last date of bid submission, the equipment specified in this Clause. Equipment held on hire, lease, loan or rental arrangement shall NOT be accepted, save for the field vehicle at Clause 5.5.5, which may be owned or held on a registered long-term lease. In respect of that vehicle and driver only, a firm undertaking to deploy within 15 (fifteen) days of the issue of the Work Order may be submitted with the Technical Bid. All equipment shall be deployed exclusively for this assignment for the duration of the Contract Period.

The technical specifications below prescribe the minimum performance standard required. Where a specific make or model is named, it is named solely to establish the required performance benchmark, and any alternative product of equivalent or superior specification shall be equally acceptable, subject to the Bidder demonstrating such equivalence to the satisfaction of the Technical Evaluation Committee.

5.5.1 Category A — Video Editing Workstations (Minimum 2 units)

Component	Minimum Specification
Processor	Intel Core i9 (14th Generation or later) or AMD Ryzen 9 7950X or later; minimum 16 physical cores, 24 threads, base clock 3.0 GHz or higher
Memory (RAM)	Minimum 64 GB DDR5, expandable to 128 GB
Graphics	NVIDIA GeForce RTX 4080 with 16 GB GDDR6X VRAM, or NVIDIA RTX A4500 / RTX 4090, or equivalent or superior; CUDA and hardware NVENC/NVDEC encode-decode support mandatory
Primary Storage	Minimum 2 TB NVMe PCIe Gen 4 SSD (sequential read not less than 7,000 MB/s)
Secondary Storage	Minimum 8 TB HDD (7200 RPM) or 4 TB SATA SSD for media archive
Display	Minimum 27-inch 4K UHD (3840×2160) IPS panel with not less than 99% sRGB and 95% DCI-P3 coverage, factory colour-calibrated, Delta E < 2, with hardware calibration support
Cooling & Power	Liquid or high-performance air cooling; 80 PLUS Gold certified PSU of not less than 1000 W
Operating System	Windows 11 Professional (licensed) or macOS (current supported version)
Peripherals	Professional editing keyboard or control surface, precision mouse, studio-grade reference monitoring headphones, UPS with not less than 30 minutes backup per workstation
Connectivity	Thunderbolt 4 / USB 4, 10 GbE network interface, dedicated broadband with not less than 200 Mbps symmetric bandwidth and redundant secondary connection

5.5.2 Category B — Graphic Design Workstations (Minimum 2 units)

Component	Minimum Specification
System	Apple Mac Studio (M2 Max / M4 Max or later) with minimum 64 GB unified memory and 2 TB SSD, OR a Windows workstation of equivalent or superior specification meeting the processor, memory, graphics and storage minimums at Clause 5.5.1
Display	Minimum 27-inch 4K or 5K colour-critical reference display with not less than 99% Adobe RGB and 98% DCI-P3 coverage, hardware-calibrated, Delta E < 1.5

Component	Minimum Specification
Colour Calibration	Hardware colorimeter (X-Rite / Calibrite or equivalent) with documented monthly calibration log
Graphics Tablet	Wacom Cintiq 22 pen display, or Wacom Intuos Pro Large, or equivalent or superior
Storage	Minimum 2 TB internal SSD plus 8 TB external RAID storage for asset archive
Peripherals	UPS with not less than 30 minutes backup; professional colour-managed printing capability for proofing

5.5.3 Category C — Content, Analytics and Coordination Workstations (Minimum 4 units)

Component	Minimum Specification
Processor	Intel Core i7 (13th Generation or later) or AMD Ryzen 7 7700 or later
Memory (RAM)	Minimum 32 GB DDR4 / DDR5
Storage	Minimum 1 TB NVMe SSD
Display	Minimum 24-inch Full HD IPS, dual-monitor configuration for the Analytics Specialist
Operating System	Windows 11 Professional (licensed) or macOS (current supported version)
Other	UPS backup; licensed office productivity suite; webcam and headset for virtual review meetings

5.5.4 Mobile Devices for Field Capture and Mobile Post-Production

The rapid-response requirements of this assignment necessitate flagship-class mobile devices capable of professional-grade video capture and on-device editing, permitting same-day publication from the field without return to studio. The Bidder shall own, at minimum:

Sl.	Device	Nos.	Minimum Specification
1	**Samsung Galaxy S25 Ultra (or equivalent or superior Android flagship)**	1	Minimum 512 GB storage and 12 GB RAM; 200 MP primary sensor; 8K video recording at 30 fps; 4K at 60 fps with 10-bit HDR; LOG video profile support; optical image stabilisation; multi-lens system including telephoto with not less than 5× optical zoom
2	**Samsung Galaxy Tab S11 Ultra (or equivalent or superior flagship with keyboard)**	1	Minimum 512 GB storage
3	**Smartphone gimbal stabilisers**	2	DJI Osmo Mobile 6 / 7 or equivalent, three-axis stabilisation
4	**Wireless lavalier microphone systems**	2 sets	DJI Mic 2 / Rode Wireless PRO or equivalent; dual transmitter; on-board recording backup; minimum 250 m range
5	**Mobile post-production software**	As required	Licensed subscriptions to LumaFusion, Adobe Premiere Rush, CapCut Pro or equivalent on both devices

The devices at Sl. 1 and 2 shall be dedicated to this assignment, shall carry active data connections at the Bidder's cost, and shall not be used as personal handsets of any employee.

5.5.5 Vehicle for Field Deployment eligibility:-

Field documentation of enforcement drives, departmental events and district-level activity requires assured, dedicated transport for the deployed team together with its camera, lighting and audio equipment. Notwithstanding anything contained in the opening paragraph of Clause 5.5, the Bidder shall own, or hold on a registered long-term lease, and shall deploy exclusively for this assignment for the entire Contract Period, 1 (one) seven-seater air-conditioned vehicle together with 1 (one) full-time driver.

The vehicle shall at all times carry a valid registration certificate, fitness certificate, comprehensive insurance and pollution-under-control certificate. The driver shall hold a valid driving licence and shall be engaged on the direct payroll of the Bidder. The vehicle and driver shall be available to the Department on all days, including Sundays and public holidays, and beyond normal working hours, as required by the exigencies of departmental work, and shall be stationed at Patna. All running and holding costs, including fuel, toll, parking, taxes, maintenance, repairs, insurance, replacement in the event of breakdown, and the wages, statutory dues and outstation allowances of the driver, shall be borne by the Agency and shall be deemed to be included in the quoted price. The registration certificate, insurance policy and driver details, or a firm undertaking to deploy such a vehicle and driver within 15 (fifteen) days of the issue of the Work Order, shall be mandatorily submitted with the Technical Bid.

5.6 Software Licences related eligibility:-

The Bidder shall hold valid, paid, commercial-use licences in its own name for the following software. Personal, educational, trial and pirated licences shall not be accepted. Licence certificates or subscription invoices shall be submitted with the Technical Bid. Every licence and subscription specified below shall be valid, paid up and subsisting for a minimum unexpired duration of 2 (two) years reckoned from the last date of bid submission except in the case of AI subscription where minimum will be 1 (one) year and the licence certificate or subscription invoice submitted shall clearly evidence the said period of validity. Licences or subscriptions of a shorter unexpired duration shall not be accepted, and the Agency shall renew every licence and subscription so as to keep it continuously valid for the entire Contract Period.

Sl.	Software Category	Required Licence
1	**Creative suite**	Adobe Creative Cloud for Teams — All Apps, minimum 2 seats (including Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, Audition)
2	**Social media management and scheduling**	Enterprise-grade scheduling and publishing platform (Sprout Social, Hootsuite, Zoho Social or equivalent) with multi-account and approval-workflow capability with a minimum unexpired validity of 2 (two) years as on the last date of bid submission
3	**Analytics and reporting**	Paid analytics and dashboard reporting tool with automated report generation
4	**Stock assets**	Licensed subscriptions for stock imagery, video, music and fonts covering commercial and Government use
5	**AI Subscription**	ChatGPT, Claude and AI Flow — active paid subscription in the Bidder's name

Note: - Verification and Physical Inspection

The Department reserves the right to depute a Technical Inspection Committee to physically inspect the premises, equipment, software licences and personnel records of any bidder at any stage of the evaluation process or during the Contract Period, without prior notice. The Bidder shall extend full cooperation to such inspection. Any discrepancy between the declarations made in the bid and the position found on inspection shall

constitute a material misrepresentation and shall attract forfeiture of the EMD or Performance Bank Guarantee, termination of contract where already awarded, and debarment for a period of 3 (three) years.

5.7 Technical Evaluation Score Criteria (Total 100 Marks):-

Sl.	Criterion	Basis of Marking	Max Marks
1	**Average annual turnover of the Bidder during the last three financial years**	₹1 Crore — 2 marks ₹1.1 Crore to below ₹1.2 Crore — 3 marks ₹1.2 Crore and above — 5 marks	5
2	**Average annual turnover from social media services during the last three financial years**	Less than ₹50 lakh — Nil ₹50 lakh to below ₹75 lakh — 5 marks ₹75 lakh to below ₹1 Crore — 7 marks ₹1 Crore and above — 10 marks	10
3	**Number of similar assignments, each of value not less than ₹10 lakh, successfully completed during the last five financial years for a Central Government Department, State Government Department, Public Sector Undertaking, Autonomous Body, Statutory Authority, Constitutional Body, Government-owned Company, Registered Trust or Elected Representative**	Fewer than 3 assignments — Nil 3 assignments — 2 marks 4 to 5 assignments — 3 marks 6 or more assignments — 5 marks	05
4	**Value of the largest single completed assignment among those counted at Sl. 3**	Less than ₹25 lakh — Nil ₹25 lakh to below ₹40 lakh — 6 marks ₹40 lakh and above — 12 marks	12
5	**Continuity in individual social media project-handling experience of the nature specified in Clause 5.3 Sl. 2, of at least 2 (two) projects each showing follower growth of at least 100% during the handling period and having a minimum of 2,50,000 followers on Instagram as on the last date of bid submission. The 100% growth and 2,50,000-follower conditions are filters for projects counted; marks are awarded on continuous handling duration.**	24 Months running: 4 Marks 36 Months to 48 Months running: 6 Marks 48 Months+ running: 8 Marks	08
6	**Technical presentation and creative pitch**	As specified in note below.	20
7	**Instagram accounts managed, each having a following of not less than 2,50,000 followers as on the last date of bid submission**	1 account — 5 marks; 2 accounts — 10 marks; 3 or more accounts — 15 marks	15

Sl.	Criterion	Basis of Marking	Max Marks
8	**Average annual Instagram reach sustained over two consecutive financial years, on the two best-performing accounts managed (ref. 5.3 Sl. 6)**	5 crore to below 10 crore — 5 10 crore to below 50 crore — 10 50 crore and above — 15	15
9	**Cumulative paid advertising spends managed across platforms in the last 3 financial years (ref. 5.3 Sl. 7)**	Below ₹40 lakh — Nil (does not meet Clause 5.3 Sl. 7) ₹40 lakh to below ₹60 lakh — 6 marks ₹60 lakh and above — 10 marks	10
	TOTAL		**100**

Minimum qualifying Technical Score: 75 (Seventy Five) marks. Bidders scoring below the qualifying mark shall stand technically disqualified.

Note:- Technical Presentation and Creative Pitch (20 Marks)

Bidders shall make a presentation of not more than 30 minutes before the Technical Evaluation Committee, followed by a question-and-answer session. The presentation shall include a creative pitch prepared specifically for this assignment and submitted in advance with the Technical Bid. The pitch shall comprise, at minimum: (a) a brief proposed digital communication strategy treating Instagram as the lead platform; (b) a sample content calendar for one representative month, mapped to the themes at Clause 3.4; (c) original sample static creatives (not less than eight) and original sample short-video / Reel concepts (not less than two) on themes relating to the Mines & Geology; and (d) a short note on the proposed crisis-communication and rapid-rebuttal workflow. These materials are required for evaluation under Clause 5.7 Sl. 6.

Material submitted as part of the creative pitch shall become the property of the Corporation and shall not be returned. Bidders shall ensure that all such material is original and free of any third-party intellectual property claim.

SECTION 6 — COMPARISON OF FINANCIAL BIDS:-

6.1 Financial bid:-

(1) The Bidder shall quote a consolidated monthly professional fee, in Indian Rupees in the format at Annexure VIII, which will be taken into consideration for monthly payment for initial 36 months. If contract period is extended beyond 36 months, there will be 15% hike in consolidated monthly fee for the entire extended contract period Maximum period of extension will be 24 months beyond 36 months.

(2) The quoted fee shall be deemed to include all costs of personnel, equipment, software licences, travel, accommodation, local conveyance, stock assets, licensed music and fonts, voice-over, studio facilities, communication, overheads and profit, GST and other applicable taxes, duties, fees etc.

(3) Media spend on paid digital campaigns is expressly excluded and shall be borne separately by the Department at actuals, in accordance with Clause 4.6.

(4) Conditional, ambiguous or alternative financial bids shall be rejected. Any conditions attached to the financial bid shall render it non-responsive.

(5) The financial bid shall be quoted online only, in the Bill of Quantity format prescribed on the e-Procurement portal. Any disclosure of financial information within the Technical Bid shall result in summary rejection.

(6) Technically successful bidder quoting the evaluated financial bid (L1) shall be selected.

6.2 Payment Schedule

Sl.	Milestone	Payment
2	**Monthly professional fee**	Payable monthly on submission of a GST-compliant tax invoice together with the Monthly Performance Report and a deliverable compliance statement certified by the Nodal Officer.
3	**Media spend reimbursement**	At actuals, on submission of platform invoices, reconciliation statement and campaign performance report, with no mark-up or commission (Maximum 10 Lakhs per month)

6.3 Payment Conditions

- Payment shall be released as far as possible within 30 (thirty) days of receipt of a complete and undisputed invoice, subject to certification of satisfactory performance by the Nodal Officer.
- Statutory deductions, including income tax deducted at source and GST as applicable, shall be made at source.
- Penalties levied under Section 9 shall be deducted from the monthly invoice before payment.
- No advance payment shall be made under any circumstances.
- Invoices shall be raised only after the close of the month to which they relate and shall be accompanied by the reports specified at Clause 4.7.

SECTION 7 — INSTRUCTIONS TO BIDDERS

7.1 Bid Submission

(1) Bids shall be submitted online only through https://eproc2.bihar.gov.in/ before the deadline specified in the Key Information Sheet. The portal clock shall be final and binding for the purpose of determining timeliness.

(2) All documents forming part of the bid shall be digitally signed using a valid Class-III Digital Signature Certificate of the authorised signatory.

(3) The Technical Bid and the Financial Bid shall be uploaded in separate envelopes as provided on the portal. Any indication of price in the Technical Bid shall render the bid non-responsive.

(4) Every page of every document forming part of the bid, without exception, shall bear the signature and the seal of the authorised signatory of the Bidder. A bid in which any page is unsigned or unsealed shall be treated as non-responsive and shall be liable to rejection. Documents shall be uploaded in legible PDF format, correctly named and indexed as per the checklist at Annexure X.

(5) Bidders are advised to complete portal registration and DSC procurement well in advance. The Department shall not entertain any representation on account of technical difficulty experienced in the final hours before the deadline.

7.2 Technical Bid — Contents

Sl.	Document
1	Completed bid submission checklist (Annexure X), uploaded as the first document of the Technical Bid
2	Bid covering letter on the Bidder’s letterhead (Annexure I)
3	Bidder profile (Annexure II)
4	Power of Attorney or Board Resolution in favour of the authorised signatory
5	Certificate of Incorporation / Registration Certificate / Partnership Deed / LLP Agreement (Clause 5.1 Sl. 1)
6	Character certificate of the Proprietor / each Partner / each Director (Clause 5.1 Sl. 2)
7	PAN card (Clause 5.1 Sl. 3)
8	GST Registration Certificate (Clause 5.1 Sl. 4)
9	ITR acknowledgements for the last 3 assessment years (Clause 5.1 Sl. 5)
10	Audited Balance Sheet and Profit & Loss Account for the last 3 completed financial years (Clause 5.2 Sl. 1)
11	Chartered Accountant’s certificate of turnover and net worth bearing UDIN (Annexure IV)
12	Statement of relevant experience with Work Orders and Completion Certificates (Annexure III)
13	Evidence of Instagram accounts currently managed as per Clause 5.3 Sl. 4 — client certificate(s) together with platform analytics screenshots or exported reports showing one official verified account of not less than 5,00,000 followers and two official verified accounts of not less than 2,50,000 followers each
14	Video portfolio of not less than 5 long-form videos, with live URLs or on portable storage (Clause 5.3 Sl. 5)
15	Instagram Insights / Meta Business Suite reach reports with client certificates (Clause 5.3 Sl. 6)

16	Meta Ads Manager and/or Google Ads spend statements for the last 3 financial years (Clause 5.3 Sl. 7)
17	Team deployment plan and CVs of all Key Personnel with all supporting documents (Annexure VI)
18	Proof of office in Patna — ownership document or registered lease
19	Declaration of infrastructure, equipment and software licences, with invoices and licence certificates (Annexure VII)
20	Vehicle registration certificate, insurance and driver details, or undertaking to deploy within 15 days of the Work Order (Clause 5.5.5)
21	Notarised non-blacklisting affidavit (Annexure V)
22	Undertaking of acceptance of terms and conditions (Annexure IX)
23	Creative pitch deliverables (Clause 5.7)
24	Proof of online payment of Tender Fee and Tender Processing Fee
25	Proof of online payment of EMD, or valid MSME / Udyam exemption documents
26	e-Procurement portal registration confirmation
27	Confirmation that the Financial Bid (Annexure VIII) has been uploaded only in the separate financial envelope on the portal and that no financial figure or rate appears anywhere in the Technical Bid

Note:- Above list is only indicative, Bidder must submit all documents and papers required to prove its eligibility as required in clauses 5.1 to 5.7 of Section 5. It is responsibility of the bidder to ensure submission of all papers and documents required, In case of incomplete documents under papers containing conflicting facts, bid will be rejected.

7.3 Earnest Money Deposit

(1) The EMD of ₹2,00,000/- shall be deposited online only through the e-Procurement portal. Cheques, Demand Drafts, Bankers' Cheques, Fixed Deposit Receipts and physical Bank Guarantees shall NOT be accepted and shall render the bid non-responsive.

(2) The EMD of unsuccessful bidders shall be refunded within 30 days of the award of contract. The EMD of the Successful Bidder shall be refunded on submission of the Performance Bank Guarantee.

(3) No interest shall be payable on the EMD.

(4) The EMD shall be forfeited if the Bidder withdraws or modifies its bid during the bid validity period; if the Bidder fails to accept the award or to sign the contract within the stipulated period; if the Bidder fails to furnish the Performance Bank Guarantee; or if any information furnished by the Bidder is found to be false, misleading or materially inaccurate.

7.4 Pre-Bid Meeting and Clarifications

Bidders may seek clarifications in writing by e-mail to the Nodal Officer up to the date specified in the Key Information Sheet. A pre-bid meeting shall be held on the notified date. Responses to clarifications and the minutes of the pre-bid meeting shall be published on the e-Procurement portal and on the Department's website, and shall form an integral part of this RFP. No clarification shall be entertained after the notified date. Mines and Geology Department is not bound to respond to all queries.

7.5 Amendment to the RFP

The Department may, at any time prior to the deadline for submission of bids, amend this RFP by issuing a corrigendum or addendum. Such corrigendum or addendum shall be published on the e-Procurement portal and on the Department's website, shall be binding on all bidders, and shall form an integral part of this RFP. The Department may, at its discretion, extend the deadline for submission in order to afford bidders reasonable time to take the amendment into account.

7.6 Rights Reserved by the Department

Notwithstanding anything contained in this RFP, the Department reserves the right, at its sole discretion and without incurring any liability or being obliged to assign reasons: to accept or reject any or all bids; to annul the bidding process at any stage; to modify the scope of work; to vary the quantities of deliverables; to award the contract in part or in whole; to negotiate with the Successful Bidder; and to waive any minor infirmity, non-conformity or irregularity in a bid that does not constitute a material deviation.

SECTION 8 — GENERAL CONDITIONS OF CONTRACT AND SERVICE LEVELS

8.1 Contract Period and Commencement

The contract shall be for a period of 36 (thirty-six) months from the date of issue of the Work Order, extendable by maximum up to 24 (Twenty four) months on the same terms and conditions, at the sole discretion of the Department and subject to satisfactory performance. After 36 months, rate will be enhanced as per Section 6 clause 6.1 (1).

8.2 Performance Bank Guarantee

The Successful Bidder shall furnish, within 15 (fifteen) days of the issue of the Letter of Award, an unconditional and irrevocable Performance Bank Guarantee for 5% of the total contract value, issued by a Scheduled Commercial Bank in the format at Annexure XI, valid for the Contract Period plus a claim period of 6 (six) months. The furnishing of the Performance Bank Guarantee, and its acceptance by the Department, shall be a condition precedent to the issue of the Work Order, and no Work Order shall be issued to the Successful Bidder until the Performance Bank Guarantee has been so furnished and accepted. Failure to furnish the Performance Bank Guarantee within the stipulated period shall result in forfeiture of the EMD and cancellation of the award. For the purposes of this Clause and of Clause 1.2 Sl. 11, "total contract value" means the aggregate professional fee quoted for 36 months exclusive of GST (Annexure VIII Sl. 4) and does not include reimbursable media spend.

8.3 Service Levels and Penalties

Performance shall be measured against the following service levels. Penalties shall be deducted from the monthly invoice. The cumulative penalty in any month shall not exceed 10% of the monthly fee; where the penalty reaches the said cap of 10% of the monthly fee in any 2 (two) consecutive months, or where the cumulative penalty over the Contract Period exceeds 1% of the total contract value, the Department may terminate the contract and invoke the Performance Bank Guarantee.

Sl.	Service Level	Standard	Penalty for Breach
1	**Publication of routine scheduled content**	As per approved content calendar	₹1,000 per item per day of delay
2	**Shortfall in minimum monthly deliverables (Clause 4.3)**	Full compliance with all minimum quantities	Pro-rata deduction plus 25% of the pro-rata value of the shortfall
3	**Response to urgent or crisis communication directive**	Within 2 (two) hours of receipt of direction. The same standard governs press-note adaptation (Clause 4.3 Sl. 8) and production of rebuttal / fact-check creatives (Clause 4.3 Sl. 9).	₹5,000 per instance, escalating to ₹12,000 for delay beyond 4 hours
4	**Factual, statistical, spelling or grammatical error in published content**	Zero tolerance	₹10,000 per instance, plus mandatory takedown or correction within 30 minutes of notification
5	**Publication of content without written approval of the Nodal Officer**	Zero tolerance	₹25,000 per instance and takedown within 15 minutes
6	**Response to citizen query or grievance on platform**	Within 4 hours during monitoring hours	₹500 per instance
7	**Submission of Daily Monitoring Digest**	By 09:30 hrs daily	₹1,000 per day of delay

Sl.	Service Level	Standard	Penalty for Breach
8	**Submission of Monthly Performance Report**	By the 5th of the following month	₹2,500 per day of delay
9	**Absence of on-site Key Personnel (Clause 4.8)**	Full deployment on all working days	₹2,500 per person per day of absence
10	**Replacement of Key Personnel without prior written approval**	Zero tolerance	₹25,000 per instance
11	**Escalation of adverse content or trend**	Within 30 minutes of detection	₹5,000 per instance
12	**Coverage of departmental event**	As directed, with same-day delivery of edited assets	₹7,500 per event missed or inadequately covered
13	**Breach of confidentiality or unauthorised disclosure**	Zero tolerance	₹75,000 per instance, termination of contract, invocation of PBG and debarment for 3 years

8.4 Account Ownership and Access

All social media accounts, pages, channels, advertising accounts, business manager assets and associated digital properties are and shall remain the exclusive property of the Department. Administrative ownership of all accounts shall vest at all times in an officer nominated by the Department. The Agency shall be granted operational access only, at such privilege level as the Department may determine, and such access shall be revocable at any time without notice. The Agency shall not create any new account, page, channel or digital property in the name of, or purporting to represent, the Department without prior written authorisation.

8.5 Intellectual Property Rights

All content, creative assets, designs, videos, photographs, raw footage, project files, scripts, strategy documents, reports and other work product created under this contract shall vest absolutely in the Department upon creation, and the Agency hereby assigns all present and future intellectual property rights therein to the Department. The Agency shall not use, reproduce, publish or display any such material for its own promotional or commercial purposes, or in any awards submission, credentials presentation or portfolio, without the prior written permission of the Department. The Agency shall ensure that all third-party assets used, including stock imagery, music, video and fonts, are duly licensed for commercial and Government use, and shall indemnify the Department against any claim of infringement.

8.6 Confidentiality

The Agency and each of its personnel shall maintain strict confidentiality in respect of all information, documents, data, communications and material accessed in the course of this assignment, whether or not marked confidential, both during and after the Contract Period. The Agency shall execute a Non-Disclosure Agreement in the form prescribed by the Department, and shall obtain individual non-disclosure undertakings from each of its personnel deployed on the assignment. The Agency shall not disclose the existence or contents of any unpublished departmental communication, draft, decision or data to any person, including to media, without the prior written authorisation of the Department.

8.7 Conflict of Interest

The Agency shall disclose, at the time of bidding and thereafter on a continuing basis, any engagement, past or present, which may give rise to a conflict of interest, including any engagement with a mining lessee, settlee, transporter, industry association or any entity regulated by or having a commercial interest in the Department's functions. The Agency shall not, during the Contract Period, accept any engagement which places it in conflict

with the interests of the Department. Failure to disclose shall constitute a material breach warranting termination.

8.8 Code of Conduct

- The Agency shall at all times conduct itself with the propriety expected of an entity working with a Government Department, and shall ensure that all published content is accurate, verified, non-partisan, and consistent with the dignity of the Government of Bihar.
- The Agency shall not publish any content of a political, partisan, communal, defamatory or discriminatory nature, and shall not engage in any exchange on official accounts that is argumentative, sarcastic or intemperate in tone.
- The Agency shall not procure or facilitate the procurement of artificial engagement, including purchased followers, likes, views, comments or bot activity. Any instance shall constitute a material breach warranting immediate termination and debarment.
- The Agency shall verify every factual and statistical claim against an authoritative departmental source prior to publication, and shall maintain a documented approval trail for every published item.

8.9 Termination

The Department may terminate this contract by 30 (thirty) days' written notice for convenience, without assigning any reason and without liability beyond payment for services satisfactorily rendered up to the date of termination. The Department may terminate the contract forthwith, without notice, upon: persistent failure to meet service levels; breach of confidentiality; publication of unauthorised, inaccurate or objectionable content; material misrepresentation in the bid; assignment or sub-contracting without consent; insolvency or winding up of the Agency; or any act of fraud, corruption or collusion. Upon termination for cause, the Performance Bank Guarantee shall be forfeited and the Agency may be debarred for a period of up to 3 (three) years.

8.10 Exit Management

Upon expiry or termination of the contract, the Agency shall, within 15 (fifteen) days, hand over to the Department: all account credentials and administrative access; all content assets, raw footage, RAW image files, project files and design source files in editable format on encrypted portable storage; the complete content archive and asset inventory; all reports and analytics data; and all documentation necessary for uninterrupted continuation of services. The Agency shall thereafter permanently delete all departmental data from its systems and furnish a certificate of deletion. The Agency shall provide reasonable transition support to any successor agency for a period of 30 days. Release of the Performance Bank Guarantee shall be contingent upon satisfactory completion of exit management.

8.11 Force Majeure

Neither party shall be liable for failure to perform its obligations where such failure results from an event of force majeure, being an event beyond the reasonable control of the affected party, including act of God, flood, earthquake, fire, epidemic, war, civil commotion, or an order of a competent authority. The affected party shall notify the other within 7 (seven) days of the occurrence. Where an event of force majeure continues for more than 60 (sixty) days, either party may terminate the contract by written notice without further liability.

8.12 Dispute Resolution and Jurisdiction

Any dispute arising out of or in connection with this contract shall in the first instance be referred to the Secretary, Mines and Geology Department, Government of Bihar, whose decision shall be communicated within 30 days. Where the dispute remains unresolved, it shall be referred to arbitration by a sole arbitrator appointed by the Secretary, in accordance with the Arbitration and Conciliation Act, 1996, as amended. The seat and venue

of arbitration shall be Patna and the proceedings shall be conducted in English or Hindi. The contract shall be governed by the laws of India, and the courts at Patna shall have exclusive jurisdiction.

8.13 Indemnity

The Agency shall indemnify and keep indemnified the Department, its officers and employees against all claims, demands, actions, proceedings, losses, damages, costs and expenses arising out of any act, omission, negligence or breach on the part of the Agency or its personnel, including any claim of infringement of intellectual property, defamation, breach of confidentiality, or breach of any statutory obligation in respect of its personnel.

8.14 Fraud and Corruption

The Department requires that bidders and agencies observe the highest standard of ethics during the procurement and execution of this contract. Any corrupt, fraudulent, collusive, coercive or obstructive practice shall render the bid liable to rejection, the contract liable to termination, the EMD or Performance Bank Guarantee liable to forfeiture, and the entity liable to debarment for a period of up to 3 (three) years, without prejudice to any other remedy available in law.

ANNEXURES AND STANDARD FORMS

All annexures shall be submitted on the Bidder's letterhead, duly signed and stamped by the authorised signatory, and digitally signed prior to upload. Deviation from the prescribed formats may render the bid non-responsive.

Annexure	Description
Annexure I	Bid Covering Letter
Annexure II	Bidder Profile
Annexure III	Format for Statement of Relevant Experience
Annexure IV	Format for Chartered Accountant's Certificate of Turnover and Net Worth
Annexure V	Affidavit of Non-Blacklisting and Declaration
Annexure VI	Format for Team Deployment Plan and Curriculum Vitae of Key Personnel
Annexure VII	Declaration of Infrastructure, Equipment and Software Licences
Annexure VIII	Financial Bid Format
Annexure IX	Undertaking of Acceptance of Terms and Conditions
Annexure X	Bid Submission Checklist
Annexure XI	Format for Performance Bank Guarantee

ANNEXURE I — BID COVERING LETTER

(On the letterhead of the Bidder)

To,

The Director,

Mines and Geology Department,

Government of Bihar, Vikash Bhawan, Bailey Road, Patna – 800 014

Subject: Submission of proposal against RFP No. MGD/SM/RFP/_____ /20____ – ____ for Selection of Agency for Management of Social Media Accounts and Digital Communication.

Sir/Madam,

Having examined the Request for Proposal document, including all annexures, corrigenda and addenda issued thereto, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the services described therein in full conformity with the said document.

We confirm and declare that:

(1) We have read and understood all terms and conditions of the RFP and accept them unconditionally and without reservation.

(2) We satisfy each and every eligibility criterion set out in Section 5 of the RFP, and all documentary evidence in support thereof is enclosed.

(3) All information, statements and documents furnished by us in this proposal are true, correct and complete to the best of our knowledge and belief, and we understand that any misrepresentation shall render our bid liable to rejection and shall attract forfeiture of the EMD and debarment.

(4) We have not been blacklisted, debarred or declared ineligible by any Government Department, Public Sector Undertaking or Statutory Authority in India, and no such proceeding is pending against us.

(5) Our proposal shall remain valid for a period of 180 (one hundred eighty) days from the date of opening of the Technical Bids, and shall remain binding upon us during that period.

(6) We have not engaged in, and shall not engage in, any corrupt, fraudulent, collusive or coercive practice in connection with this procurement.

(7) We understand that the Department is not bound to accept the lowest or any bid, and reserves the right to annul the process at any stage.

(8) We undertake to deploy the Key Personnel and the equipment declared in our proposal exclusively for this assignment for the full Contract Period.

The Earnest Money Deposit of ₹2,00,000/- has been remitted online through the e-Procurement portal and the transaction receipt is enclosed; or, where applicable, valid Udyam / MSME registration documents claiming exemption from EMD in terms of Clause 1.2 Sl. 10 are enclosed. The Tender Fee has been paid and is not claimed as exempt.

Yours faithfully,

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Firm & Seal: _____

Place: _____ Date: _____

ANNEXURE II — BIDDER PROFILE

Sl.	Particulars	Details to be furnished by Bidder
1	Name of the Bidder (as registered)	
2	Constitution (Proprietorship / Partnership / LLP / Company/ Private Ltd)	
3	Date of Constitution / Incorporation (As per applicability)	
4	Registered office address	
5	Address of the existing functional office in Patna (mandatory). Proof of ownership or registered lease, current utility bill and GST certificate reflecting the Patna address shall be enclosed. An undertaking to establish an office after award shall not be accepted.	
6	Names of Proprietor / Partners / Directors	
7	PAN	
8	GSTIN	
9	Udyam registration number (if applicable)	
10	Name, designation, mobile number and e-mail of authorised signatory	
11	Name, designation, mobile number and e-mail of contact person for this bid	
12	Bank name, branch, account number and IFSC	
13	Total number of employees on direct payroll as on the last date of bid submission	
14	Number of years of experience in social media and digital communication services	
15	Average annual turnover, last 3 completed financial years	
16	Average annual turnover from social media and digital services, last 3 completed FY	
17	Website and official social media handles of the Bidder	

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Firm & Seal: _____

Place: _____ Date: _____

ANNEXURE III — STATEMENT OF RELEVANT EXPERIENCE

A separate sheet shall be completed for each assignment claimed. Each entry shall be supported by the Work Order and a Completion Certificate or Satisfactory Performance Certificate issued on the client's letterhead, in the form required by Clause 5.3. Unsupported entries shall not be considered. Where an assignment is also relied upon for Clause 5.3 Sl. 4, Sl. 6 or Sl. 7, the Bidder shall additionally enclose the platform analytics / Insights exports and advertising spend statements specified against those serials, together with the client certificate confirming the period of management. Assignments for a Registered Trust may be cited only for technical scoring under Clause 5.7 Sl. 3 and shall not be counted toward pre-qualification under Clause 5.3 Sl. 2. Assignments for a private organisation that is not an Elected Representative shall not be counted toward Clause 5.3 Sl. 2 or Clause 5.7 Sl. 3.

Sl.	Particulars	Details
1	Name of the client organisation	
2	Category of client (Central Govt / State Govt / PSU / Autonomous Body / Statutory Authority / Constitutional Body / Government-owned Company / Elected Representative / Registered Trust — scoring only under Clause 6.3 Sl. 3)	
3	Name and description of the assignment	
4	Work Order number and date	
5	Total contract value (₹, excluding GST)	
6	Start date and completion date	
7	Platforms managed	
8	Scope of services rendered	
9	Aggregate follower base handled (with evidence)	
10	Languages of content delivered	
11	Name, designation, telephone and e-mail of the client's reference officer	
12	Page reference of Work Order in the bid submission	
13	Page reference of Completion Certificate in the bid submission	

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Firm & Seal: _____

Place: _____ Date: _____

ANNEXURE IV — CHARTERED ACCOUNTANT'S CERTIFICATE OF TURNOVER AND NET WORTH

(On the letterhead of the Chartered Accountant / firm of Chartered Accountants, bearing a valid UDIN)

This is to certify that M/s _____ having its registered office at _____ and PAN _____ has recorded the following turnover and net worth during the last three completed financial years, namely FY 2023–24, FY 2024–25 and FY 2025–26, as verified from its audited books of account and financial statements:

Financial Year	Total Annual Turnover (₹)	Turnover from Social Media and Digital Services (₹)	Net Worth (₹)	Profit / (Loss) (₹)
FY 2023–24				
FY 2024–25				
FY 2025–26				
Average of 3 years			—	—

It is further certified that the net worth of the firm was positive in each of the above financial years, and that the figures stated above are true and correct as per the audited financial statements.

Signature and Seal of Chartered Accountant: _____

Name: _____

Membership No.: _____ Firm Registration No.: _____

UDIN: _____

Place: _____ Date: _____

ANNEXURE V — AFFIDAVIT OF NON-BLACKLISTING AND DECLARATION

(To be executed on non-judicial stamp paper of ₹100/- and duly notarised)

I, _____, aged _____ years, son/daughter of _____, residing at _____, being the Proprietor / Partner / Director / duly authorised signatory of M/s _____ (hereinafter "the Bidder"), do hereby solemnly affirm and declare as under:

(1) That the Bidder is not blacklisted, debarred, suspended or declared ineligible by any Central Government Department, State Government Department, Public Sector Undertaking, Autonomous Body, Statutory Authority or Government-owned Company in India as on the date of this affidavit, and no proceeding for such action is pending against the Bidder.

(2) That no contract awarded to the Bidder by any Government or Public Sector entity has been terminated for cause or for unsatisfactory performance during the last 5 (five) years.

(3) That no criminal proceeding, and no proceeding relating to fraud, corruption, financial impropriety or breach of contract, is pending against the Bidder or against any of its Proprietor, Partners or Directors before any court or tribunal in India.

(4) That the Bidder has not been declared insolvent, and no proceeding for winding up, insolvency or liquidation is pending against it.

(5) That all information, statements and documents furnished by the Bidder in its proposal against RFP No. MGD/SM/RFP/_____ /20____ – ____ are true, correct and complete, and nothing material has been concealed therefrom.

(6) That all Key Personnel proposed in the bid are on the direct payroll of the Bidder as on the last date of bid submission, and that all equipment declared in the bid is owned by the Bidder and is not held on hire, lease, loan or rental arrangement, save for the field vehicle which may be owned or held on a registered long-term lease as expressly permitted under Clause 5.5.5.

(7) That the Bidder has no conflict of interest, whether direct or indirect, with any mining lessee, settlee, transporter or other entity regulated by or having a commercial interest in the functions of the Mines and Geology Department, Government of Bihar, save as disclosed in writing with this proposal.

(8) That the Bidder undertakes to abide by all terms and conditions of the said RFP without reservation.

DEPONENT

VERIFICATION:

I, the deponent above named, do hereby verify that the contents of the above affidavit are true and correct to the best of my knowledge and belief, that no part of it is false, and that nothing material has been concealed therefrom. Verified at _____ on this _____ day of _____, 20____.

DEPONENT

(Attested before Notary Public)

ANNEXURE VI — TEAM DEPLOYMENT PLAN AND CURRICULUM VITAE OF KEY PERSONNEL

Part A — Team Deployment Summary

Sl.	Position as per Clause 5.4	Name of Personnel	Qualification	Total Experience (Years & Months)	Date of Joining the Bidder	On-site / Off-site
1	Account Director / Project Lead					
2	Senior Graphic Designer / Creative Head					
3	Senior Video Editor — 1					
4	Senior Video Editor — 2					
5	Senior Content Writer (Hindi & English)					
6	Videographer / Director of Photography					
7	Motion Graphics Designer / Animator					
8	Social Media Manager					
9	Digital Analytics & Performance Marketing Specialist					
10	Photographer					
11	Field Coordinator / Reporter (Patna based)					

Part B — Curriculum Vitae (one sheet per Key Personnel)

Sl.	Particulars	Details
1	Name	
2	Proposed position under Clause 5.4	
3	Date of birth	
4	Educational qualifications (degree, institution, year, with certificate reference)	
5	Professional certifications held (with validity)	
6	Total professional experience (years and months) as on the last date of bid submission	
7	Employment history — employer, designation, period from and to, with proof reference for each	
8	Date of joining the Bidder; current designation; employee code	

Sl.	Particulars	Details
9	Key assignments handled, with client names and role performed	
10	Government or PSU assignments handled	
11	Software and technical proficiencies	
12	Languages known, with proficiency in reading, writing and speaking	
13	Portfolio links or references	

I, the undersigned, certify that the information given above correctly describes my qualifications, experience and employment. I confirm that I am on the direct payroll of the Bidder and that I shall be available for deployment on this assignment for the full Contract Period.

Signature of the Personnel: _____ Date: _____

Countersigned by Authorised Signatory of the Bidder: _____

ANNEXURE VII — DECLARATION OF INFRASTRUCTURE, EQUIPMENT AND SOFTWARE LICENCES

(On the letterhead of the Bidder)

We, M/s _____, declare that the infrastructure, equipment and software licences set out below are owned by us in our own name as on the last date of bid submission, are not held on hire, lease, loan or rental arrangement save as expressly permitted at Clause 5.5.5, and shall be deployed exclusively for this assignment for the entire Contract Period. Self-attested copies of purchase invoices, licence certificates and subscription invoices are enclosed and cross-referenced against each entry. We understand that the Department may verify the position by physical inspection refer to Clause 5.6, and that any discrepancy shall constitute a material misrepresentation attracting the consequences set out in that Clause.

Part A — Infrastructure and Equipment Owned

Sl.	Item as required under Clause 5.5	Make and Model offered	Nos. owned	Invoice / purchase reference and date	Deployed exclusively for this assignment (Yes / No)
1	Category A — Video Editing Workstation (Clause 5.5.1; minimum 2 units)				
2	Category B — Graphic Design Workstation (Clause 5.5.2; minimum 2 units)				
3	Category C — Content, Analytics and Coordination Workstation (Clause 5.5.3; minimum 4 units)				
4	Colour-critical reference display, hardware colorimeter and calibration log (Clause 5.5.2)				
5	Graphics tablet / pen display (Clause 5.5.2)				
6	External RAID storage for asset archive (Clause 5.5.2)				
7	UPS units, minimum 30 minutes backup per workstation (Clauses 5.5.1 to 5.5.3)				
8	Android flagship smartphone for field capture (Clause 5.5.4 Sl. 1)				
9	Flagship tablet with keyboard (Clause 5.5.4 Sl. 2)				
10	Smartphone gimbal stabilisers, 2 nos. (Clause 5.5.4 Sl. 3)				
11	Wireless lavalier microphone systems, 2 sets (Clause 5.5.4 Sl. 4)				

12	Seven-seater air-conditioned vehicle (Clause 5.5.5)				
13	Full-time driver on the direct payroll of the Bidder (Clause 5.5.5)				
14	Additional professional video cameras offered, if any (optional; not a scored item under Clause 5.7)				
15	Additional editing workstations offered, if any (optional; not a scored item under Clause 5.7)				

Part B — Software Licences and Subscriptions Held

Sl.	Software category (Clause 5.6)	Product and licence type held	No. of seats	Licence / subscription number	Valid from — Valid to
1	Creative suite (Clause 5.6 Sl. 1; Adobe Creative Cloud for Teams — All Apps, minimum 2 seats)				
2	Social media management and scheduling (Clause 5.6 Sl. 2)				
3	Social listening and monitoring, with Hindi capability (Clause 5.6 Sl. 3)				
4	Analytics and reporting (Clause 5.6 Sl. 4)				
5	Stock assets — imagery, video, music and fonts (Clause 5.6 Sl. 5)				
6	AI Subscription — ChatGPT, Claude and AI Flow (Clause 5.6 Sl. 6; minimum unexpired validity of 1 year)				
7	Mobile post-production software (Clause 5.5.4 Sl. 5)				
8	Additional licensed software offered, if any (optional; not a scored item)				

Part C — Declaration

- All equipment declared at Part A is owned by the Bidder and is supported by a purchase invoice in the name of the Bidder, a copy of which is enclosed, save for the field vehicle at Part A Sl. 12 which may be owned or held on a registered long-term lease as expressly permitted under Clause 5.5.5.
- All licences and subscriptions declared at Part B are valid, paid, commercial-use licences held in the name of the Bidder, with a minimum unexpired validity of 2 (two) years as on the last date of bid submission (except the AI subscription at Clause 5.6 Sl. 6, for which the minimum unexpired validity shall be 1 (one) year), and shall be renewed so as to remain continuously valid for the entire Contract Period.
- No personal, educational, trial, reseller-hosted, shared-access or unlicensed software has been declared or shall be used on this assignment.
- The equipment and licences declared shall not be substituted or withdrawn during the Contract Period without the prior written approval of the Department.
- We undertake to produce the original invoices, licence certificates and equipment for inspection on demand.

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Firm & Seal: _____

Place: _____ Date: _____

ANNEXURE VIII — FINANCIAL BID FORMAT

(To be quoted online only, in the Bill of Quantity format on the e-Procurement portal. This format is reproduced for reference. Any financial figure disclosed in the Technical Bid shall render the bid non-responsive.)

Financial Bid Format		
Description	Rate in figures (₹)	Rate in words(₹)
Consolidated monthly fee		

Notes:

- The quoted rate is inclusive of all costs of personnel, equipment, software licences, travel, accommodation, conveyance, stock assets, licensed music and fonts, voice-over, studio facilities, overheads and profit, GST, all taxes, duties etc.
- Media spend on paid digital campaigns is excluded and shall be reimbursed separately at actuals without mark-up, in accordance with Clause 4.6.
- In the event of any discrepancy between the rate in figures and the rate in words, the rate in words shall prevail.
- Above consolidated monthly fee is for each month for initial 36 months. Then rate hike will be applicable as described in Section 6 Clause 6.1 (1).

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Firm & Seal: _____

Place: _____ Date: _____

ANNEXURE IX — UNDERTAKING OF ACCEPTANCE OF TERMS AND CONDITIONS

(On the letterhead of the Bidder)

We, M/s _____, having carefully read and examined the Request for Proposal No. MGD/SM/RFP/_____ /20____ – ____ issued by the Mines and Geology Department, Government of Bihar, together with all annexures, corrigenda, addenda and the minutes of the pre-bid meeting, do hereby unconditionally accept all terms, conditions, specifications, service levels and penalty provisions contained therein, without any reservation, deviation or counter-condition whatsoever.

We further undertake that:

(1) We shall not seek any deviation from the terms of the RFP at any stage, and we understand that any conditional acceptance shall render our bid non-responsive.

(2) We shall furnish the Performance Bank Guarantee within 15 days of the Letter of Award, and we understand that the Work Order shall not be issued until the Performance Bank Guarantee has been furnished and accepted by the Department. We shall commence services within 15 days of the issue of the Work Order.

(3) We shall deploy the Key Personnel and equipment declared in our bid exclusively for this assignment and shall not substitute the same without prior written approval.

(4) We shall not sub-contract or assign any part of the core scope of work.

(5) All intellectual property created under the contract shall vest absolutely in the Department, and we shall not use any such material for our own promotional purposes without written permission.

(6) We shall maintain strict confidentiality in respect of all departmental information, both during and after the Contract Period.

(7) We shall not procure or facilitate artificial engagement of any kind on the Department's accounts.

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Firm & Seal: _____

Place: _____ Date: _____

ANNEXURE X — BID SUBMISSION CHECKLIST

The Bidder shall complete this checklist and upload it as the first document of the Technical Bid. Bids submitted without a completed checklist may be treated as non-responsive.

Sl.	Document	Enclosed (Yes/No)	Page No.
1	Completed bid submission checklist (Annexure X), uploaded as the first document of the Technical Bid		
2	Bid covering letter on the Bidder's letterhead (Annexure I)		
3	Bidder profile (Annexure II)		
4	Power of Attorney or Board Resolution in favour of the authorised signatory		
5	Certificate of Incorporation / Registration Certificate / Partnership Deed / LLP Agreement (Clause 5.1 Sl. 1)		
6	Character certificate of the Proprietor / each Partner / each Director (Clause 5.1 Sl. 2)		
7	PAN card (Clause 5.1 Sl. 3)		
8	GST Registration Certificate (Clause 5.1 Sl. 4)		
9	ITR acknowledgements for the last 3 assessment years (Clause 5.1 Sl. 5)		
10	Audited Balance Sheet and Profit & Loss Account for the last 3 completed financial years (Clause 5.2 Sl. 1)		
11	Chartered Accountant's certificate of turnover and net worth bearing UDIN (Annexure IV)		
12	Statement of relevant experience with Work Orders and Completion Certificates (Annexure III)		
13	Evidence of Instagram accounts currently managed as per Clause 5.3 Sl. 4 — client certificate(s) together with platform analytics screenshots or exported reports showing one official verified account of not less than 5,00,000 followers and two official verified accounts of not less than 2,50,000 followers each		
14	Video portfolio of not less than 5 long-form videos, with live URLs or on portable storage (Clause 5.3 Sl. 5)		
15	Instagram Insights / Meta Business Suite reach reports with client certificates (Clause 5.3 Sl. 6)		
16	Meta Ads Manager and/or Google Ads spend statements for the last 3 financial years (Clause 5.3 Sl. 7)		
17	Team deployment plan and CVs of all Key Personnel with all supporting documents (Annexure VI)		
18	Proof of office in Patna — ownership document or registered lease, current utility bill, and GST certificate reflecting the Patna address (Clause 4.8)		
19	Declaration of infrastructure, equipment and software licences, with invoices and licence certificates (Annexure VII)		
20	Vehicle registration certificate, insurance and driver details, or undertaking to deploy within 15 days of the Work Order (Clause 5.5.5)		

21	Notarised non-blacklisting affidavit (Annexure V)		
22	Undertaking of acceptance of terms and conditions (Annexure IX)		
23	Creative pitch deliverables (Clause 5.7)		
24	Proof of online payment of Tender Fee and Tender Processing Fee		
25	Proof of online payment of EMD, or valid MSME / Udyam exemption documents.		
26	e-Procurement portal registration confirmation		
27	Confirmation that the Financial Bid (Annexure VIII) has been uploaded only in the separate financial envelope on the portal and that no financial figure or rate appears anywhere in the Technical Bid		

Note:- Above list is only indicative Bidder must submit all documents and papers required to prove its eligibility as required in clauses 5.1 to 5.7 of Section 5. It's responsibility of the bidder to ensure submission of all papers and documents required, in case of incomplete under papers containing conflicting facts, bid may be rejected..

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Firm & Seal: _____

Place: _____ Date: _____

ANNEXURE XI — FORMAT FOR PERFORMANCE BANK GUARANTEE

(To be issued by a Scheduled Commercial Bank on non-judicial stamp paper of appropriate value)

To,

The Director, Mines and Geology Department, Government of Bihar, Vikash Bhawan, Bailey Road, Patna – 800 014

In consideration of the Mines and Geology Department, Government of Bihar (hereinafter "the Department") having awarded to M/s _____ (hereinafter "the Agency") the contract for Management of Social Media Accounts and Digital Communication vide Work Order No. _____ dated _____ for a total contract value of ₹ _____ (Rupees _____ only), and the Agency being required to furnish a Performance Bank Guarantee for a sum of ₹ _____ (Rupees _____ only), being 5% of the contract value:

We, _____ Bank, having our office at _____, do hereby unconditionally and irrevocably undertake to pay to the Department, on first written demand and without demur, protest, contestation or reference to the Agency, any sum or sums up to a maximum aggregate of ₹ _____ (Rupees _____ only), notwithstanding any dispute or difference between the Department and the Agency pending before any court, tribunal or arbitrator.

We further agree that the guarantee herein contained shall remain in full force and effect until _____ (being the Contract Period plus a claim period of six months), and that the Department shall have the fullest liberty, without affecting this guarantee in any manner, to vary any of the terms of the contract, or to extend the time for performance, or to postpone or forbear from enforcing any of its powers. Notwithstanding anything contained herein, our liability under this guarantee is restricted to ₹ _____ (Rupees _____ only) and shall remain in force until _____; and unless a claim in writing is lodged with us on or before that date, all our liability under this guarantee shall stand wholly extinguished and discharged, whether or not the original guarantee is returned to us.

This guarantee shall not be affected by any change in the constitution of the Agency or of the Bank, and shall not be revoked by us without the prior written consent of the Department.

For and on behalf of _____ Bank

Authorised Signatory (Name, Designation, Employee Code): _____

Branch and Address: _____ Date: _____

END OF DOCUMENT