

Open Tender for Selection of

Creative Agency for Handling & Managing

Twitter & Social Media Account

January, 2021



NATIONAL MINORITIES DEVELOPMENT & FINANCE CORPORATION
1ST FLOOR, CORE-1, SCOPE MINAR, LAXMI NAGAR, DELHI.
www.nmdfc.org

Uploaded on Website of NMDFC 7TH JANUARY, 2021
Last Date for Submission of Bids up to 16.00 Hrs on 27.01.2021

Details about LIMITED Tender: LIMITED Tender Notice No. 2569 of 07.01.2021

Department Name	:	National Minorities Development & Finance Corporation (NMDFC)
Address	:	The Assistant General Manager (Projs), NMDFC, 1st Floor, Core-1, Scope Minar, Laxmi Nagar, Delhi-110092. Phone: 91-11-22441438, 22441453.
Name of Work	:	Engaging Agency for Handling & Managing Twitter & Social Media Account (Account to be specified in LOI) for a period of Three Months.
Tender Currency Type	:	Single
Tender Currency Settings	:	Indian Rupee (INR)
Joint Venture \ Consortium	:	Not Applicable
<i>Amount Details</i>		
Bid Processing Fee	:	Rs.2,500/- in form of Demand Draft (Non Refundable)
Processing Fee Payable to	:	Non-refundable DD in favour of "National Minorities Development & Finance Corporation"
EMD (INR)	:	The bidding agencies are exempt from submitting EMD. However, the bidding agencies are required to submit Bid Security Declaration enclosed with this Tender Notice as Annexure- 5 .
Expected Cost of the Work	:	Expected Cost of Rs.75.00 lacs (Rupees Seventy Five Lacs) + GST as applicable.
<i>Tender Dates</i>		
Bid Document Downloading Start Date	:	08/01/2021
Bid Document Downloading End Date	:	25/01/2021 at 17.00 hrs
Last Date & Time for Submission of Bid.	:	27/01/2021 at 16.00 hrs
Date of Tender opening	:	27/01/2021 at 16.30 hrs
Bid Validity Period	:	90 days from opening of price bid
Submission of related documents, etc.	:	Submission of Bid Processing Fees, Technical Bid and Financial Bid along with other Documents from 08/01/2021 at 15.00 hrs. upto 27/01/2021 at 16.00 hrs in the office of NMDFC, 1st Floor, Core-1, Scope Minar, Laxmi Nagar, Delhi - 110092.
Remarks	:	<p>Tenders will be opened on 27.01.2021 at 16.30 hrs. Representatives of the bidders are invited to attend the bid opening meeting. As part of Technical Bid, the bidders will submit the detail about the Agency, experience of having handled similar high profile work in the past for Government Department/PSUs, detail of work executed bringing out the creativity & content uploaded onto the Social Media platforms, Financial Turnover, Employees Associated with the Agency & their Relevant Experience, etc. The bidders whose bids are found to be responsive after Technical Evaluation would be invited to make presentation encompassing their company profile and activities undertaken by them in the past before the Tender Evaluation Committee on 28th January, 2021 from 11.00 A.M onwards. The bidding agencies are also expected to present before the committee the past experience of the agency, creative social media content & solution, innovative ideas & overall strategy. Time slot in respect of individual bidders whose bid has been found to be responsive will be indicated by NMDFC separately.</p> <p>Thereafter, Financial Bids of only those Bidders will be opened on 29.01.2021 at 11.00 Hrs, who secure at 80 marks or more during Technical evaluation & presentation. The final date & time would however be intimated by NMDFC separately. Representatives of bidders are invited to attend the Financial Bid opening meeting. The selection will be based on Two Stage CQCBS method and the work will be awarded to bidder with the Highest Score.</p> <p>In case of any clarification, the bidders may contact Sh. K. Sudesh, Chief Manager (Finance), NMDFC at 22441438.</p>

INVITATION FOR LIMITED TENDER

National Minorities Development & Finance Corporation (NMDFC) under Administrative control of Ministry of Minority Affairs, GOI incorporated u/s 25 of Companies Act, 1956 (now section 8 under companies Act, 2013) working for the Socio-Economic Development of targeted National Minorities. NMDFC extends concessional credit to the members of the target Minority Communities for setting up of Income Generation Activities.

NMDFC is inviting Bids on behalf of the Ministry of Minority Affairs, GOI from Eligible, Experienced & Qualified firms with sound Technical & Financial Capabilities for handling & managing the Twitter & Social Media Account (Account to be specified in LOI). The Qualifying Agency shall be engaged for a period of 12 months as per the Scope of Work given in the following section. **Initially, work would be assigned for 3 month period and extended further upto 12 months based on assessment of performance.**

This invitation to Bid is open to all the bidders who meet the following Minimum Eligibility Criteria:-

- a). The Bidder should have a minimum average total turnover of Rs. 10.00 Cr. for the last 3 financial years (2017- 18, 2018-19 & 2019-20). In case of 2019-20, a CA Certificate can also be submitted if accounts are unaudited.
- b). Bidder shall have positive net worth for the last 3 financial years (2017- 18, 2018-19 & 2019-20) (In case of 2019-20, a provisional CA certificate can be submitted on the provisional balance sheet and P&L)
- c). The Bidder should have an office in Delhi / NCR.
- d) The Bidder should have completed at least Two Projects in Social Media during the last 3 Financial years (2017- 18, 2018-19 & 2019-20)

As part of the Technical Bid, the bidder must submit documents as proof for meeting the eligibility criteria. Detailed terms and conditions are prescribed in the Tender Document and can be downloaded from the website "<http://www.nmdfc.org>". The bidder can approach NMDFC for any clarification with regard to submitting its bid up to 22.01.2021.

Bidder has to submit hard bound document duly numbered. Loose documents shall be out rightly rejected. The Tender should be submitted in the following manner:-

- a). The First Envelope should contain the Bid Processing Fee of Rs.2,500/-(Non Refundable) in form of Demand Drafts/FDs drawn in favour of "National Minorities Development & Finance Corporation" payable at Delhi. The EMAs would also be required to submit Bid Security Declaration in lieu of EMD as enclosed with this Tender Notice as **Annexure – 5**.
- b). The Second Envelope should contain the Technical Bid in sealed envelope complete with Detail about the Agency, Proof of meeting Eligibility Conditions, Detail of Work Undertaken in the Past bringing out the Experience & Creativity of the bidding agency.
There should be no mention of the prices in the Technical Bid Document. Filling up/Disclosing prices in Technical Bid document will disqualify the Bidder. Original printed document with signature & seal of the submitting company shall be considered as authentic.
- c). The Third Envelope should contain the Financial Bid only. Services offered should be strictly as per specifications mentioned in this Tender Document.

The first, second & third envelopes should be enclosed in a larger envelope duly sealed. All pages of the offer must be signed, sealed & numbered. The bids complete in all respect must be submitted through Speed Post/Courier and also by hand by depositing in the Tender Box kept at the reception in the corporate office of NMDFC. It may also be mentioned here that any delay in submission of Bids beyond the stipulated time/date due to any reason whatsoever shall not be entertained by NMDFC.

Scope of work

The monthly Scope of Work for the agency is not limited but would include the following:

1. Formulation of Social Media Strategy

The successful bidder would have to operate in tandem with officials of Ministry of Minority Affairs and shall take the responsibility of devising the communication strategy for social media handles (Account to be specified in LOI).

2. Social Media Management

The successful bidder shall take care of the social media management across different platforms like Facebook, Twitter, Instagram, etc.

Channel	Details	Monthly Frequency
Twitter	Twitter will be the primary channel Drive a content calendar and create engaging posts on a monthly basis Supplemented by good RTs	100-120 tweets (5-6 tweets/weekday)
Facebook	Posts to be replicated on Facebook Use of Facebook features such as Stories	50 posts
Instagram	Posts to be replicated on Instagram Use of Instagram features such as Stories	50 posts
YouTube	20 Videos to be uploaded as an when required	20 Videos
Total		200-220 Tweets/Posts

3. Content & Creative per Month

The selected agency needs to proof read all the copies including the copy approved by Ministry of Minority Affairs or any third party appointed by the Ministry and ensure that all such materials have been reviewed and approved through the review process communicated by authorised official in the Ministry.

Total No. of Creatives - 200

Unique Creatives - 100 (English - 50, Hindi - 50)

Adapts - 100

Split of unique creatives:

- Static banners - 55
- Text posts - 5
- Short 20-25 sec videos - 20
- GIFs - 15
- Infographics – 10

4. Social Listening:

The bidder will use the effective tool for Social Listening, for real-time listening and monitoring for the Social Media handles. This will include:

- a) Listening to conversations happening about Hon'ble Minister for Minority Affairs, GOI & Ministry of Minority Affairs.
- b) Trend Monitoring: Spot and flag emerging trends, while aligning it with the creative brief
- c) Brand Monitoring: Monitor conversations on the brand pages and provide insights on incoming queries, reach, and campaign
- d) Reports: Prepare monthly reports on Sentiment and Audience Analysis

Report	Description	Frequency
Buzz Trend	Total no. of mentions around keywords included in the scope along with insights on any spikes/plunge in the data	Daily & Monthly
Topic Analysis	Identify and analyse key topics of conversations happening around the keywords	Monthly
Sentiment Analysis	Analyse positive, negative or neutral sentiments of the data	Daily & Monthly
Hashtag/ Campaign Analysis	Hashtag and campaign analysis Suggest recommendations to run better campaigns	Monthly
Influencer Analysis	Influencer analysis of positive & negative conversations & provide insights about their influencing power	Monthly

5. Key Personnel

- a). The selected agency shall deploy the personnel with following qualifications for undertaking the assignment as per the scope of work:-

Role	Responsibility	Quantity (Nos.)	Qualification Required
Social Media/Strategy Manager	A Team lead should have good communication and presentation skills and can strategize the online activities as well as can coordinate with the MMA officers, Private and Government partners for promotion of events, campaigns etc.	1 (One)	MBA or equivalent degree from a reputed college Minimum 5 Years of experience in Digital Marketing field Demonstrable experience in Content and Social Media Marketing
Social Media Executive	Social media copy writer well-versed in Hindi and English and experience in creating highly engaging posts on various social media platforms	2 (Two)	BBA/MBA or equivalent degree from a reputed college Minimum 3 Years of experience in social media marketing Demonstrable experience in Content and Social Media Marketing
Graphic designer	A graphic designer is responsible for creating design solutions that have a high visual impact. Develop creative ideas and concepts, choosing the appropriate media and style to meet the client's objectives. The work demands creative flair, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines. Developing design briefs by gathering information and data through research. Working with a wide range of media, including photography and computer aided design.	2 (Two)	Graduate in any Stream Minimum 2 Years of experience in the Designing Works
Video Editor	A Video Editor is responsible for creating design solutions that	1 (one)	Graduate in any Stream

	have a high visual impact. Develop video creative & concepts, choosing the appropriate media and style to meet the client's objectives. The work demands creative flair, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines. Developing video shoot briefs. Working with a wide range of media, including videography, photography and computer aided editing software.		At least 2 years of extensive video shoot and editing experience on creating of designs for video content which have been displayed on various social media platform. Should be skillful in video shoot and video editing
Photographer and videographer	The applicant must have experience of at least five years in providing photography & videography services for the coverage of events. Knowledge of Photo and video editing software and equivalent software.	1(one)	Photographers / videographers must have experience of at least five years in providing photography & videography services for the coverage of events and interview.

b). Initial Composition; Full Time Obligation; Continuity of Personnel

- 1) Bidder shall ensure that each member of the Key Personnel devotes substantial working time to perform the services to which that person has been assigned as per the proposal.
- 2) Bidder shall use commercially reasonable efforts to ensure it retains the services of its Key Personnel, including provisioning of competitive compensation, benefits and other conditions to its Key Personnel to incentivize them to remain in Bidder's employment.
- 3) Bidder shall not make any changes to the composition of the Key Personnel and not require or request any member of the Key Personnel to cease or reduce his or her involvement in the provision of the Services during the Term (or agree to any request other than from Purchaser that would have the same effect):
 - a) unless that person resigns, is terminated for cause, dies, is long-term disabled, is on permitted mandatory leave under Applicable Law or retires; or
 - b) Without NMDFC's/Ministries prior written consent.
- 4) Bidder shall promptly notify NMDFC/Ministry of its intention to re-hire any member of the Key Personnel who had resigned from Bidder in the previous 12-month period. Purchaser shall have the right to request that any member of the Key Personnel who resigns and is re-hired by Bidder within 12 months of the resignation date be re-assigned to the provision of the Services.

INSTRUCTIONS TO THE BIDDERS

I. PROPOSED PROJECT

NMDFC is inviting Bids on behalf of the Ministry of Minority Affairs, GOI from Eligible, Experienced & Qualified firms with sound Technical & Financial Capabilities for handling & managing the Twitter & Social Media Account (Account to be specified in LOI). **Initially, work would be assigned for 3 month period and extended further upto 12 months based on assessment of performance.**

II. REJECTION OF BIDS

The Bid will be considered Non Responsive & summarily rejected in case it does not fulfil any one or more of the following conditions:-

- a). If Bid processing fees is not enclosed.
- b). If the bid fails to provide Bid Security Declaration document in lieu of EMD.
- c). If the bidder tries to put any influence.
- d). If the bidder furnished false information.
- e). If the Authorised Signatory has not signed with official seal on all pages of the bid document.
- f). Any bid received after the bid due date/time prescribed in the Tender Document.
- g). Any bid indicating conditions beyond those indicated in this Tender Document i.e. conditional bid shall be rejected.
- h). If Price is indicated in the Technical Document.
- i). Bids shall remain valid for 90 days after the date of Bid opening prescribed by NMDFC. A Bid valid for a shorter period shall be rejected as non-responsive.

III. CRITERIA FOR SELECTION OF BIDDERS

Selection Criteria

The selection of EMA will be through Composite Quality cum Cost Based System (CQCBS). The weightage for Technical Criteria (based on Technical Evaluation & Presentation) will be 70 while Financial Criteria will be 30. The agency who quotes lowest in the financial bid shall be given 30 marks. The financial quotes of other bidders shall be computed as follows
(L-1 divided by Lx) multiplied by 100 wherein X is the bid quoted by L 2, L3, L 4.

a. Composite Score of the Bidders:-

Composite Score of the Bidders shall be worked out as under:

Bidder's Scores		Weightage	Weighted Score
(A)	Technical Score	70	
(B)	Financial score	30	
Composite Weighted Score of the Bidder (A+B)			

The Bidders who has secured the highest Composite Score shall be declared the Preferred Bidder.

b. The Technical Evaluation shall be based on the credential, experience & standing of the agency in the industry besides presentation made by the bidder before the Tender Evaluation Committee (TEC).

Sr Nos	Evaluation Criteria	Score
1	Average annual turnover of the bidder in last three financial years FY 17- 18, FY 18-19, FY 19-20 or (as per the latest last three published audited balance sheets).	20
	a) INR 10 Crs - 20 Crs – 12 Marks (or)	
	b) INR 20.01 Crs – 30 Crs -- 16 Marks (or)	
	c) >30.01 Crs -- 20 Marks	
2	Relevant Past Experience: Experience in handling Social Media Management Services	20
	a) 2 Project - 6 Marks (or)	
	b) 3- 4 Projects – 12 Marks (or)	
	c) > 5 projects – 20 Marks	
3	Agency having Registration with ESIC & EPFO	10
6	Agency having Minimum 25 manpower on payrolls	10
7	Technical Presentation based on social media solution, proposed/best practices, innovative ideas and overall strategy	40
	T O T A L	100

During presentation before the Tender Evaluation Committee (TEC), the bidder is expected to bring forth its past experience, creative social media content & solution of past assignments. Further, innovative ideas & overall strategy for the proposed assignment as per Scope of Work defined in **Annexure-A** above may also be indicated during presentation. The soft copy of the presentation may also be given to NMDFC after the presentation. **Financial Bid will be opened of only those Bidders, whose Bid(s) have been found to be Responsive and who score 80 marks or more after Technical Evaluation.**

c. Financial Score

30 Marks

The financial bid is to be quoted in the prescribed format as at **Annexure-2**.

- d.** NMDFC reserves all the rights related to the opening, evaluation and cancellation of Bids without assigning any reasons thereof. In case of any ambiguity while comparing the rates offered by the bidders, NMDFC reserves all the rights to decide on the issue of identifying selected bidder.

e. Special Conditions for Evaluation

The Preferred Bidder would be selected as per criteria mentioned. However, in the event that two or more Bidders secure exactly the same Composite Score, then NMDFC reserves the right to declare as Preferred Bidder whose, Presentation Score is highest among such Bidders who have secured exactly the same Composite Score.

GENERAL TERMS & CONDITIONS

I. OTHER CONDITIONS:-

- a). **Liquidated Damages:-** The work as listed in the scope of work should be completed as per the schedule provided by the Ministry. Liquidated Damages will be applicable, in case of delay in completion of a specific job beyond the scheduled date/time of completion. Penalty would be applicable at the rate of 25% of the contract value for delay of each day, subject to maximum of 50% of the contract value. The penalty shall be recoverable from the Performance Guarantee provided by the agency. Further, if the agency fails to attend to the work despite reminders, NMDFC reserves the right to terminate the contract and get all the jobs completed through another agency of its choice. Any extra expenditure that NMDFC incurs for completion of the balance job/s through another agency on account of higher rates quoted by the new agency, will be recovered from the selected bidder's account or Performance Guarantee. Moreover, NMDFC shall also be entitled to all other legal proceedings as may be required for shortfalls in recovery.
- b). **Earnest Money Deposit (EMD)**
- (i). In the light of directions issued by the Ministry of Finance Vide OM Nos- F.9/4/2020-PPD dated 12.11.2020, all the bidding agencies are exempt from submission of Earnest Money Deposit (EMD) for participation in the bidding process. The bidding Agencies shall however have to submit Bid Security Declaration on their Letter Head duly Signed and Stamped by the Authorised Signatory of the Company in the format enclosed as **Annexure-5**.
- (ii).The Bidder shall be debarred from participating in bidding process with NMDFC for a period of 2 years on account of one or more of the following reasons:-
- a) The Bidder withdraws their Bid during the period of Bid validity of 90 days.
 - b) Bidder does not respond to requests for clarification of their Bid.
 - c) Bidder fails to co-operate in the Bid evaluation process, and
 - d) In case of a successful Bidder, the said Bidder fails: to sign the Agreement in time; or fails to furnish Performance Guarantee.
- c). **Performance Guarantee**
- (i). The selected bidder shall submit Performance Guarantee through Bank Guarantee in the prescribed format from Scheduled Bank or Demand Draft in favour of NMDFC equal to 3% of the contract price or as mentioned in the work order.
 - (ii).The performance guarantee shall be valid for the period of the contract and will be released after successful & satisfactory completion of the assignment.
 - (iii).If the bidder fails to remit the performance guarantee, the bidder would be dealt in the light of undertaking as per Bid Security Declaration.
 - (iv).Format of Performance Guarantee will be provided to shortlisted bidder with the work order.
- d). **Payment Terms**
- The agency shall be paid monthly retainer fees on submission of bills. No advance shall be payable.
- e). NMDFC reserves the right to reject any or all the Bids without assigning any reason whatsoever.
- f). The bidder must comply with the terms and conditions of contract. No deviations shall be entertained.
- g). In case of any dispute, decision of competent authority will be final and binding.

- h). The bidder must furnish a declaration (**as per Annexure-4**) to the effect that it has not been blacklisted in the recent past by any Government Authority / Public Sector Organization etc.
- i). Consortiums & Sub-Contracting are not allowed for this engagement. In case of non-compliance of this condition, the contract may be cancelled and the damages, if any, may be recovered from the Contractor.
- j). NMDFC reserves the right to foreclose the contract at any point during the period of contract.

k). **Intellectual Property Rights**

- i. NMDFC/Ministry of Minority Affairs, GOI shall remain the owner of all the content conceptualized and created by the Bidder under this bid.
- ii. All intellectual property rights in the content whether in tangible or intangible form shall belong to the NMDFC/Ministry of Minority Affairs and the Bidder has no right to assign, licence, sell, or use any content conceptualized and created under this bid and/or accompanying Master Service Agreement to any third party under any circumstances.
- iii. All the content conceptualized and created by the Bidder whether tangible or intangible form shall bear relevant copyright notices in the name of the NMDFC/Ministry of Minority Affairs, GOI.
- iv. The Bidder shall take all such appropriate legal actions to safeguard violation of the NMDFC/Ministry of Minority Affairs intellectual property rights, if any.

l). **Confidentiality**

- a) The Bidder shall not use Confidential Information except for the purposes of providing the Service as specified under this contract;
- b) The Bidder may only disclose Confidential Information in the following circumstances:
 - i. with the prior written consent of NMDFC/Ministry of Minority Affairs; to a member of the Bidder's Team ("Authorized Person") if: the Authorized Person needs the Confidential Information for the performance of obligations under this contract;
 - ii. The Authorized Person is aware of the confidentiality of the Confidential Information and is obliged to use it only for the performance of obligations under this contract. The Bidder shall do everything reasonably possible to preserve the confidentiality of the Confidential Information to the satisfaction of NMDFC/Ministry of Minority Affairs.
- c) The Bidder shall notify NMDFC/Ministry of Minority Affairs promptly if it is aware of any disclosure of the Confidential Information otherwise than as permitted by this Contract or with the authority of NMDFC/Ministry of Minority Affairs.

II. Force Majeure

If at any time, during the continuance of this contract, the performance in whole or in part by either party of any obligations under this contract shall be prevented or delayed by reason of any war, or hostility, acts of the public enemy, civil commotion, sabotage, fires, floods, explosions quarantine restrictions, strikes, lockouts or act of God (herein after referred to as events) provided notice of happenings, of any such eventually is given by party either party to the other within 21 days from the date of occurrence thereof, neither party shall be reason of such event be entitled to terminate this contract nor shall either party have any such claim for damages against the other in respect of such non-performance, or relay in performance, and deliveries under the contract shall be resumed as soon as practicable after such event may come to an end or cease to exist, and the decision of the NMDFC will be final and conclusive.

III. Arbitration

- (a) If a dispute of any kind whatsoever arises between the NMDFC and the bidder in connection with, or arising out of, the Contract or the execution of the works or after their completion and whether before or after the repudiation or other termination of the contract, including any disagreement by either party with any action, in action, opinion, instruction, determination, the matter in dispute shall be settled by arbitration in accordance with the Indian Arbitration and Conciliation Act, 1996 or any statutory amendment thereof.
- (b) The reference to arbitration may proceed notwithstanding that the works shall not then be or be alleged to be completed, provide always that the obligations of the NMDFC and the bidder shall not be altered by reason of the arbitration being conducted during the progress of the works. Neither party shall be entitled to suspend the works, payments to the bidder shall be continued to be made as provided by the contract.
- (c) Arbitration proceedings shall be held at Delhi and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English. The jurisdiction of the court will be Delhi.
- (d) The decision of the majority of arbitrators shall be final and binding upon both parties. The expenses of the arbitrator as determined by the arbitrators shall be shared equally by the NMDFC and the bidder. However, the expenses incurred by each party in connection with the preparation, presentation, etc., of its case prior to, during and after the arbitration proceedings shall be borne by each party itself.
- (e) All arbitration awards shall be in writing and shall state the reasons for the award.
- (f) Penalty/Liquidated Damages shall not fall under the Arbitration clause.

V). ANNEXURES (To be filled up and submitted by the bidders)

- a).Annexure-1 :-Technical Proposal Submission Letter
- b).Annexure-2 :- Financial Bid Format
- c).Annexure-3 :- Indemnity Undertaking
- d).Annexure-4 :- Declaration for Non Blacklisted/Non Banned
- e).Annexure-5 :- Bid Security Declaration

ANNEXURE-1

TECHNICAL PROPOSAL SUBMISSION LETTER

To: [Location, Date]
Assistant General Manager (Projs)
National Minorities Development & Finance Corporation
1st Floor, Core-1, Scope Minar,
Laxmi Nagar, Delhi – 110 092.

Dear Sir:

We / I, the undersigned, offer to provide the services for undertaking the work of handling & managing Twitter & Social Media Accounts as per the Guidelines, Terms & Conditions mentioned in this Tender document.

We / I are/am here by submitting our Proposal, which includes the Technical Proposal & Financial Bid.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it would lead to our disqualification.

Thanking You,

Yours Sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

* Proposal should be submitted on the official letter head of the company

Form 1: Compliance Sheet as Proof for Meeting Eligibility Criteria:-

Sl. No.	Conditions	Documents to be submitted	Reference Page no.
1	The Bidder should have a minimum average turnover of Rs. 10 Cr. for the last 3 financial years (2017- 18, 2018-19 & 2019-20).	Statutory auditor's certificate & copy of audited balance sheets and profit and loss accounts. In case of 2019-20, a provisional CA certificate can be submitted on the provisional balance sheet and P&L	
2	The Bidder must have an office in Delhi / NCR.	Self-Attested relevant document to be submitted along with the bid	
3	The Bidder must have completed / have in progress, at least 2 Projects in Digital marketing/social media marketing starting from 2017-18 till date.	Self-attested PO / Letter of Appointment or Work Order / Work Completion Certificate	
4	Bidder shall have positive net worth for the last 3 financial years (2017- 18, 2018-19 & 2019-20) (In case of 2019-20, a provisional CA certificate can be submitted on the provisional balance sheet and P&L)	Statutory auditor's certificate & copy of audited balance sheets and profit and loss accounts. In case of 2019-20, a provisional CA certificate can be submitted on the provisional	

Form 2: Particulars of the Bidder:

<u>S. No.</u>	<u>Bidder Details</u>	<u>Responses</u>
1	Name and address of the bidding Company	
2	Incorporation status of the firm (public limited / private limited, etc.)	
3	Year of Establishment	
4	Date of registration	
5	ROC Reference No.	
6	Details of company registration	
7	Details of registration with appropriate authorities for service tax / GST	
8	Name, Address, email, Phone nos. and Mobile Number of Contact	

Form 3: Project Citation Format

Sr. No.	Items	Details
General Information		
1	Client Name	
2	Name of the contact person and contact details for the client of the assignment	
3	Start Date: MM/YYYY	
	End Date : MM/YYYY	
4	Current Status (work in progress/completed)	
5	Number of staff deployed in the assignment	
6	Size of the project	
7	Total Cost of the project	
8	Period of contract	
9	Narrative Description of the Project	
10	Documentary Proof and necessary details	
<p>Please attach the proof - Work Orders Certificates or Letter of Appointments or Work Completion Certificates etc with the credential only</p>		

Bidder:

Signature -----

Name -----

Designation -----

Company Seal -----

Date -----

ANNEXURE -2

FINANCIAL BID FORMAT

Tender Document No. : _____

To:

[Location, Date]

Assistant General Manager (Projs)
National Minorities Development & Finance Corporation
1st Floor, Core-1, Scope Minar,
Laxmi Nagar, Delhi – 110 092.

Dear Sir:

We / I, the undersigned, offer to provide the services for undertaking the work of handling & managing Twitter & Social Media Accounts as per the Guidelines, Terms & Conditions mentioned in this Tender document.

The detail price bid in prescribed format is enclosed herewith.

Thanking you.

Yours faithfully,

Signature of the Bidder with Seal

Form 1: Financial Proposal

Sr.	Item	Monthly Retainer Fee	No. of Months	12 Months Retainer Fee (exclusive of taxes)
1	Composite Retainer ship Fees as per the Scope of Work mentioned in Annexure-A.		12	
	Total (WITHOUT GST)			

Total Monthly Retainer Fee (excluding taxes) in words = _____

Total Annual Retainer Fee (excluding taxes) in words = _____

Note:

- All figures to be quoted in INR (Indian National Rupee)
- Financial bids indicating Total Annual Retainer Fee (excluding taxes) figure for all the deliverables and services specified in this bid document will be considered for commercial evaluation
- If there is variance in words & figures, the cost mentioned in figures shall be considered for evaluation.

Payment to the Agency will be released after deduction of TDS as applicable.

Signature of the Bidder with Seal

ANNEXURE -3

INDEMNITY UNDERTAKING

I on behalf of M/s hereby agree and undertake that the bidder shall indemnify NMDFC/Ministry of Minority Affairs, GOI from and against any costs, loss, damages, expense, claims including those from third parties or liabilities of any kind howsoever suffered, arising or incurred inter alia during and after the Contract period out of:-

- a) any negligence or wrongful act or omission by the Bidder or the Bidder's Team or any third party associated with Bidder in connection with or incidental this Contract; or
- b) Any breach of any of the terms of the Bid as agreed, the Tender and this Contract by the Bidder, thesis' Team or any third party.
- c) Any infringement of patent, trademark/copyright arising from the use of related services or any part thereof.

I hereby declare that I am sole responsible on behalf of M/s.. for giving such declaration.

Name of Indemnifier Signature of Indemnifier

Stamp/Seal of the Indemnifier /Contractor

Annexure-4

UNDERTAKING

NON BLACKLISTED / NON BANNED PARTY

It is hereby certified that M/s_____ is not blacklisted/debarred by Govt. of India or its undertakings / any State Govt. or its undertaking or any other Govt. of India & State Govt. funding agencies / regulatory authorities / Statutory Body / Autonomous Body as on date.

M/s_____ is not involved in any major litigation that may have an impact or affect that may compromise the delivery of services as required by National Minorities Development & Finance Corporation (NMDFC) for handling and managing the Twitter and Social Media Account.

M/s_____ would immediately inform NMDFC in case of any change in the situation any time hereinafter.

For and on behalf of:
Signature of Authorized
Representative/ Signatory:
Name:
Designation:
(Seal)
Date

Annexure-5

Bid Security Declaration (On Letter Head of the Bidding Agency)

This is to inform you that M/s. _____ (Agency Name) shall not withdraw or Modify its Bid till the validity period of 90 days as mentioned in the Tender Notice bearing no. _____.

We may be barred from being considered / to participate in future, for a period of 2 years from the last date of submission of this Bid, in any Tender Notice/Assignment to be issued by NMDFC during the said period, in following circumstances:-

- (a). Withdraw the Bid during the period of Bid validity of 90 days.
- (b). Do not respond to requests for clarification of the Bid submitted by us.
- (c). Fail to co-operate in the Bid evaluation process, and
- (d). In case of being a successful Bidder, fails to sign the Agreement in time or fail to furnish Performance Guarantee.

(Signature)

Name of Authorised Signatory:- _____

Designation:- _____

Office Seal:- _____

Date:- _____

Place:- _____
