



CUTTACK MUNICIPAL CORPORATION

CUTTACK
GOVERNMENT OF ODISHA



RFQ NO.- 484/H.O.

dt. 13.02.2024

REQUEST FOR PROPOSAL

**Selection of an agency for “Management of
Social Media Platforms for Swachh Survekshan
2024-25.**

QUOTATION CALL SCHEDULE

Availability of Quotation documents	: 13.02.2024 at 11:00 A.M.
Last date for submission of Sealed Quotation	: 20.02.2024 up to 5:00 P.M.
Opening of Technical Bid	: 21.02.2024 at 11:00 A.M.
Opening of Financial bid	: 21.02.2024 at 12:00 P.M.

Issued by:
Commissioner
Cuttack Municipal Corporation



Cuttack Municipal Corporation, Cuttack

Letter No. 484/HO

Dated: 13.02.2024

REQUEST FOR PROPOSAL

1.	The Commissioner, Cuttack Municipal Corporation (CMC), Cuttack, Government of Odisha invites technical and financial proposals from reputed implementing Agency/ Firms of National and International repute for " Management of Social Media Platforms for Swachh Survekshan 2024-25 " as detailed in the scope of work in this RFP. The interested and eligible Agency/Firms with valid Registration Certificate as a Company, as detailed in RFP, may apply for the same in OFF-LINE mode. (For details visit www.cmccuttack.gov.in).		
2.	Nature of Works	:-	Management of Social Media Platforms for Swachh Survekshan 2024-25.
3.	Tender (Bid) Cost	:-	Rs.11,800/- (Bid cost-10,000/-+ GST 18% i.e., 1800/-)
4.	EMD	:-	Rs.50,000/-
4.	Availability of bid document in the website	:-	From 11.00 A.M. of 13.02.2024 to 20.02.2024 up to 5:00 P.M.
5.	Last date of receipt of Bid	:-	20.02.2024 up to 5:00 P.M.
6.	Mode of Receipt of Bids	:-	Through Speed Post/ Registered Post (India Post)/ and by no other means.
7.	Date of opening of Technical Bid	:-	Date: 21.02.2024 at 11:00 A.M.
7.	Date of opening Commercial Bid	:-	Date: 21.02.2024 at 12:00 P.M.
8.	Address for Business query and correspondence	:-	Cuttack Municipal Corporation, Biju Bhawan, Choudhary Bazaar, Cuttack-753001 Website-www.cmccuttack.gov.in E-mail Id- mccmc@nic.in
9.	The bidders have to participate in OFF-LINE bidding only. Further details can be seen from the Cuttack District website (www.cmccuttack.gov.in). Any addendum /corrigendum / cancellation of tender can also be seen in the said websites. If any query, then contact E-mail ID - mccmc@nic.in .		

Commissioner
Cuttack Municipal Corporation
Cuttack

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DISCLAIMER

- 1) All information's contained in this RFP subsequently provided are in good faith. This RFP is not an agreement or an offer by CMC to the prospective applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation and submission of their applications pursuant to this RFP.
- 2) CMC accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any applicant upon the statements contained in this RFP.
- 3) CMC may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP, without assigning any reason or providing any notice and without accepting any liability for the same.
- 4) The issue of this RFP does not imply that CMC is bound to select an applicant or to appoint the selected applicant, as the case may be. CMC reserves the right to cancel this request for RFP and/ or invite afresh with or without amendments to this request for RFP, without liability or any obligation for such request for RFP and without assigning any reason. Information provided at this stage is merely indicative.
- 5) Each Bidder should conduct its own investigations & analysis and should check the accuracy, reliability & completeness of the information in this RFP document and wherever necessary obtain independent advice from appropriate sources. CUTTACK MUNICIPAL CORPORATION SWACHH SURVEKSHYAN 2024-25, their employees and advisors make no representation or warranty and shall incur no liability under and law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFP document

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SECTION 1: Letter of Invitation

Commissioner
Cuttack Municipal Corporation
Government of Odisha

Dear Agency,

1. The Commissioner, CUTTACK MUNICIPAL CORPORATION for SWACHH SURVEKSHYAN 2024-25 invites proposal from experienced agencies for **"Selection of an agency for "Management of Social Media Platforms for Swachh Survekshan 2024-25"** The details of the required scope of work and services expected from the Agency are provided in the Section 5: Terms of Reference in this RFP Document.

1. An Agency will be selected as per Quality and Cost Based Selection (QCBS) criteria described in this RFP.

2. The RFP comprises the following sections:

Section 1 – Letter of Invitation

Section 2 – Definitions

Section 3 – Factsheet

Section 4 – Background and the need for hiring social media agency for handling the social media platform and for providing other allied services.

Section 5 – Terms of Reference

Section 6 – Instructions to Agencies

Section 7 – Technical Proposal – Standard Forms

Section 8 – Financial Proposal – Standard Forms

Commissioner
Cuttack Municipal Corporation

Section 2: Definitions

- a) “CUTTACK MUNICIPAL CORPORATION” means the CMC, Cuttack Municipal Corporation
- b) “Client” is the Commissioner CUTTACK MUNICIPAL COMMISSIONER, H&UD Department, Government of Odisha.
- c) “Agency” means any entity or person that may provide or provides the Services to the Client under the Contract.
- d) “Day” means calendar day.
- e) “Instructions to Agencies” means the document which provides interested Agencies with the information needed to prepare their respective Proposals.
- f) “LoI” means the “Letter of Intent” being sent by the Client.
- g) “Personnel” means professional and support staff provided by the Agency and assigned to perform the Services or any part thereof.
- h) “Proposal” means Technical Proposal and the Financial Proposal.
- i) “RFP” means the Request for Proposal circulated by the Client for the selection of Agency(s).
- j) “Assignment/job” means the work to be performed by the Agency pursuant to the Contract.
- k) “Terms of Reference” (ToR) means the information included in the RFP which explain the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Client and the selected Agency(s).
- l) “Competent Authority” means Commissioner CUTTACK MUNICIPAL CORPORATION, SWACHH SURVEKSHYAN 2024-25, H&UD Department, Government of Odisha.

Section 3: Factsheet

Request for Proposal (RFP) document made available to the applicants	https://www.cmccuttack.gov.in/
Last date for Receipt of Technical and Financial Proposals (Sealed Envelope)	20.02.2024 till 5.00 PM
Date of opening of Technical Proposals, Technical Presentation and Financial Proposal	21.02.2024
Letter of Award	To be intimated to selected Agency
Start Date	To be intimated to selected Agency
Method of Selection	QCBS 70:30
Ernest Money Deposit (EMD)	Rs.50,000/- (Rupees Fifty Thousand) only in the form of 2 Year TDR / FD / Postal Deposits duly pledged in favour of The Commissioner, CUTTACK MUNICIPAL CORPORATION,
Bid Cost (Non- Refundable)	Rs.11,800/- (Rupees Eleven Thousand Eight Hundred) only in the form of Demand Draft in favor of The Commissioner CUTTACK MUNICIPAL CORPORATION SWACHH SURVEKSHYAN 2024-25, drawn on any Nationalized / Scheduled Bank , payable at Cuttack Municipal Corporation, Cuttack
Address for Submission of Proposals	CUTTACK MUNICIPAL CORPORATION, Cuttack Municipal Corporation, Odisha, PIN –
Mode Submission of Bid Document	Bid document are to be submitted by Speed Post / Registered only. (India Post)
Contact Person	Mr. Subrat Behera, Dy. Commissioner Mobile-8984723003

Note:

1. The Client reserves the right to change the above schedule by due intimation / information to the intended agencies. Please visit the website <https://cmccuttack.odisha.gov.in/> regularly for the updates.
2. If it is not possible to open the financial proposals on the same day of bid opening, the date of opening of financial proposal will be communicated to eligible bidder through correspondence.
3. Proposals must be submitted on or before the prescribed date, time and venue mentioned in the Fact Sheet. Proposals received after cut – off date will be summarily rejected.

Sections 4: Background and need for engagement of social media agency for handling the social media platforms for CUTTACK MUNICIPAL CORPORATION SWACHH SURVEKSHYAN 2024-25,;

The Cuttack Municipality was established on 4th June 1876 . It was later accorded the status of Municipal Corporation w.e.f. 15.08.1994 as per the Government Notification No.24145/HUD dtd.28.07.1994 and known as Cuttack Municipal Corporation.

This corporation covers an area of 192.5 sqkm. This typical geographical situation faces the Cuttack city with myriads of challenges. As per census 2011, there were 1,16,820 households with population of 6,10,189. At present in the year 2021, the projected population is 6,79,919 and the households is 1,64,009 as per CPHEEO manual (incremental increase method).

The Swachh Bharat Mission (SBM) is being implemented by Ministry of Housing and Urban Affairs (MoHUA) with the following objectives:

- ✓ Elimination of open defecation;
- ✓ Eradication of Manual Scavenging;
- ✓ Modern and Scientific Municipal Solid Waste Management;
- ✓ To effect behavioral changes for healthy sanitation practices;
- ✓ Generate awareness and behavior change on healthy sanitation practices;
- ✓ Prevention of Pollution of water sources ensuring cleanliness and hygiene in public places;
- ✓ Development of Information, Education and Communication strategies about cleanliness and hygiene and Capacity augmentation for ULBs; and
- ✓ To create an enabling environment for private sector participation in Capex (capital expenditure) and Opex (operation and maintenance) in the activities undertaken under Swachh Bharat Mission.

A multi-pronged strategy is being used by the Ministry to implement SBMUrban which includes creation of an enabling environment for States and the cities to roll out SBM at their levels by empowering and building their capacities, while simultaneously encouraging citizens and other stakeholders to actively participate in the SBM.

It is proposed to engage competent agency for Cuttack Municipal Corporation for preparation of, gap analysis, measures for improving ranking of city by IEC & Behavior Change Communication and for better presentation of all the aspects of Swachh Survekshan-2024-25 and other SWM related activities. Accordingly, Cuttack Municipal Corporation proposes to appoint a agency for handholding, as per the Swachh Survekshan Proposed Indicators in Tool Kit/ Frame work to be launched by MoHUA.

Objectives:

- i. To create brand imagery for CUTTACK MUNICIPAL CORPORATION for SWACHH SURVEKSHYAN 2024-25, on popular social media platforms.
- ii. To widen CUTTACK MUNICIPAL CORPORATION, SWACHH SURVEKSHYAN 2024-25, Cuttack reach among different communities on social media and online platforms.
- iii. To disseminate information on different projects taken up by CUTTACK MUNICIPAL CORPORATION for SWACHH SURVEKSHYAN 2024-25, using the different templates, Newsfeed, Success Story, Videos, Flash Message etc.
- iv. To create engagement between CUTTACK MUNICIPAL CORPORATION SWACHH SURVEKSHYAN 2024-25, and people via positive conversations.
- v. To communicate with citizens via online platforms about new schemes, initiatives, Govt. prospective on different projects and opportunities for the people.
- vi. To raise awareness about the latest and important events/ Govt. functions.
- vii. To create a simple and user-friendly system for exchanging ideas and feedback online to reach to the administration.
- viii. To allay apprehensions, misconceptions if any, prevailing amongst general public/ beneficiaries by addressing their grievances.

Sections 5: Terms of Reference:

Given below are the lists of proposed Social Media Activities that the CUTTACK MUNICIPAL CORPORATION SWACHH SURVEKSHYAN 2024-25, desires the Agency to execute. However, CUTTACK MUNICIPAL CORPORATION SWACHH SURVEKSHYAN 2024-25 is not obliged to employ all activities mentioned below and the CUTTACK MUNICIPAL CORPORATION SWACHH SURVEKSHYAN 2024-25 has the discretion to change the scope of activities without having any commercial implication. The scope of work includes but is not limited to the following:

a) Strategy Formulation

The Agency will formulate a result oriented comprehensive social media promotion strategy.

b) Creation and Management of Social Media platforms

- i. The agency shall create and subsequently maintain the official WhatsApp, Face book Page, Twitter Profile, You Tube Channel and Instagram including any other social media platform of CUTTACK MUNICIPAL CORPORATION for SWACHH SURVEKSHYAN 2024-25, during the course of contract and hence set up a complete social media networking management system and manage the same by deploying requisite number of persons with requisite qualifications and skill sets.
- ii. The Agency would develop and upload on various social media

platforms, creative content or adapt the already available creative content of different schemes, success stories and guidelines!

- iii. The activities listed under this sub-section will have to be executed at periodic intervals, the frequency of which will be decided by the CUTTACK MUNICIPAL CORPORATION SWACHH SURVEKSHYAN 2024-25, Cuttack Municipal Corporation.
- iv. Social Media Account will be verified /authenticated by the agency as per the norms of respective platforms.
- v. The above services will be for a duration of six months from the date of signing of contract, subjected to further extension upto six months based upon satisfactory performance.
- vi. Work will be commenced within 15 days of the award of contract (signing of contract).

c) Dissemination of messages through Social Media Platforms

- i. The Agency would be responsible for enhancing reach of messages such as Scheme Benefits, Innovations, Initiatives and other activities on various social media platforms through non-paid media so that the content would reach to the last mile on internet domain in real time basis particularly to the rural masses.
- ii. The content will be initially drafted in two languages (English & Odia) and extended to other Indian languages as per need.
- iii. Regularly upload posts on chosen social media platforms.
- iv. Regularly post original blog/articles related to work, milestones, and achievements (Success Story) etc. of schemes and institution as a whole.
- v. While creating content, platform limitations should be given due care (e.g. 140 character limitation on Twitter, image guidelines on Face book/ Instagram etc.)
- vi. Compilation and coordination of news, events and community involvement postings within social media.
- vii. Select and upload images that increase curiosity and engagement amongst people/ beneficiaries.
- viii. Design creative piece in accordance with campaigns and adapt them to platforms.
- ix. Curate topics on relevant (#) Hash tags on digital platform.
- x. All activities listed under this sub-section are continuous activities and will be executed at the intimation of DMG, from time-to-time.
- xi. On Requirement the agency has to create small reels video of the content.

d) Conversation Management

- i. Setup monitoring services as per the requirement.
- ii. Monitoring to be done using proper tracking mechanism to track

conversations relating to CUTTACK MUNICIPAL CORPORATION for SWACHH SURVEKSHYAN 2024-25 Schemes.

- iii. To tap existing or initiate newer conversations on regular basis such as call to the beneficiaries on random basis to the feedback of the beneficiaries.
- iv. Redress the grievances received on social media with help of concerned departments of Corporation. Revert to the user/ complainer on the resolve of the issue/ grievance.
- v. Run (#) Hash tag based discussions frequently with Twitter/Face book users, frequently.

e) Response Management

- i. The agency shall provide accurate, complete, polite, and prompt feedback mechanism to users via social media platforms. The agency shall gather inputs from users and respond back to their requests, queries, suggestions etc. and also pass on to authorized officials of CUTTACK MUNICIPAL CORPORATION on regular basis.
- ii. User interaction would initially be done in Odiya and English only to be extended to other languages subsequently on need based basis.
- iii. The agency would also moderate the sites to avoid spam, advertisements and inappropriate content.
- iv. The agency is also expected to track social media networks for relevant and related key words, and respond to them in a big way to initiate positive conversations on social media sites.

f) Monitoring and Reporting

- i. Tracking conversations, links and blogs about CUTTACK MUNICIPAL CORPORATION, SWACHH SURVEKSHYAN 2024-25 and issues / topics relating thereto.
- ii. Tracking sentiments - Positive, Neutral or Negative.
- iii. Use effective third party tracking tools to track the progress of each network.
- iv. Reporting any discrepancy in sentiments.
- v. Channelizing and drafting a plan to work out and neutralize negative sentiment.
- vi. Submit ‘Effectiveness Analysis Reports’ to CUTTACK MUNICIPAL CORPORATION, SWACHH SURVEKSHYAN 2024-25 on a weekly or monthly basis, as required.
- vii. The agency would employ requisite analytical and software tools, as required

g) Documentation & IEC Development

- i. Services of the Agency will also be used for creation and development of documentation like audio visuals, script development and designing of success stories and best practices, etc.

- ii. To address the same agency may have to make videos of below 60 sec, 60 to 120 sec, audio visuals of the CUTTACK MUNICIPAL CORPORATION SWACHH SURVEKSHYAN 2024-25 projects.
 - iii. The agency must have their own equipment and resources. The agency has to provide the soft copy of the above stated photos / video clips to CUTTACK MUNICIPAL CORPORATION SWACHH SURVEKSHYAN 2024-25 as well as to be kept in the archive for record.
 - iv. Agency has to quote the prices taking all the above services into account which must include all ancillary and out of pocket expenses.
- h)** The agency shall ensure that the content and activities on social media platforms do not restrict accessibility of the platform on various mobile devices and different browsers.
- i)** The agency must mark all electronic content (text, photo, video or otherwise) as copy right, wherever applicable; and monitor and report unauthorized use.
- j)** Joint Venture applications are strictly avoided.
- k) Archival Set Up**
- Agency would be responsible for storage of content and data by means of online /offline archival support. The archived content should be available to be made available to CUTTACK MUNICIPAL CORPORATION, SWACHH SURVEKSHYAN 2024-25, Cuttack Municipal Corporation.
- Other anticipated activities but not limited to:
- i. Manage and act on all related opportunities.
 - ii. Distribute press releases, media announcements to online media. Conduct personal follow up on outreach via-email.
 - iii. Utilize social media tools to support day today image building efforts.
 - iv. Means and methods of Social Media Audit.

I) Responsibilities

Daily Responsibilities	Weekly Responsibilities	Monthly Responsibilities
• Maintaining the goodwill of the institution. • Respond to any/all engagements from follower base • Sharing our quality content socially Regular posting on social media accounts: • Use local/native video/scheme videos • Experiment posting • Mix up posts Types • Test post Length • Include @Tags of other pages • Repost popular post. • Pre-self-target audience • Drive traffic from other sources • Embed posts& on your blog Monitor for Keywords: Follow Back & Connect with one new person/ beneficiaries.	• 6-12 Engaging Social media posts per week • 5-8 Reels • Share at least Creative Stories • Run non- paid campaigns for required post • Creation, development and uploading of Audio Visuals in Social Media Platforms as per direction • Check out stats	• 1-2 Documentary videos per month • Analytics Reports Design & change banners on social media accounts • Increase followers & subscribers on social media accounts • Create channels like: YouTube • Goal-Setting & Come up with new experiments Create more channels and expand our video in other channels • Design Newsletter / Boucher / Leaflets & share with targeted audience • Creation, development and uploading of Audio Visuals in Social Media Platforms as per direction • Monthly Analytics Reports

Section 6: Instruction to Agencies

1.1 The Commissioner, CUTTACK MUNICIPAL CORPORATION, for SWACHH SURVEKSHYAN 2024-25, will select agency in accordance with method of selection specified below.

Name of the Client: Commissioner, CUTTACK MUNICIPAL CORPORATION, 2024-25,

Method of selection: Quality and Cost Based Selection (QCBS).

1.2 Interested Agencies are invited to submit a Technical Proposal and a Financial Proposal, for the assignment named below.

Name of the Project: **"Management of Social Media Platforms & to Provide Allied Services to CUTTACK MUNICIPAL CORPORATION, SWACHH SURVEKSHYAN 2024-25, "**

1.3 The Proposal submission address:

The Commissioner,
CUTTACK MUNICIPAL CORPORATION,
SWACHH SURVEKSHYAN 2024-25 Cell,
Odisha, PIN – 753001

1.4 The Proposal (comprising of Pre - Qualification documents, Technical Proposal, Financial Proposal and EMD in Four separate sealed envelopes) must be submitted by registered/speed post only which should be received by the Client, not later than the following date and time:

Date: 20.02.2024 Time: By 5.00 P.M.

1.5 Agencies shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Client is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to contract award, without thereby incurring any liability to the Agencies.

1.6 Conflict of Interest:

a) Client requires that Agencies shall perform the required services, provide professional, objective, and impartial advice and all times hold the Client's interest paramount, strictly avoid conflicts of interest with other assignments or their own interests and act without any consideration for future work. Without limitation on the generality of the foregoing, Agencies, and any of their affiliates, shall be considered to have a conflict of interest and shall not be engaged, under any of the circumstances set forth below.

Conflicting Relationship:

a) An Agency (including its Personnel and Sub-Agencies) that has a business or family relationship with a member of the Client's staff who is directly or indirectly involved in any part of (a) the preparation of the terms of reference of the Assignment, (b) the selection process for such Assignment or (c) supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from

this relationship has been resolved in a manner acceptable to the Client throughout the selection process and the execution of the Contract.

- b) Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the Client, or that may reasonably be perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the Agency(s) or the termination of its Contract.
- c) No Agency or current employees of the Client shall work as Agency under their own ministries departments or agencies.

1.7 Unfair Advantage:

If an Agency could derive a competitive advantage from having provided other services related to the assignment in question, the Client shall make available to all other Agencies together with this RFP all information that would in that respect give such Agency any competitive advantage over competing Agencies.

1.8 Fraud and Corruption:

It is required that Agencies participating in the project adhere to the highest ethical standards, both during the selection process and throughout the execution of a contract.

The Client:

- a) Defines the terms set forth below as follows:
 - i. "corrupt practice" means the offering, giving, receiving or soliciting, directly or indirectly or anything of value to influence the action of a public official or members of the Evaluation Committee, in the selection process or in contract execution;
 - ii. "fraudulent practice" means a misrepresentation or omission of facts in order to influence a selection process or the execution of a contract;
 - iii. "collusive practices" means a scheme or arrangement between two or more Agencies with or without the knowledge of the Client, designed to establish prices, artificial, non-competitive levels;
 - iv. "coercive practices" means harming or threatening to harm, indirectly, persons or their properly to influence their participation in a procurement process or affect the execution of a contract;
- b) Will reject a proposal for award, if it determines that the Agencies recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the contract in question:

Applicant Agencies should be aware of the provisions on fraud and corruption stated in the specific clauses in the Contract.

1.9 Only one Proposal:

An Agency may only submit one proposal. If any Agency submits or participates in more than one the proposal, all such proposal shall be disqualified.

1.10 **Proposal Validity:**

Proposal must remain valid for 180 days from the last date of bid submission. During this period, agency shall maintain the availability of Professional staff nominated in the Proposal and fully committed to their financial proposal, unchanged. The client will make its best effort to complete negotiations within this period. Agency who does not agree, have the right to refuse to extend the validity of their Proposals, under such circumstances, the client shall not consider such proposal for further evaluation.

1.12. **Preparation of Proposals:**

- i. The Proposal as well as all related correspondence communicated by the Agencies and the Client, shall be written in English.
- ii. In preparing their Proposal, Agencies are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a Proposal.
- iii. The Proposal consists of two parts (i) Technical Proposal and (ii) Financial Proposal
- iv. **Original RFP document duly stamped and fully signed in each page along with the Forwarding Letter confirming the performing the assignment**

1.13. **Minimum Eligibility Criteria:**

Agencies failing to meet criteria or not submitting requisite proof for supporting of minimum eligibility criteria are liable to be rejected summarily.

Table No.6.1

Sl. No.	Criteria	Documentary Evidence to be Submitted in Technical Bid
1	Name & Address of the Agency (Sole-proprietorship) / Partnership Firm / Company	
2	Registration details :	• Registration Certificate. • PAN Card • GST Registration Certificate • Bank account details.
3	Minimum 3 years' experience in handling such type of assignments in Govt./ or Public Sector	Work Orders/ Completion Certificates/Invoice issued by/to the Client
4	The Agency (Sole-proprietor / Firm / Company) should have minimum Average financial annual turnover of Rs. 15,00,000/- for the last 3 years.	Filed IT return of last 3 years

5	Brief write up of the relevant business activities undertaken so far and an overview of the expertise/potential available with the Agency.	To be submitted
6	Details of required equipment and project management tools available.	To be submitted
7	Details of Quality work plan to deliver on the engagement as per the Scope of Work in terms of achieving Goals and objectives.	To be submitted
8	The Agency (Sole proprietor / Firm / Company) should not have been blacklisted/banned by the Central/State Governments or PSU.	Self-Certification on letterhead to be furnished.
9	Submission of undertaking for Bid terms & conditions acceptance.	Submission on letter head
10	EMD of Rs.50,000/- (Rupees Fifty thousand) only in the form of 2 Year TDR / FD / Postal Deposits duly pledged in favour of The Commissioner CUTTACK MUNICIPAL CORPORATION	To be submitted with Technical Bid Document.
11	Bid Cost of Rs.11,800 (Rupees Eleven Thousand Eight Hundred) only in the form of Demand Draft drawn in favor of The Commissioner CUTTACK MUNICIPAL CORPORATION SWACHH SURVEKSHYAN 2024-25, drawn on any Nationalized / Scheduled Bank, payable at Cuttack.	To be submitted with Technical Bid Document.

NOTE: The copies of documents submitted towards minimum eligibility criteria are to be substantiated through production of originals, as and when required.

1.14. **Technical Proposal Format and Content:**

Applicant Agencies are required to fill the Technical Evaluation Form. The filled up Technical Evaluation Form and the corresponding Tech Form (in Section 7) should be enclosed in a separate envelop along with all necessary/supporting document to justify the minimum eligibility criteria. The supporting documents have to be produced in original by the Agencies, if and when demanded by the Client. Submission of the wrong type of Technical Proposal will result in the (Proposal being deemed non-responsive.

The formats of the Technical Proposal (Section 7) to be submitted are:

- Form Tech 1: Letter of Proposal submission
- Form Tech 2: Agency's organization & experience
- Form Tech 3: Strategy and approach

- d) Form Tech 4: Undertaking regarding any conflicting activities and information. A Technical proposal containing financial information shall be declared non-responsive.

1.15. Financial Proposals

The Financial Proposal shall be prepared using the attached Financial Proposal Form (in Section 8). The financial proposal shall not include any conditions attached to it and if received, then any such conditional financial proposal shall be rejected.

All documents relating to the RFP shall be in the language English specified in the General Conditions of Contract.

Each page of the Bid Document shall be initialed by the Authorized Representative/ Signatory.

1.16. Tender Fee/ Bid Cost

A Bid Cost Rs. 11,800/- (Rupees Eleven Thousand Eight Hundred) (Non-refundable) only in the form of Demand Draft (D.D.) made from any nationalized / scheduled bank in favor of "Commissioner, CUTTACK MUNICIPAL CORPORATION" payable at Cuttack, must be submitted along with the Proposal.

1.17. Earnest Money Deposit:

An Earnest Money Deposit (EMD) of Rs. 50,000/- (Rupees Fifty thousand) only in the form of 2 year TDR / Fixed Deposit / Postal Deposits duly pledged in favor of Commissioner, CUTTACK MUNICIPAL CORPORATION, from any nationalized / scheduled bank / post office must accompany with the Proposal.

Proposals received without Bid Cost and EMD shall be rejected as non- responsive. **No bank guarantee will be accepted in lieu of the EMD of the successful and unsuccessful agencies.** EMD of unsuccessful agencies will be returned within one month of signing of the agreement.

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

- a. If Proposal is withdrawn during the validity period or any extension by the Agency thereof.
- b. If the Proposal is varied or modified in a manner not acceptable to the Client after opening of Proposal during the validity period or any extension thereof.
- c. If the Agency tries to influence the evaluation process.
- d. If the selected Agency withdraws its proposal during negotiations.

1.18. Submission, receipt and opening of proposals

- a. The proposal (Technical Proposal and Financial Proposal) shall contain no interlunation or overwriting except as necessary to correct errors made by the Applicant Agencies themselves. The under-signee person for the proposal must provide his initial beside such corrections. Submission letters for the Technical Proposal and Financial Proposals should respectively be in the format specified.
- b. An authorized representative of the Applicant Agencies shall initial all pages of the original Technical and Financial Proposals. The authorization shall be in the form of a written power of attorney accompanying the Technical and Financial Proposals or in any other form demonstrating that the representative has been dully authorized to sign.
- c. The Tender Fee / Bid Cost, EMD, including all the Tech Forms and supporting documents (listed 1.14) shall be placed in a separate sealed envelope clearly marked "TECHNICAL PROPOSAL".
Similarly, the Financial Proposal including the Fin Form (described in 1.15) shall be placed in a separate sealed envelope clearly marked "FINANCIAL PROPOSAL" All the three sealed envelopes shall be placed in an outer large envelope and sealed. This outer envelope shall bear the submission address and shall be clearly superscripted with "**Bid Documents for selection of Agency for management of social media platforms for CUTTACK MUNICIPAL CORPORATION, SWACHH SURVEKSHYAN 2024-25,**". The Client shall not be responsible for misplacement, loss or premature opening if the outer envelope is not sealed and/or marked as stipulated. The circumstances may also be deemed as fit case for Proposal rejection. If the Proposal is not submitted in separate sealed envelopes duly marked as indicated above, this will constitute grounds for declaring the Proposal non- responsive.
- d. The Proposals must be sent to the address indicated and received by the Client no later than the time and the date of submission, or any extension to this date in accordance with corrigendum. Any proposal received by the Client after the deadline for submission shall be returned unopened.
- e. From the time, proposals are opened to the time the Contract is awarded, the Agencies should not contact the Client on any matter related to its Technical and or Financial Proposal, Any effort by Agencies to influence the Client in the examination, evaluation, ranking of proposals and recommendation for award of Contract may result in the rejection of the Agencies Proposal.
- f. Proposals are to be submitted through speed post / Courier Services only. Proposals submitted by any other means will not be accepted.

1.19. Evaluation of Technical Proposal

- a. A Bid Evaluation Committee (BEC) will be constituted by the Client for the purpose of evaluation the proposals.
- b. The BEC shall open & evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and by applying the evaluation

criteria, sub-criteria specified in the Table No. 6.1 and 6.2. Each responsive Proposal will be given a Technical Score (Ts).

- c. The Bid Evaluation Committee while evaluating the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation process is concluded, and the competent authority accepts the recommendations.
- d. Agencies shall also make a presentation on its relevant skill, competencies, past experiences including the plan and modalities for the assignment before the Bid Evaluation Committee, which will be evaluated.
- e. A Proposal may be rejected at any stage if it does not respond to important aspects of the RFP and particular the Terms of Reference or if it fails to achieve the minimum technical score indicated below
- f. The Committee shall determine the approach and methodologies for the issues, which may arise during the evaluation exercise and have not been addressed in this RFP. The decision of the Committee shall be final and binding on all the Bidders.

Criteria, sub-criteria, and point system for the Detailed Evaluation of Technical Proposals are:

Table No. 6.2

SL	Evaluation Criteria	Supporting Documents	Max. Marks
1	Experience in Social Media Sector		40
1.1	Total experience so far towards management of social media platforms / IEC development / video films, etc. in any Govt. sector with reference to Scope of work as mention in Section – 5 of RFP. 02 to 03 years = 10 Marks Above 03 years = 20 Marks	Copy of Work Order/ Completion certificates to be Attached	20
1.2	No. of Swachha Survekshyan Social Media Campaigning undertaken (Completed / Running) Up to 03 Assignments = 10 Marks More than 03Assignments = 20 Marks	Copy of Work Order to be Attached	20
2	Financial Capacity		30
2.1	Average Turn Over: 5.00 Lakhs to 10.00 Lakhs= 10 Marks 10.00 Lakhs to 15.00 Lakhs = 20 Marks Above 15 lakhs= 30 Marks	Copy of the IT Return / Statement of Accounts duly Audited by CA Firm.	30
3	Presentation of Action Plan, Strategy, Approach before the Bid Evaluation Committee		30
	Proposed brand vision and digital strategy		5

	Content Development Strategy		5
	Inputs on the Scope of Work		5
	Innovative Ideas and suggestions		5
	Sample Creatives as prepared for past campaign undertaken by the bidder		5
	Social Media Plan for SS Plan 2024-25		5
Total Marks			100

Note: The minimum qualifying mark is: 70 (i.e. 70% of total marks)

1.20. Evaluation of Financial Proposals – QCBS Selection Procedure

- Financial Proposals of only those Agencies who will be technically qualified (i.e. obtain minimum 70% in Technical Evaluation) shall be opened.
- The financial scores (Fs) of the Proposal with the lowest bid cost (Lowest price of Social Media Management) shall be given a financial score of 100 and the other proposals shall be given financial scores that are inversely proportionate to lowest Financial Proposal as stated below;
- $Fs = 100 \times (Fm / \text{Financial Proposal of Applicant under consideration})$ where Fm: Lowest Financial Proposal and Fs: Financial Score

1.21. Final Selection of Agency:

The total score shall be obtained as shown below:

Weighted Technical Score = Technical Score (Ts)*70%

Weighted Financial Score = Financial Score (Fs)*30%

Final Score= Weighted (Technical Score+ Financial Score)

Agencies will be ranked based on score obtained in both technical and financial proposal and the highest scoring agency will be selected. However, score for the financial proposal will be evaluated basing on the price quoted for the assignments mentioned in Sl. No. - A for Management of Social Media in the Financial Proposal Form.

Further, price quoted by bidders shall be reasonable with reference to the prevalent market. Unexpected low/high price quotation in comparison to other bidders may not be acceptable to ensure quality / descriptions of work. However, decision of the Bid Evaluation Committee will be final in this regard to resolve the issue arises, if any.

Further, incase it is found that if the rates quoted by the L1 bidder(Lowest price for Sl. No. A of financial bid) for audio visual are higher or comparatively lower with respect to the other bidders, the L1 bidder may be called for negotiation.

1.22. Negotiations:

Negotiation will be held at the address indicated above. The invited Agency will, as a pre-requisite for attendance at the negotiations, confirm availability of all Professional staff. Failure in satisfying such requirements may results in the Client Proceeding to negotiate with the next-ranked Agency. Representatives conducting negotiations on behalf of the Agency must have written authority to negotiate and conclude a Contract.

a) Technical Negotiations

Negotiation will include a discussion of the Technical Proposal including the proposed approach and methodology, work plan, and organization and staffing, and any suggestions made by the Agency to improve the terms of reference. The Client and the Agency will finalize the Terms of reference, staffing schedule, work schedule, logistics, and reporting. These documents will then be incorporated in the Contract as "Description of Services". Special attention will be paid to clearly defining the inputs and facilities requires from the Client to ensure satisfactory implementation of the assignment. The Client shall prepare minutes of negotiations which shall by the Client and the Agency.

b) Financial Negotiations

After the technical negotiations are over, financial negotiation will be carried out in order to discuss any change in financials due to change in scope of work or due to clarification on any aspect of the technical proposal during the technical negotiations. Under ordinary circumstances, the financial negotiation shall not result in an increase in the price originally quoted by the Agency. Unless there are exceptional reasons, the financial negotiations will involve neither the remuneration rates for staff nor proposed until rates.

c) Conclusions of Negotiation

Negotiation will conclude with a review of the draft Contract. To complete negotiations the Client and the Agency will initial the agreed Contract. If negotiations fail, the Client will invite the next-ranked Agency to negotiate a Contract, if necessary.

1.23. Award of Contract:

- a) After completing negotiations, the Client shall issue a Letter of Intent to the selected Agency.
- b) The Agency will sign the agreement after fulfilling all the formalities/pre-conditions within 15 days of issuances of the letter of intent.
- c) The CUTTACK MUNICIPAL CORPORATION , reserves the right to accept or reject any or all bids to cancel / withdraw the invitation or to annul the bidding process at any time prior to Award of Contract, without assigning any reason thereof. CUTTACK MUNICIPAL CORPORATION, shall bear no liability whatever the consequent upon such a decision nor shall CUTTACK MUNICIPAL

CORPORATION, have any obligation to inform the affected bidder or bidders against any action.

1.24. Confidentiality:

Information relating to evaluation of Proposals and recommendations award shall not be disclose to the Agencies who submitted the Proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Agency of confidential information related to the process may result in the rejection of its Proposal.

1.25. Termination of the Contract:

The competent authority may, by a written notice of termination to the Bidder, suspend/terminate the contract if the Bidder fails to perform any of its obligations under this contract (including the carrying out of the services) provided that such notice of suspension.

1. Shall specify the nature of the failure and
2. Shall request the Bidder to make good such failure within a specified period from the date of receipt of such notice of suspension by the Bidder.
3. The Competitive Authority at any point of time may terminate the contract by a notice of 15 days, if the agency fails to above stated clauses.

1.26. Payment Terms & Conditions:

- i. The payment will be made on monthly basis subject to the submission of correct and complete invoice along with supporting by the service provider .
- ii. In case of special event / necessities arises, the agency has to cover the event without extra payment.
- iii. TDS including TDS on GST as applicable will be deducted from the monthly invoice as per Income Tax Act. 1961.
- iv. GST will be paid extra as applicable from time to time to as per prevalent law. The bidder has to submit the proof of deposit the GST paid by CUTTACK MUNICIPAL CORPORATION with the appropriate authority, otherwise the same shall be recovered from the bidder' EMD.

1.27. Data Security & Prevention of Fraud:

The agency will undertake that all process and standards are being followed to ensure that the data is secured and is immune to any fraudulent activity. The agency has to save all the content in cloud and share the access to the authority.

1.28. Legal matter, including copy rights of Content:

Agency will have the responsibility of ensuring that all content featured / published on the basis of this assignment is free of legal encumbrance including of copy rights issue. CUTTACK MUNICIPAL will not have any responsibility in this matter.

1.29. Competent Authority:

The Commissioner, CUTTACK MUNICIPAL CORPORATION, shall be the competent authority for this project. The powers of the Competent Authority will be as under:

1. May amend RFP documents during the proposal evaluation process. Any amendments will be conveyed to the short-listed organization / Agency;
2. Modify scope of work at the time of the award of the contract. Such modifications will be discussed and agreed with the Agency.
3. At discretion during evaluation of bids, request an Agency for clarification on its proposal. This request will be in writing and the Agency should respond in writing. No change in price or substance of the bid shall be sought, offered or permitted at this stage.
4. The competent authority reserves the right to accept or reject any / all proposal partially or fully without assigning any reason thereof. The decision of the Competent Authority shall be final and binding on all the Bidders.
5. Any dispute in this regard subject to Cuttack jurisdiction only.

Section 7 – Standard Forms

Technical Proposal Forms

Technical Evaluation: Ref: - Point No. 1.14 of RFP

Sl. No.	Criteria	Documentary Evidence to be Submitted in Technical Bid
1	Name & Address of the Agency (Sole – proprietorship / Firm / Company)	
2	Registration details :	• Registration Certificate • PAN Card • GST Registration Certificate • Bank account & RTGS details.
3	Minimum 2 years' experience in handling such type of assignments in Govt./ or Public Sector	Work Orders/ Completion Certificates/Invoice issued by/to the Client
4	The Agency (Sole – proprietor / Firm / Company) should have minimum financial annual turnover of Rs. 15, 00, 000/- for the last 3 years.	Filed IT return of last 3 years
5	Brief write up of the relevant business activities undertaken so far and an overview of the expertise/potential available with the Agency. Details of required equipment and project management tools available.	To be submitted (Tech Form – 2)
6	Details of Quality work plan to deliver on the engagement as per the Scope of Work in terms of achieving Goals and objectives.	To be submitted (Tech Form – 3)
7	The Agency (Sole – proprietor / Firm / Company) should not have been blacklisted/banned by the Central/State Governments or PSU.	Self-Certification on letterhead to be furnished. (Tech Form – 4)
8	Submission of undertaking for Bid terms & conditions acceptance.	Submission on letter head
9	EMD of Rs. 50,000/- (Rupees Fifty Housand) only in the form of 2 Year TDR / FD / Postal Deposits duly pledged in favour of The Commissioner CUTTACK MUNICIPAL CORPORATION SWACHH SURVEKSHYAN 2024-25, Cuttack Municipal Corporation	To be submitted with Technical Bid Document.
10	Bid Cost of Rs. 11,800/- (Rupees Eleven Thousand Eight Hundred)only in the form of Demand Draft in favor of The Commissioner, CUTTACK MUNICIPAL CORPORATION, drawn on any Nationalized / Scheduled Bank , payable at Cuttack	To be submitted with Technical Bid Document.
11	Presentation of Action Plan , Strategy, Approach before the Bid Evaluation Committee in shape of a short PPT.	Both soft and hard copy of the presentation is to be submitted before the Bid Evaluation Committee.

Tech. Form – 1: Covering Letter

To,

Commissioner,
Cuttack Municipal Corporation

Dear Sir,

We, the undersigned offer to execute the assignment "**Management of Social Media Platforms for Swachh Survekshan 2024-25**" in accordance with your Request for Proposal No._____ dated _____. We are hereby submitting our Proposal, which includes Pre Qualification Documents, Technical Proposal and Financial Proposal, sealed in separate envelopes.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification. Our Proposal is binding upon and subject to the modifications resulting from contract negotiations.

Thanking you.

Yours sincerely,

Authorized Signature
Name and Designation of Signatory
Name of Agency

Form Tech 2 – Agencies/Organization and Experience

[Provide here a brief description of the Agency's background including ownership details, date and place of registration, objectives etc. provide details of experience/assignments of similar nature including name of assignment, duration, contract amount, client details, staff involved, tasks carried and etc. Apart from this, also provide details and supporting information/documents under the eligibility criteria.

Note 1: Information provided in this form should sufficiently support/justify the criteria of the Technical Qualification Form.

Note 2: All the claims should be substantiated through production of originals, whenever demanded.

Form Tech 3- Description of Strategy, Approach and Work Plan for Performing the Assignment

[Strategy, Approach and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal divided into the following three chapters:

- a) Strategy and Approach
- b) Work Plan and
 - a) **Strategy and Approach:** In this chapter, you shall explain your understanding of the objectives of the assignment.
 - b) **Work Plan:** In this chapter, you shall propose the main activities of the assignment, their content and duration, phasing and interrelations, and milestones. The proposed work plan shall be consistent with the strategy, showing understanding of TOR and ability to translate and implement each of the objectives, scope of work into a feasible working plan.

Form Tech 4- Undertaking Regarding any Conflicting Activities and Declaration Thereof

Are there any activities carried out by your Agency which are of conflicting nature as mentioned in Para 1.7 of section 6. If yes, please furnish details of any such activities.

If no, please certify,

[We hereby declare that our Agency has not indulged in any such activities which can be termed as the conflicting activities under Para 1.7 of the section 6. We also acknowledge that in case of misrepresentation of the information, our proposals/ contract shall be rejected / terminated by the Client which shall be binding on us.]

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Agency:

Section 8 – Financial Proposal Submission Form

From:

Name of the Bidder: _____

Address: _____

To,

Commissioner,
Cuttack Municipal Corporation
Cuttack

Dear Sir,

We, the undersigned, offers to provide the services for the assignment of **"Management of Social Media Platforms for Swachh Survekshan 2024-25"** in accordance with your Request for proposal (RFP) No. _____ dated _____ and our Technical Proposal.

Our Financial Proposal is as per below mentioned:

Sl. No.	Particulars	Price Quoted Per Month Including All Charges (Excluding GST)			
		Rupees In Figure		Rupees In Words	
A	Management of Social Media: Undertaking entire Scope of Work as per Section 5: Term of Reference of RFP except point no. –G (ii)				
B	Documentation & IEC Development:	Rate Per Unit (INR)			
B1	Audio Visuals	For Below 1 Minutes Video	Above 01 & below 3 Minutes Video	Above 3& below 5 Minutes Video	Per Day photography & videography
Note: GST will be paid extra as per the applicability.					

Note: The quoted rate shall be inclusive of salary, wages, TA/DA, logistic, etc. to personnel deployed for the assignment by the agency / bidder and training to be impacted by the bidder/ agency to CUTTACK MUNICIPAL CORPORATION, SWACHH SURVEKSHYAN 2024-25. We fully accept the proposed cost with reference to the RFP. The proposed cost per month shall be binding upon us subject to the modification resulting from contract negotiations, if any, up to expiry of the validity period of the Proposal. GST shall be paid extra as applicable from time to time.

Thanking You,

Yours sincerely,

Authorized Signature
Name and Designation of Signatory:

End of Document