

# **Tender for Empanelment of Social Media Agency for Directorate of Information, Government of Gujarat Tender NO: DOI1510202501**

**Pre-bid Meeting: 29.10.2025 at 1500 hours at GIL**

**Last Date of Submission of Bid: 12.11.2025 till 1500 hours**

**Last Date of Submission of Bid Processing Fees & EMD: 14.11.2025 till 1500 hours**

**Date of Opening of Technical Bid: 14.11.2025 on 1600 hours**

**Bid Processing Fee: Rs. 17,700/- (Including G.S.T.)**

## **Abbreviation**

DoI	Directorate of Information, Government of Gujarat
ITB	Instruction to Bidder
EMD	Earnest Money Deposit
GCC	General Condition of Contract
SCC	Special Condition of Contract
PBG	Performance Bank Guarantee
TSP	Total Solution Provider
SP	Service Provider

## **Definitions:**

- Bidder/Service Provide means the firm providing the required manpower under this RFP as named in scope of work.
- Contract means the agreement entered into between the Client and the bidder, as recorded in the Contract Form signed by the parties including all attachments and appendices thereto and all documents incorporated by reference therein.
- Financial Bid means that part of the offer that provides price schedule, total project costs etc
- Bidder's representative means the duly authorized representative of the bidder, approved by the Clients and responsible for the bidder's performance under the contract.
- Tenderer: Tender means Directorate of Information, Gandhinagar
- Respective Office means the District Office.

## 1 SECTION 1: INVITATION FOR BIDS

Tenders are invited from the qualified agencies/service providers Under “Tender for Empanelment of Social Media Agency for Directorate of Information, Government of Gujarat”

Actual award of contract will follow the conditions as per this document. This document is given for enabling the bidders to know the tender conditions so as to guide them in filling up the technical bid and financial bid for the said work.

1. The bidders may download the tender document from website of Gujarat Informatics Limited (<https://gil.gujarat.gov.in>) as well as from <https://tender.nprocure.com>.
2. This RFP document is not transferable.
3. No Consortium will be allowed.
4. Bidder is requested to pay Rs. 17,700/- as a bid processing fee (Non-refundable) in the form of demand draft in favor of “Gujarat Informatics Ltd.” payable at Ahmedabad/Gandhinagar along with the EMD cover. In case of non-receipt of bid processing fees & EMD the bid will be rejected by GIL/Dept. of Science & Technology as non-responsive.
5. Bidders shall submit EMD of Rs. 30,00,000/- in the form of Demand Draft **OR** in the form of an unconditional Bank Guarantee (which should be valid for 9 months from the last date of bid submission) of any Nationalized Bank including the public sector bank or Private Sector Banks or Commercial Banks or Co-Operative Banks and Rural Banks (operating in India having branch at Ahmedabad/ Gandhinagar) as per the G.R. no. FD/MSM/e-file/4/2024/2859/D.M.O. dated 01.05.2025 issued by Finance Department or further instruction issued by Finance Department time to time; in favor of “Gujarat Informatics Ltd.” payable at Ahmedabad/Gandhinagar along with the covering letter.
6. The sealed cover should be super scribe as “EMD for the Request for Proposal for “Tender for Empanelment of Social Media Agency for Directorate of Information, Government of Gujarat” and the sealed cover should be super scribe as “Bid Processing fee for the Request for Proposal for “Tender for Empanelment of Social Media Agency for Directorate of Information, Government of Gujarat”
7. Bid Processing Fees and EMD shall be submitted in separate covers.
8. Bidder to submit AFFIDAVIT PHYSICALLY as per the prescribed format (To be submitted IN ORIGINAL on Non-Judicial Stamp Paper of Rs.300/- duly attested by First Class Magistrate/ Notary public) along with the sealed cover. Bidder who have submitted EMD online has to follow the above process for Affidavit.
9. Financial bids of only eligible bidders matching the pre-qualification criteria of the bids will be opened.
10. In the event of the date specified for receipt and opening of the bid being declared as a holiday by Govt. of Gujarat, the due date for the opening of bids will be the next working day at the appointed time.
11. Directorate of Information reserves the right to accept or reject any tender offer without assigning any reason.
12. Directorate of Information/GIL is not liable for any cost incurred by a bidder in the preparation and

production of any proposal, the preparation or execution of any benchmark demonstrations, simulation, or laboratory service, or for any work performed before the execution of a formal contract. All materials submitted become the property of the Directorate of Information and may be returned at its sole discretion. The content of each bidder's proposal will be held in strict confidence during the evaluation process, and details of any Proposals will not be discussed outside the evaluation process.

13. The document/papers prepared in this connection shall be the property of the Directorate of Information and will have to be deposited with the Directorate of Information after the work is over.

14. The bid validity period is 180 days.

#### **Important Information/Dates**

<b>S. No.</b>	<b>Information</b>	<b>Details</b>
1.	Last Date, Time for submission of written queries for clarification only by e-mail as per predefined format.	<b>Date: 29.10.2025</b> <b>Time: 12:00 pm</b> <b>Email: manager-hr@gujarat.gov.in;</b>
2.	Pre-bid meeting Date, Time And Venue	<b>29.10.2025 up to 1500 Hrs</b> <b>Address:</b> Gujarat Informatics Limited Block No. 2, 2nd Floor, C & D Wing, Karmayogi Bhavan Sector - 10 A, Gandhinagar - 382010 Gujarat.
3.	Last date and time for submission of EMD at GIL physically along with original Affidavit of <b>Self Declaration.</b>	<b>14.11.2025 up to 1500 Hrs</b>
4.	Last Date and Time for the Submission of Proposal (Online on <a href="https://tender.nprocure.com">https://tender.nprocure.com</a> Portal)	<b>12.11.2025 up to 1500 Hrs</b>
5.	Date of Opening of Technical Bid	<b>14.11.2025 on 1600 hours</b>
6.	<b>Contact person for queries</b>	1. Ms. Hetal Mehta Manager (HR & Admin) E-mail: manager-hr@gujarat.gov.in Contact-079-232-58619  2. Ms Nitya Trivedi, Dy Director, Directorate of Information E-mail: sm-info@gujarat.gov.in
7.	Address for communication	Gujarat Informatics Limited Block No. 2, 2nd Floor, C & D Wing, Karmayogi Bhavan Sector - 10 A, Gandhinagar - 382010 Gujarat.
8.	Bid validity	180 days

## 2 SECTION 2: INSTRUCTIONS TO BIDDERS

### 2.1 Pre-Qualification Criteria

The firm/company meeting the following eligibility criteria will be considered for further evaluation.

SN	Basic Requirements	Description	Documents Required
1	Legal Entity	The bidder should be Company registered under Companies Act 1956/2013 and must have 5 years of existence in India as on last date of bid submission.	A valid copy of the Certificate
2	Turnover	The bidder should have relevant minimum annual average turnover from providing services such as: Digital Media Advertising/ Social Media Services/ PR and Communication/ Media Monitoring/ Communication Impact Assessment/ Public Relation Strategy/ Communication Strategy and Content Creation or such similar assignments during each of the last three financial years in India of at least Rs.1 crores or cumulative turnover of 3 crores for last three (03) financial years. (2021-22, 2022-23 and 2023-24).	CA Certificate clearly indicating the relevant turnover.
3	Bidder's Profile	The Bidder should be in the business of Digital Media Advertising/ Social Media Services/ PR and Communication/ Media Monitoring/ Communication Impact Assessment/ Public Relation Strategy/ Communication Strategy and Content Creation; since last 5 years as on date of bid submission.	Certificates of incorporation / Registration Certificates along with Bylaws/ MoA & AoA or Similar legal document.
4	Technical Capability/ Experience -1	The bidder must have prior experience of at-least three projects of similar nature in last 05 years with Central or State Government Departments or PSUs. Each project value should be minimum 1 Cr. Similar Nature/Activities means- PR and Communication Services, Media, Media Monitoring, Communication Impact Assessment, Public Relation Strategy, Communication Strategy and Content Creation or such similar assignments mentioned in the scope of work of this RFP.	Related work orders/Contracts for ongoing or completed projects. In case of ongoing project, it should be in existence for more than 12 months, preceding the submission date.

5	Technical Capability/ Experience -1	The bidder/service provider should have experience of handling Social Media Account of State /Centre Government/ PSU.	Copy of work order/certificate issued by the concerned organisation/Authority.
6	Statutory Registrations	The agency/services provider must have a valid GST Number and PAN Card in India	Copy of valid certificate
7	Office in Gujarat	The Bidder should have at least one office in Gujarat and preferably support centers/logistics for the entire state. If the Bidder is not having any office in Gujarat, then bidder should submit a letter of undertaking to open an office in Gujarat within 45 days from the date of issue of work order if he is awarded the work.	A copy of Property tax bill/ Electricity Bill/ Telephone Bill/ G.S.T.- C.S.T. Registration/ Lease agreement should be submitted as proof Or Undertaking Letter
8	Self- Declaration (Corrupt and fraudulent practices)	The bidder should not be under a declaration of ineligibility for corrupt and fraudulent practices issued by Government of Gujarat or any of the PSU in the state of Gujarat or in any other states of India.	Self-Declaration
9	Consortium	Consortium is not allowed	Self-Certification letter

*Note: In case Tenderer finds that submitted documents are insufficient then Bidder is expected to give additional documents to confirm eligibility based on a request from Tenderer. All Supporting Documents are to be uploaded on portal <https://tender.nprocure.com>*

#### **A. BIDDING DOCUMENTS**

##### **2.2 Cost of Bidding**

2.2.1 The bidder shall bear all the costs associated with the preparation and submission of its bid, and Directorate of Information/GIL will in no case be responsible or liable for these costs, regardless of conduct or outcome of the bidding process.

##### **2.4 Contents of Bidding Documents**

2.4.1 The bid must be submitted online on <https://tender.nprocure.com>

2.4.2 All Supporting Documents are to be uploaded on <https://tender.nprocure.com>

2.4.3 The Bidder is expected to examine all instructions, forms, terms, and specifications in the bidding documents. Failure to furnish all information required by the bidding documents in format or submission of a bid not substantially responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of its bid.

##### **2.5 Clarification of Bidding Documents**

2.5.1 A prospective bidder requiring any clarification of the bidding documents may seek clarification on or before the date of pre bid meeting. Directorate of Information/GIL or its designated officer will respond to any request for the clarification of any bidding documents, which it receives during the meeting on the date mentioned on the RFP clause of this document Directorate of Information/GIL shall hold a pre-bid meeting with the prospective bidders on the date & time indicated in the bid.

- 2.5.2 The Bidders will have to ensure that their queries for the pre-bid meeting should be submitted on through email on or before on date & time given in the bid document in the format given below:

Bidder's Request For Clarification			
Name of Organization submitting request		Name & position of person submitting request:	Address of organization including phone, fax, email points of contact
Sr. No.	Bidding Document Reference (Clause /page)	Content of RFP requiring clarification	Points of Clarification required
1			

Directorate of Information/GIL shall not be responsible for ensuring that the bidder's queries have been received by them. Any requests for clarifications post the indicated date and time may not be entertained by the Directorate of Information/GIL.

## **2.6 Amendment of Bidding Documents**

- 2.6.1 At any time before the deadline for submission of bids, Directorate of Information may, for any reason, whether on its own initiative or in response to the clarification may change their bidding document by amendment; the amendment will be uploaded online through <https://tender.nprocure.com>
- 2.6.2 To allow prospective bidders reasonable time to consider the amendments while preparing their bids, Directorate of Information at its discretion may extend the deadline for submission of bids.
- 2.6.3 At any time before the last date for receipt of bids, Directorate of Information may for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the RFP document by a corrigendum.
- 2.6.4 Any such corrigendum shall be deemed to be incorporated into this RFP.

## **B. PREPARATION OF BIDS**

### **2.7 Language of Bid**

- 2.7.1 The proposal prepared by the bidder, as well as all correspondence and documents relating to the bid exchanged by the bidder and Directorate of Information shall be in English language.
- 2.7.2 Supporting documents and printed literature furnished by the bidder may be in another language provided they are accompanied by an appropriate translation of the relevant document in the English language and in such a case, for purpose of interpretation of the Bid, the translation shall govern.

### **2.8 Documents Comprising the Bid**

- 2.8.1 The bid prepared by the bidder shall comprise of the following documents:
- Cover of EMD and Affidavit
  - Technical Bid and a Financial Bid completed in accordance with ITB Clauses 2.9, 2.10 and 2.11
- 2.8.2 The bid documents and addendums (if any) together shall be considered as final and self-contained bid document notwithstanding any previous correspondence or document issued

by Directorate of Information.

## **2.9 Bid Form**

2.9.1 The Bidder shall complete the Technical Bid and a Financial Bid furnished with this document giving details as per the format mentioned on the <https://tender.nprocure.com>.

## **2.10 Bid Prices**

2.10.1 The bidder shall indicate the prices in the format mentioned in the financial bid.

2.10.2 The following points need to be considered while indicating prices:

a) The prices quoted should also include applicable GST, inland transportation, insurance and other local costs incidental to delivery of the goods and services to their final destination within the state of Gujarat. **It is to reiterate that bidder to quote with tax prices in financial bid in online portal.**

b) Invoicing shall be from Gujarat only.

## **2.11 Bid Currency**

2.11.1 Prices shall be quoted in Indian Rupees (INR) only.

## **2.12 Period of Validity Bids**

2.12.1 Bids shall be valid for 180 days after the date of bid opening. The Directorate of Information shall reject a bid valid for a shorter period as non-responsive.

2.12.2 In exceptional circumstances, the tendering authority may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing.

2.12.3 Bid evaluation will be based on the bid prices without taking into consideration the above changes.

## **2.13 Format and Signing of Bid**

2.13.1 Bidders have to submit the bids on the <https://tender.nprocure.com>. All supporting documents in the form of scanned copies submitted online should have sign and seal of the bidder.

2.13.2 Before filling in any of the details asked, bidders should go through the entire bid document and get the required clarifications from Directorate of Information during the pre-bid conference.

2.13.3 **Sealing and Marking of Bids** : All bids must be submitted online through <https://tender.nprocure.com> as per the formats mentioned therein.

2.13.4 Telex, cable, e-mailed or facsimile bids will be rejected.

## **2.14 Deadline for Submission of Bids**

2.14.1 Bids must be submitted online not later than the time and date specified in the Invitation for Bids (Section I). In the event of the specified date for the submission of bids being declared as a holiday for Directorate of Information/GIL, the bids will be received up to the appointed time on the next working day.



2.14.2 Directorate of Information/GIL may, at its discretion, extend this deadline for submission of bids by amending the bid documents in accordance with ITB Clause 2.6, in which case all rights and obligations of Directorate of Information and Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.

## **2.15 Late Bids**

2.15.1 Any bid received by Directorate of Information/GIL after deadline for submission of bids prescribed by Directorate of Information pursuant to ITB Clause 2.15, will be rejected and /or return unopened to bidder.

## **2.16 Modification and Withdrawal of Bids**

2.16.1 The bidder may modify or withdraw his bid before the last date of submission of bids through the <https://tender.nprocure.com>

2.17.2 No bid may be modified subsequent to the deadline for submission of the bids.

2.17.3 No bid may be withdrawn in the interval between the deadline for submission of bids and the expiry period of the bid validity specified by the bidder on the bid form. Withdrawal of a bid during this interval shall result in the bidder's forfeiture of its bid security, pursuant to ITB clause 2.12.

## **C. OPENING AND EVALUATION OF BIDS**

2.18.1 Financial bids of only those bidders who qualify on the basis of pre-qualification criteria will be opened.

## **2.19 Preliminary Examination**

2.19.1 Gujarat Informatics Limited (GIL)/Directorate of Information (DoI) will examine the bids to determine whether they are complete, whether any computational errors have been made, whether sureties have been furnished, whether the documents have been properly signed, and whether the bids are generally in order.

2.19.2 If a bid is not substantially responsive, it will be rejected by GIL/Directorate of Information and may not subsequently be made responsive by the bidder by correction of the non-conformity.

2.19.3 Conditional bids are liable to be rejected.

## **2.20 Contacting Directorate of Information**

2.20.1 Subject to ITB Clause 2.19, no Bidder shall contact Directorate of Information on any matter relating to its bid, from the time of the bid opening to the time of contract is awarded. If bidder/agency wishes to bring additional information to the notice of the Directorate of Information, bidder/agency should do so in writing. Directorate of Information reserves its right as to whether such additional information should be considered or otherwise

2.20.2 Any effort by a bidder to influence Directorate of Information in its decision on bid evaluation, bid comparison or contract award may result in disqualification of the bidder's bid and also forfeiture of his bid security amount.

## **D. Award of Contract**

### **2.21 Post-qualification**

2.21.1 An affirmative determination will be a prerequisite for the award of the contract to the Bidder. A negative determination will result in rejection of Bidder's bid, in which event the Directorate of Information will proceed to the next lowest evaluated bid to make a similar determination of the Bidder's capabilities to perform the contract satisfactorily.

### **2.22 Award Criteria**

2.22.1 Directorate of Information will award the contract to the successful bidder decided as per the evaluation procedure mentioned in this document.

2.22.2 Directorate of Information reserves the right to award the contract to the bidder whose bid may have been determined as the lowest evaluated bid, provided further that the bidder is determined to be qualified to perform the contract satisfactorily.

2.22.3 Directorate of Information reserves the right to award the contract in part to more than one bidder, provided further that the bidder(s) are determined to be qualified to perform the contract satisfactorily.

### **2.23 Directorate of Information reserve the right to accept any bid and to reject any or all bids**

2.23.1 Directorate of Information reserve the right to accept or reject any bid, and to cancel the bidding process and reject all bids at any time prior to award of Contract, without thereby incurring any liability to the affected Bidder or bidders or any obligation to inform the affected Bidder or bidders of the grounds for Directorate of Information's action.

### **2.24 Notification of Awards**

2.24.1 Prior to the expiration of the bid validity period or extended period of the bid validity, concerned Directorate of Information will notify the successful bidders in writing, to be confirmed in writing by registered letter, that his bid has been accepted.

2.24.2 The notification of award will constitute the formation of the Contract.

### **2.25 Corrupt or Fraudulent Practices**

2.25.1 Directorate of Information requires that the bidders under this tender observe the highest standards of ethics during the procurement and execution of such contracts. In pursuance of this policy, Directorate of Information defines for the purposes of this provision, the terms set forth as follows:

- a) "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of the public official in the procurement process or in contract execution: and
- b) "Fraudulent practice" means a misrepresentation of facts in order to influence a procurement process or an execution of a contract to detriment of the Directorate of Information and includes collusive practice among the bidders (Prior to or after the bid submission) designed to establish bid prices at artificial non-competitive level and to deprive the Directorate of Information of the benefit of the free and open competition.

- 2.25.2 Directorate of Information shall reject a proposal for award if it determines that the Bidder recommended for award has engaged in corrupt or fraudulent practices and same shall be conveyed to Directorate of Information or blacklisted by any of the Department of Government of Gujarat in competing for the contract in question.
- 2.25.3 Directorate of Information shall declare a firm ineligible and blacklisted either indefinitely or for a stated period of time, to be awarded a contract if it at any time determines that the firm has engaged in corrupt and fraudulent practices in competing for, or in executing, a contract. The same shall be conveyed to Directorate of Information.
- 2.25.4 If any of the qualifying documents submitted by the bidder are found to be fraudulent or bogus at any time after the award of contract, the contract shall liable to be terminated with immediate effect.
- 2.25.5 If it is found that bidder have violated/ infringement of any Indian or foreign trademark, patent register, design, or other intellectual property rights, Directorate of Information shall terminate the contract of bidder and / or declare a firm ineligible and blacklisted either indefinitely or for stated period.

## **2.26 Interpretation of the clauses in the Tender Document / Contract Document**

- 2.26.1 In case of any ambiguity in the interpretation of any of the clauses in bid document or the Contract Document, Directorate of Information interpretation of the clauses shall be final and binding on all parties.

GIL/Directorate of Information may issue clarifications to all the bidders as an addendum. Such an addendum shall form a part of the bid document /Contract document.

## **3 SECTION 3: GENERAL CONDITION CONTRACT.**

### **3.1 Definitions**

#### **1. In this Contract, the following terms shall be interpreted as indicated:**

- a) "The Contract" means the Contract entered into between Directorate of Information and the service provider.
- b) "The Contract Price" means the price payable to the service provider under the Contract for the full and proper performance of its contractual obligations.
- c) "Services" means all the services mentioned in scope of work of this document.
- d) "GCC" means the General Conditions of Contract contained in this section.
- e) "Directorate of Information" means client availing the service from the SP.
- f) "The Client's Country" is the country named in GCC.
- g) "The SP means service provider" means the individual or firm supplying the and / or Services under this Contract.
- h) "Day" means a working day.
- i) "Critical deliverables" means the deliverables supplies by SP
- j) "Time required for approval" means the time elapsed between the date of submission of a critical deliverable (complete in all respect for all the business functions /services) and the date of approval excluding the intermediate time taken by the Service Provider for

providing clarifications/modifications and communication.

k) The “Bid Document” and “Tender Document” are the same.

l) “The Project Site”, wherever applicable, means the place or places where the work is to be executed.

### **3.2 Application**

3.2.1 These General Conditions shall apply to the extent that provisions in other parts of the Contract do not supersede them.

### **3.3 Country of Origin**

3.3.1 All Services rendered under the Contract shall have their origin in the member countries and territories eligible i.e. India

3.3.2 The origin of Services is distinct from the nationality of the service provider.

### **3.4 Standards**

3.4.1 The software supplied under this Contract shall conform to the standards and when no applicable standard is mentioned; to the authoritative standard appropriate to the country of origin and such standards shall be the latest issued by the concerned institution.

### **3.5 Use of Contract Documents and Information**

- 3.5.1 The service provider shall not, without Directorate of Information prior written consent, disclose the Contract, or any provision thereof, or any specification, plan, drawing, pattern, sample or information furnished by or on behalf of the in connection therewith, to any person other than a person employed by the service provider in performance of the Contract. Disclosure to any such employed person shall be made in confidence and shall extend only so far as may be necessary for purposes of such performance.
- 3.5.2 The service provider shall not, without Directorate of Information prior written consent, make use of any document or information enumerated in GCC Clause 3.5.1 except for purposes of performing the Contract.
- 3.5.3 Any document, other than the Contract itself, enumerated in GCC Clause 3.5.1 shall remain the property of Directorate of Information and shall be returned (in all copies) to Directorate of Information on completion of the service provider's performance under the Contract if so required by Directorate of Information.
- 3.5.4 The Service Provider shall permit Directorate of Information to inspect the service providers accounts and records relating to performance of the service provider with regards to this contract and to have them audited by auditors appointed by Directorate of Information, if so required by Directorate of Information.
- 3.5.5 The bid and all materials submitted to the Directorate of Information must be considered confidential and must be submitted in sealed envelope clearly marked as "Confidential".

### **3.6 Earnest Money Deposited (EMD)**

- 3.6.2 The bidder shall furnish, as part of its bid, an Earnest Money Deposit in the form of Demand Draft OR in the form of an unconditional Bank Guarantee (which should be valid for 9 months from the last date of bid submission) of any Nationalized Bank including the public sector bank or Private Sector Banks or Commercial Banks or Co-Operative Banks and Rural Banks (operating in India having branch at Ahmedabad/ Gandhinagar) as per the G.R. no. FD/MSM/e-file/4/2024/2859/D.M.O. dated 01.05.2025 issued by Finance Department or further instruction issued by Finance Department time to time; in the name of "Gujarat Informatics Ltd." payable at Gandhinagar (as per prescribed format given) and must be submitted along with the covering letter. Exemption from submission of Earnest Money Deposit (EMD) and tender fee subject to submission of relevant documents as per Gujarat Purchase Policy 2024.
- 3.6.3 Proposals not accompanied by EMD and Bid Processing Fee or Exemption(s) certificate shall be rejected as non-responsive.
- 3.6.4 The successful bidder's EMD will be discharged from Gujarat Informatics Limited only after the submission of performance security.
- 3.6.5 Unsuccessful bidder's EMD will be discharged / refunded as promptly as possible, but not later than 30 days of the validity period of the bid.
- 3.6.6 The EARNEST MONEY DEPOSIT shall be forfeited:
  - 3.6.6.1 If a bidder withdraws its bid during the period of bid validity specified by

the bidder on the bid form.

- 3.6.6.2 Or in case of a successful Bidder, if the Bidder fails to sign the Contract; or to furnish the performance security.

### **3.7 Performance Security/Performance Bank Guarantee (PBG)**

- 3.7.1 The successful Bidder has to furnish a security deposit so as to guarantee his/her (Bidder) performance of the contract.
- 3.7.2 The Successful bidder has to submit Performance Bank Guarantee @ 10% of total order value within 15 days from the receipt of notification of award/Contract Signing for the duration of warranty of all Nationalized Bank including the public sector bank or Private Sector Banks authorized by RBI or Commercial Bank or Regional Rural Banks of Gujarat or Co-Operative Bank of Gujarat (operating in India having branch at Ahmedabad/Gandhinagar) as per the G.R. no. FD/MSM/e-file/4/2024/2859/D.M.O. dated 01.05.2025 issued by Finance Department or further instruction issued by Finance Department time to time. (The draft of Performance Bank Guarantee is as per Section 10).
- 3.7.3 The Performance Security shall be in the form of Bank Guarantee valid till 6 months from the date of contract expiry.
- 3.7.4 The proceeds of the performance security shall be payable to the Directorate of Information as compensation for any loss resulting from the Service provider's failure to complete its obligations under the Contract.
- 3.7.5 The Performance Security will be discharged by Directorate of Information and returned to the Bidder on completion of the bidder's performance obligations under the contract.
- 3.7.6 In the event of any contract amendment, the bidder shall, within 21 days of receipt of such amendment, furnish the amendment to the Performance Security, rendering the same valid for the duration of the Contract, as amended for further period.
- 3.7.7 No interest shall be payable on the Performance Bank Guarantee amount. Directorate of Information may invoke the above bank guarantee for any kind of recoveries, in case; the recoveries from the bidder exceed the amount payable to the bidder.

### **3.8 Delivery and Documents**

- 3.8.1 Delivery of the Services shall be made by the Service Provider in accordance with the terms specified by Directorate of Information in the Notification of Award/RFP.

### **3.10 Prices**

- 3.10.1 Prices payable to the service provider as state in the contract shall be fixed during the performance of the contract.

### **3.11 Assignment**

- 3.11.1 The service provider shall not assign, in whole or in part, its obligations to perform under the Contract, except with prior written consent of Directorate of Information.

### **3.12 Delays in the Service Provider's Performance**

- 3.12.1 Delivery of the Goods and performance of the Services shall be made by the Service Provider in accordance with the time schedule specified by Directorate of Information.
- 3.12.2 If at any time during performance of the Contract, the Service Provider should encounter

conditions impeding timely delivery of the performance of Services, the Service Provider shall promptly notify Respective Office in writing with a copy to the Directorate of Information of the fact of the delay, its likely duration and its cause(s). As soon as practicable after receipt of the Service Provider's notice, Respective Office/ Directorate of Information shall evaluate the situation and may, at its discretion, extend the Service Provider's time for performance with or without a penalty, in which case the extension shall be ratified by the parties by amendment of the Contract.

3.12.3 The bidders shall read & understand the requirements thoroughly & shall adhere to the schedule strictly.

### **3.13 Termination for Default or otherwise**

3.13.1 Directorate of Information may, without prejudice to any other remedy for breach of contract, by written notice of default sent to the service provider, terminate the Contract in whole or part:

- a) if the service provider fails to deliver any or all of the services within the period(s) specified in the Contract, or within any extension thereof granted by Directorate of Information or
- b) If the service provider fails to perform any other obligation(s) under the Contract.
- c) If the service provider, in the judgment of Directorate of Information has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.

For the purpose of this Clause:

"Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution.

"Fraudulent practice: a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of the Borrower, and includes collusive practice among Bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the Borrower of the benefits of free and open competition;"

- d) If the Service Provider fails to conform to the quality requirement laid down/third party inspection/consultants' opinion.

3.13.2 If Bidder has violated / infringement of any Indian or foreign trademark, patent, registered design or other intellectual property rights. Certificate/affidavit regarding non-violation / infringement of any Indian or foreign trademark, patent, registered design or other intellectual property rights.

### **3.14 Force Majeure**

3.14.1 Notwithstanding anything contained in the tender, the SP shall not be liable for liquidated damages or termination for default, if and to the extent that, its delay in performance or other failures to perform its obligations under the agreement is the result of an event of Force Majeure.

3.14.2 For purposes of this clause, "Force Majeure" means an event beyond the control of the service provider and not involving the service provider's fault or negligence and not foreseeable. Such events may include, but are not limited to, acts of the Purchase either in its sovereign or contractual capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.

3.14.3 If a force Majeure situation arises, the service provider shall promptly notify to Directorate of Information and Respective Office in writing within 10 days of such conditions and the cause thereof. Unless otherwise directed by Directorate of Information/Respective Office in writing, the service provider shall continue to perform its obligations under the Contract as far as it is reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure.

### **3.15 Termination for Insolvency**

3.15.1 Directorate of Information may at any time terminate the Contract by giving written notice to the Supplier / service provider, if the Supplier / service provider becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the Supplier / service provider, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to Directorate of Information.

### **3.16 Termination for Convenience**

3.16.1 Directorate of Information by written notice sent to the service provider, may terminate the Contract, in whole or in part, at any time for its convenience. The notice of termination shall specify that termination is for Directorate of Information convenience, the extent to which performance of the service provider under the Contract is terminated, and the date upon which such termination becomes effective.

3.16.2 The services / software that is complete and ready for rendering / deployment within 30 days after the service provider's receipt of notice of termination shall be accepted by Directorate of Information at the Contract terms and prices. For the remaining services, Directorate of Information may elect:

- a) To have any portion completed and delivered at the Contract terms and prices; and/or
- b) To cancel the remainder and pay to the service provider an agreed amount for partially completed services / software and for services / software previously procured by the service provider.

### **3.17 Resolution of Disputes**

3.17.1 In this regard Directorate of Information doesn't go for any arbitration on dispute and Directorate of Information decision will be final and binding on the service provider.



### **3.18 Governing Language**

3.18.1 The contract shall be written in English language. All correspondence and other documents pertaining to the Contract, which are exchanged by the parties, shall be written in the same language.

### **3.19 Applicable Law**

3.19.1 The Contract shall be interpreted in accordance with the laws of the Union of India and that of State of Gujarat.

### **3.20 Taxes and Duties**

3.20.1 Service providers shall be entirely responsible for all taxes, duties, license fees, octroi, road permits, etc., incurred until delivery of the contracted software/ services to Directorate of Information. However, Goods and Services Tax (GST) on the transaction between the Directorate of Information and the service provider will be payable separately, based on the actual applicable rate at the time of invoicing.

### **3.21 Binding Clause**

3.21.1 All decisions taken by Directorate of Information regarding the processing of this tender and award of contract shall be final and binding on all parties concerned.

### **3.22 Manpower Support:**

3.22.1 The service provider will be bound to supply Support Manpower with good skills relevant qualification and past experience as specified in the Manpower deployment Plan.

3.22.2 All salaries and statutory benefits will have to be borne by the service provider & no payments will be made by Directorate of Information.

3.22.3 The bidder/service provider shall also ensure compliance to the following labor legislations:

Minimum Wages Act \*

Workmen's Compensation Act, if the ESI Act does not apply \*

\*Applicable as per respective state

The service provider shall inform any revision in the wages as per the govt notifications/statutory compliance from time to time.

3.22.4 In case of absence of any of his employee, the service provider should provide alternative person the next day.

3.22.5 The service provider should ensure that the behaviour of manpower is decent. The service provider will be held responsible for indecent behaviour of manpower, & such employees should be immediately replaced when such matter is reported.

3.22.6 All statutory obligations of the service provider towards his employees shall be fulfilled by him and Directorate of Information shall not be responsible for any such obligations.

### **3.23 Directorate of Information, reserves the right: -**

3.23.1 To vary, modify, revise, amend or change any of the terms and conditions mentioned above;  
or

3.23.2 To reject any or all the tender/s without assigning any reason whatsoever thereof or may

terminate the tender process midway without assigning any reason.

3.23.3 The decision regarding acceptance of tender by Directorate of Information will be full and final.

3.23.4 Conditional tenders shall be summarily rejected.

3.23.5 Directorate of Information is free to phase out the work if it feels it necessary.

#### **4 SECTION 4: SPECIAL CONDITIONS OF CONTRACT**

##### **4.1 Payment terms**

- I. The payments to the successful bidder will be made monthly on acceptance of the invoice by the TENDERER or its designated agency.
- II. The successful bidder shall pay the Remuneration within 01st to 07th day of every month to the deployed manpower with the Tenderer.
- III. The successful bidder shall submit original copies of invoices along with the necessary supporting documents as may be required by the TENDERER for the processing of invoices. The invoice should be raised in English language only.
- IV. The invoice would be processed for release of payment within 45 days after due verification of the invoice and other supporting documents by the TENDERER or its designated agency.
- V. Payment shall be made in Indian Rupees. While making payment, necessary TDS, income tax, and any other applicable tax, if any, shall be deducted.
- VI. No advance payment shall be made to the selected agency. The agency will be required to deploy the required manpower as detailed in this document and quote for the man-month rate for each resource inclusive of all taxes (no out of pocket or ancillary expenses shall be considered). The agreed rates of the selected agency shall be used to make payments.
- VII. The payment will be in equal monthly instalment upon submission of deliverables and validation by the competent authority as identified by the Directorate of Information.

Milestone	Criteria	Documents
End of each Month	Manpower utilized by Tenderer/respective office during the period and corresponding deliverables submitted	1. Attendance sheet of deployed staff at respective office submitted by officer of District Information Office by 1 <sup>st</sup> working day of the next month. 2. Certificate from the respective office confirming satisfactory services provided, as required, upon completion of each month

## **4.2 Service Level agreement (SLA) & Penalty clause**

### **a) Deployment of Proposed Resources: Selection Process of the resources to be deployed by agency at respective office is as under:**

#### **1. Selection Process by Respective Office:**

- The selection and interview process for the proposed candidates for the roles of (1) Content Creator, (2) Video Editor, and (3) Graphic Designer, will be conducted at each respective Office.
- The successful agency must ensure that all proposed candidates are available for an in-person or virtual interview at the district level as per the schedule specified by the Respective Office.

#### **2. Submission of Candidate Testimonials and Supporting Documents:**

- The agency is required to submit detailed Resume/CV for each proposed candidate, highlighting their relevant experience, skills, and previous accomplishments.
- Along with Resume/CV, the agency must provide supporting documents as per the bid requirements, which should include, but are not limited to:
  - Educational qualifications and certifications.
  - Proof of relevant experience (e.g., previous employment letters, portfolio of work).
  - Copies of identity proof for verification.
  - Police verification of antecedents shall be done and report to be submitted within 45 days of joining.

#### **3. Verification and Final Approval:**

- All documents submitted for each candidate will undergo verification by the respective office. Only those candidates who meet the criteria and successfully complete the interview process at the respective office level will be approved for deployment.
- The agency shall ensure the authenticity of all submitted documents. Any discrepancies found may lead to disqualification of the candidate and may affect the agency's empanelment status.

This condition ensures that each respective office has the final authority in selecting qualified personnel, thereby maintaining high standards of service for social media management at the district level.

#### **4. Switching of Resources**

Under the contract period, it is not permissible to switch resources from one agency to another agency and one location to another location.

Agencies are required to conduct a comprehensive background check of the proposed resources prior to presenting their CVs to the Tenderer, to avoid any violation of this provision.

If a resource is engaged under this contract from one agency can join other agency only in case if he/she has resigned and completed 03 months' duration post his/her relieving from the previous agency.

The resources can be transferred only on discretion of Directorate of Information.

## **b) Deployment Penalties**

Bidder has to deploy resources within 30 days of issuing the work order. If not done, following penalty will be imposed:

- Non Deployment of the resources: Rs.2,400/- per day per resource.
- In case of failure in the deployment of the proposed Manpower within 45 days from date of Work Order, Directorate of Information may terminate the contract and forfeit the PBG.
- Any change in the resources proposed in this RFP and actual deployment will lead to penalty of Rs.10,000/- per resource / per instance. If there are many replacements of the proposed resource the client may terminate the contract by giving notice as given in this RFP document.
- The penalty stated above can be waived if the bidder permits the substitution of resources.

### **Post Deployment Penalties**

- During the tenure of the contract bidder is not allowed to replace the resource except resignation of the resource.
- The selected agency will ensure that agreed manpower is deployed for the project and should not be replaced during contract execution. In case of replacement by agency or as requested by client during the contract period (due to poor performance), a penalty of Rs.2,400/- per resource shall be levied which will be at the discretion of the client.
- For replacement, for every position, a panel consisting of 3 times the number of positions shall be submitted. The Directorate of Information has a right to reject the entire panel and seek a substitute panel in the same 3 times proportion.
- Before replacing a resource, a minimum of two months' time to respective office along with panel must be given to choose the substitution from the panel else penalties and pro-rata deduction in the monthly fees will be made.
- respective office encourages to have a preapproved backup of resources for substitution for each of the resources.
- Payments shall be made to the selected agency after deduction of applicable penalty and TDS.
- Selected agency shall submit the invoice at the end of each quarter with the supporting successful work done report for each resources deployed authorized by Officer in Charge, for further processing.

## **c) Penalty for Non-performance in required Service Levels/Standards:**

- Any failure to deliver the required services due to reasons solely attributable, such as non-adhering to timelines, violation of State/Central Guidelines, Non availability of Services, unresolved issues/problems, a penalty of Rs.5000/- will be imposed per such incidence if any.
- The bidder /agency must ensure that the approved content by the respective office must be uploaded on concerned social media handle within 1 hour otherwise a penalty of Rs.2,000/- per instance to be deducted from the monthly invoice.

- The agency/bidder has to respond to the respective office not only during office hours but in urgent situation the agency/bidder has to provide response to the Directorate of Information on 24X7 basis including holidays during the entire contract period on online/offline mode and take necessary action as and when asked on verbal/writer instructions of the Directorate of Information. If bidder/ agency has not responded during off hours a penalty of Rs.5,000/- per instance to be deducted from the monthly invoice.
- The bidder must ensure that there is no gap in the deployment of personnel throughout the entire contract period. This includes:
  - **Seamless Transition:** If there is a need to replace any deployed personnel, the agency must ensure a seamless transition with no interruption in service. Replacement personnel must be onboarded before 15 days and fully briefed on the project immediately to maintain continuity.
  - **Qualified Personnel:** Replacement staff must have qualifications and experience equivalent to or exceeding those of the personnel being replaced, as specified in the RFP.
- d) The bidder must ensure the highest level of security and confidentiality regarding all credentials provided for access to social media accounts. Any breach of these credentials, whether through unauthorized access, misuse, or negligence, will be considered a serious violation of the contract. In the event that the Directorate of Information notices or suspects any misuse of the provided credentials, including but not limited to unauthorized access, data breaches, or security threats, the Directorate of Information reserves the right to take immediate action, including but not limited to:

**Penalties for Breach:**

- **Contract Termination:** In the event of a breach of credentials, the client reserves the right to terminate the contract immediately without prior notice.
  - **Blacklisting:** The Bidder shall be blacklisted from participating in any future tenders issued by the Department for a period of [3] years, or as otherwise determined by the Department.
  - Reporting the incident to the relevant authorities.
  - Taking legal action, including filing a police complaint, to protect the respective office interests and seek damages.
  - **Penalty:** The agency will be liable to pay a penalty of INR 10,00,000 (Ten Lakh Rupees) for any breach of credentials. This penalty is intended to cover potential damages and losses incurred as a result of the breach.
- e) A penalty of Rs.25,000/- will be imposed on monthly invoice, if the bidder/agency have uploaded the irrelevant content on social media handle or contents without the approval of the respective office.

Note:

Monthly Payment =

$$\frac{\text{Monthly Payment Value} \times \text{Actual Man-days available in the month}}{\text{Total Man-days in the month}}$$

- Over and above the following penalty will also be levied.
  - Rs. 2,400/- per resource per day
- The Resource shall be available at respective office as per the officer timing.
- In case of continuous absence, 7 days without prior notice shall attract penal action like alteration of resource, termination of contract, and/or forfeiting of PBG in case of the agency.
- **Penalties capping:** Total penalty on account of replacements, delays in submission of deliverables, non-acceptable deliverables, non-adherence to the agreed timelines etc. would not be more than 20% of the total contract value during the tenure of the Project.

#### 4.3 Contract Period

- The initial contract period shall be for a duration of 2 years, with the possibility of extension, subject to performance review. After the completion of the 2-year period, the Directorate of Information will conduct a review of the activities carried out and the performance reports submitted by the bidder. Based on the outcome of this review, the Directorate may decide to extend the contract on a year-to-year basis, up to a maximum of 3 years, with an annual increment of up to 5%.
- The SP agrees that in any case SP shall not terminate the contract. However, the Directorate of Information reserves a right to terminate the contract by sending an advance notice to the bidder in the events of non-performance, security violations and non-compliance.

#### 4.4 Exit Management Plan

- Bidder must Handover all the creatives including (pictures, videos, interactive content, trivia, organize online survey, comments, stories, articles, audios, quizzes, etc) to the concerned office/ Directorate of Information after end of the contract. In addition to this, the bidder must train concerned office staff/ Directorate of Information staff to handle such activities by themselves after the end of the contract period.

### 5 SECTION 5: SCOPE OF WORK

#### Background

The Scope of social media in communication and information sharing is ever expanding in the current times. The State Government is engaging various social media platforms to disseminate information regarding the Government's beneficial schemes, flagship programs, achievements and important policies until the last mile.

The district-level field offices are also engaging in social media for disseminating information on public welfare schemes by the Government. Considering the increasing demand for social media, there is a need to develop a PR unit with a staff that is well acquainted with social media in all of the 33 district-level Collector's office and the office of the DDO. The aforementioned PR unit shall contain a staff of 3 employees as follows:

- 1. Content Creator** – Responsible for creation and management of content for all social media handles of respective office.
- 2. Video Editor** – Responsible for creating audio visual content like YouTube videos, Reels, Quickies etc. for respective office.
- 3. Graphic Designer** – Responsible for generating creatives like infographics, post graphics, various informative designs for respective office.

The Roles and Responsibilities of above-mentioned Manpower hired through Empanelled Social Media Agency for The Department, Collector Offices and DDO Offices is as under:

The aim is to ensure effective communication, enhance public engagement, and promote government initiatives through various social media platforms.

## **1. Content Creator & Writer**

### **Responsibilities:**

- **Content Creation:** Develop engaging and informative content for social media posts, articles, blogs, and press releases.
- **Research:** Conduct thorough research on relevant topics, policies, and community issues to ensure accurate and impactful content.
- **SEO Optimization:** Implement SEO best practices to increase visibility and reach of online content.
- **Collaboration:** Work closely with graphic designers and video editors to create cohesive content that aligns with overall campaign objectives.
- **Community Engagement:** Respond to comments and messages on social media platforms, fostering positive engagement with the audience.
- **Analytics:** Monitor and analyze the performance of social media content using analytics tools to refine strategies.

## **2. Video Editor**

### **Responsibilities:**

- **Video Production:** Edit and produce high-quality videos for social media, including informational videos, promotional materials, and event coverage.
- **Storyboarding:** Collaborate with the content writer to create storyboards that effectively convey messages and engage viewers.
- **Technical Proficiency:** Utilize video editing software to enhance video quality through graphics, sound, and special effects.

- **Content Strategy:** Assist in developing video content strategies that align with the goals of the Social Media Unit.
- **Archiving:** Maintain an organized archive of all video content for future use and reference.
- **Trend Monitoring:** Stay updated on social media trends and video formats to keep content fresh and relevant.

### 3. Graphic Designer

#### Responsibilities:

- **Visual Content Creation:** Design eye-catching graphics, infographics, and promotional materials for social media platforms.
- **Brand Consistency:** Ensure that all visual content aligns with the office's branding guidelines and maintains a consistent visual identity.
- **Collaboration:** Work closely with the content writer and video editor to develop visual elements that complement written and video content.
- **Adaptability:** Create graphics tailored for various platforms (e.g., Facebook, Instagram, Twitter) and formats (e.g., posts, stories).
- **Feedback Incorporation:** Revise designs based on feedback from team members and stakeholders to meet project objectives.
- **Trend Awareness:** Stay informed about design trends and tools to continually enhance the quality of visual content.

#### DETAILED SCOPE OF WORK

The agency should be a creative thinker who is primarily responsible for engaging with online social community members. Social networking is to be used as a communication vehicle for spreading information about the work initiatives undertaken by the Government. The agency will perform the critical task of interacting with followers/users/people in a progressive manner and making our social media pages more interesting, engaging personal and relevant to audience.

1. **Management of Social Media Platforms:** The agency shall exclusively handle all the Social Media Accounts of the department, district-level Collector's office and the office of the DDO as specified/provided by the Department, Collector's office and the office of the DDO and not limited to Facebook, X, Instagram, YouTube and such type of platforms.
2. Deliver unlimited social media updates across all designated accounts, with continuous monitoring, content creation, and engagement services to be available 24X7, ensuring timely and responsive management of social media presence at all times.
3. All credentials provided for access to social media accounts are highly sensitive and must be handled with the utmost confidentiality and integrity. The agency is required to implement robust security measures to protect these credentials and ensure that they are not misused in any manner. Any breach of this responsibility, including misuse or unauthorized sharing of credentials, will result in immediate action against the agency, including but not limited to termination of the contract and potential legal consequences.
4. The agency must review reels, stories, and interviews related to the provided subjects by the concerned offices and the agency has to extract and provide relevant content or key segments from these materials. This content must then be strategically boosted and promoted to enhance its reach the designated/related audience on social media, ensuring alignment with the overall strategy and engagement objectives.



5. The bidder is required to implement and manage content boosting strategies across all designated social media accounts. This includes, but is not limited to, the strategic amplification of posts, stories, and promotional content to enhance visibility and engagement.
6. The bidder is required to develop and implement effective strategies to increase the number of “likes” on designated social media posts and profiles. This includes: **Content Optimization:** Creating and curating engaging and high-quality content that is designed to attract and retain audience interest, thereby driving more likes. **Targeted Promotion:** Utilizing targeted advertising and promotional techniques to reach specific audience segments and encourage interactions, including likes.
7. The Agency shall be responsible for all costs associated with promotional activities on social media platforms, including but not limited to: Advertising spend, wider dissemination of Government initiatives, Department projects and activities, Content creation costs, Influencer partnership fees, Campaign management and optimization tools. Directorate of Information shall not be liable for any expenses incurred by the Agency in relation to social media promotional activities.
8. Daily informative and promotional postings. This includes creating, uploading of pictures, videos, interactive content, trivia, organize online survey, comments, stories, articles, audios, quizzes etc. based on the input received from concerned offices. In addition to this, the agency also needs to monitor the news/govt. notifications/campaigns/ blogs which are in direct or indirect relation to Government initiatives.
9. Motion pictures/animation clips, content/scriptwriting (as and when required by the concerned offices) to be designed and posted on a social media platform after approval of concerned office.
10. Comments/Feedback handling is an important part of the scope of work. Comments positive/negative should be carefully handled on a social media platform and prompt reply by mail, phone, etc. has to be provided instantly in consultation with concerned office.
11. The agency should have a Social Media Integration Platform for highlighting all the social media feeds on a single platform and to remove the non-relevant information from the Integration Platform.
12. The agency should be equipped to provide a strong reporting structure along with measurement tools to evaluate the impact of the activity. Such reports will be submitted by the agency at the end of every month of activity.
13. For tracking comments and feedback, a good industry standard social media monitoring tool may be utilized.
14. The agency should appoint a single point contact for handling the account who is knowledgeable and can interact with the concerned offices. Name and credentials/details of the person to be submitted at the time of appointment.
15. Available collaterals like videos, print advertising, television commercial films, past history etc. details which are available with the Directorate of Information will be made available to the agency, by Directorate of Information’s team.
16. Agency should ensure that social media messages are sent to appropriate channels in an appropriate language based on the context of the message.
17. Manage live events on any designated social media account but not limited to Facebook, X,

YouTube and whenever possible on Instagram.

18. Agency is required to monitor, report, analyze the social media strategy for various accounts of concerned offices and submit a detailed report of social media analytics and sentiment analysis every 15 Days.
19. Any other related work allotted by concerned office, specifically to enhance the digital space presence of various offices under Government.
20. The agency must create and submit various campaigns along with the unique hashtag of the campaign and share them on social media platforms of the concerned office.
21. Develop strategy, plan and schedule timelines to engage with the right target audience at the right time, with the social media handles of the concerned office and ensure an increase in the reach.
22. Publicize promotional events, skill development programs, events, workshops, seminars etc. related to the Government on all the social media platforms.
23. The agency shall create and manage a content calendar of a week in advance and get the content approved by the concerned office at least a week before the posting.
24. Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, smart art, animations, storyboard etc. design on the subject provided by the concerned office.
25. Agency will grow an increasing social audience and follower base through hash tag campaigns, strong use of keywords, sharing/retweeting relevant news, "liking" posts, staying updated and contributing own unique content to broaden reach.
26. Office Space, Sitting Space, required furniture, electricity, connectivity, will be provided by the concerned office. During off hours (after office timing) the agency has provide services to the respective office as per requirements (as and when required).
27. Development of Strategy for Crisis Communication
  - a. In the event of unforeseen occurrences, which may have the potential of creating a negative perception about the Government the Agency will have to take proactive steps to help the concerned office and their representatives communicate effectively using various media vehicles and channels as deemed fit agency would be responsible for contact ambioning and optimization of social media channels/platform.
28. **Query/ Response Management**
  - a. Queries/Grievance received on all the social media handles must be replied to and addressed online, live or within 24 hours during working days after receiving approved information from the concerned office and appropriate digital records must be maintained and handed over to the concerned office whenever desired.
  - b. Any query/ queries or comments that are negative in nature and needs the concerned office attention should immediately be brought into the notice of the concerned office.
  - c. Use a good industry standard monitoring tool for analyzing comments/remarks about or related to concerned office in various online media like e-newspapers, e-magazines, blogs, social media platforms.

29. The agency/bidder has to respond to the concerned office not only during officer hours but in urgent situation the agency/bidder has to provide response to the concerned office on 24X7 basis including holidays during the entire contract period on online/offline mode and take necessary action as and when asked on verbal/writer instructions of the concerned office.
30. Create relevant tagging, meta-tagging, hash tags & linkages of content on all platforms.
31. The agency needs to constantly coordinate with the officials of the concerned office for content, photographs and videos or any other material as required for the social media activity.
32. All the material, artwork used in the management of Social Media networks shall belong to the concerned office exclusively. Content shared online must be copyright protected and unauthorized use of this must be monitored for appropriate action and reported to the Directorate of Information/concerned office.
33. The agency should ensure that there is uniform communication across all the social media platforms.
34. All images/content/video used by the agency must not be copyright/patent by any other agency. If in case, it is found that all responsibilities would lie with the bidder/agency only. Directorate of Information/ concerned office will not bind with any legal hearing/penalties.
35. The Raw data will be provided by the Directorate of Information/concerned office and the agency/service provider has to modify/revamp the data and create a proper post/audio/video content
36. Video/ Clips Creation: The agency is responsible for creating/Editing a video as per the requirement.
37. Executing the digital campaigns on the basis of overall Social Media strategy and undertake activities like optimization of campaign, reporting etc.
38. Creation & Maintenance of Social Media Platforms.
39. New Look, Updates and Engage with users
40. Give all the Social Media Platforms a new look every week by putting up new creatives in line with overall theme/strategy approved by Directorate of Information/ concerned office for the period of engagement.
41. Daily informative and promotional updates (periodic updates on Instagram, Facebook, Koo, X etc., one on other platforms) in the form of relevant text, photos, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with Directorate of Information/ concerned office.
42. Publicize all cultural events on all the social media platforms.
43. Create relevant tagging & linkages of content on all the platforms.
44. Query Management, Media Tracking and Reporting.
45. All the queries received on the platforms must be replied to and addressed within 24 working hours in consultation with the Directorate of Information/concerned office.
46. Moderation of all the platforms in order to deal with spam, unauthorized advertisements, inappropriate content etc.

47. Use a good industry standard monitoring tool (like Hoot suite, Buffer, Local Response, Brand watch, Across or similar monitoring ` ) for analyzing comments / remarks in various online media like e-newspapers, e-magazines, blogs, social media platforms at national & international level.
48. Regular watch on effectiveness of social media strategy for publicity of pages. The agency must submit a detailed analysis on the steps undertaken for overall promotion of page on the Social Media Platforms and the results achieved.
49. All Intellectual Property displayed on these platforms shall belong to Tenderer exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with Tenderer
50. The Agency must also be advised that the operation of the Social Platforms and other online activities shall fall under the purview of the Right to Information Act, 2005. Thus, it must understand the laws provided thereunder and must answer such queries only after consultation with Directorate of Information/ concerned office.
51. The online content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc., failure of any one of which shall be considered an incomplete execution of the Work Order.
52. The selected bidder/agency/service provider shall be responsible for acquiring and maintaining the verification checkmark (verified badge) on all relevant social media platforms for the duration of the contract. (expenses, if any, to be borne by the bidder/agency/service provider during the entire contract period)
53. The agency/bidder is required to provide a comprehensive escalation matrix as part of their proposal. This matrix must detail the process for addressing and resolving issues or concerns related to social media management. The escalation matrix should include: Points of Contacts, Escalation Levels, Response Times and Procedures.

#### **Agency's Obligations:**

- i. The Agency is obliged to work closely with the Tenderer/concerned office staff, act within its own authority and abide by directives issued by the Tenderer/concerned office or its affiliated staff/agencies.
- ii. The Agency will abide by the job safety measures prevalent in India and will free the Tenderer from all demands or responsibilities arising from accidents or loss of life the cause of which is the Agency's negligence. The Agency will pay all indemnities arising from such incidents and will not hold the Tenderer responsible or obligated.
- iii. The Agency is responsible for managing the activities of its personnel and will hold itself responsible for any misdemeanour.
- iv. The Agency will treat as confidential all data and information about the Tenderer, obtained in the execution of its responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of the Tenderer.

### Facilities for undertaking the assignment

The following facilities will be provided by the Tenderer:

- a) Seating space with furniture including power, cooling. The Project location will be at respective office across Gujarat
- b) Internet

### Assistance to be provided by tenderer/respective office would be as under:

- a) Provide the necessary information on events/festivals being conducted time to time.
- b) Provide all the necessary information such as logo of event/press releases issued for media and updates etc.
- c) Assist in obtaining any other permissions/information as required.
- d) The concerned office will provide the necessary laptops, desktops, and associated software required to perform the work specified in this RFP.
- e) The concerned office will be responsible for procuring and providing any software needed for the job/project requirements, including but not limited to software for designing, animation, audio-video (A-V) editing, and any other related tasks essential for completing the assignment.
- f) The databank for the assignment will be managed by the successful bidder, while the storage for archiving the data will be provided by the concerned office.

### Team Engagement:

The bidder shall deploy a team of 3 (Three) professional resources for this project at all the 33 district-level Collector's office **and** at the office of the DDO as below mentioned. These resources must be available for entire duration of the work contract.

SN	Role/Experts	Qualifications & Certifications required	Experience	
1	Content Creator	Graduate in any discipline (Preference will be given to those who have completed a PG Diploma in Journalism or a Post Graduate degree)	1+ years' experience of content and script writing, copywriting, or journalism, especially for digital platforms and social media <ul style="list-style-type: none"><li>• Strong writing and editing skills, with an ability to craft clear, engaging, and creative content tailored for different social media platforms.</li><li>• Ability to work with visual teams (designers and video editors) to develop cohesive content that complements graphics and videos</li><li>• Fluent in Gujarati, Hindi and</li></ul>	

			<p>English and adequate understanding of local dialects of Gujarat</p> <ul style="list-style-type: none"> <li>• Experience in creating attractive, user-friendly content in Gujarati, Hindi and English</li> <li>• Proficiency in social media management tools, and analytics platforms.</li> <li>• Strong understanding of social media platforms (Facebook, X, Instagram YouTube, etc.), content strategies, audience engagement, and trends.</li> <li>• Experience in creating engaging and high-quality content.</li> <li>• Excellent written and verbal communication skills.</li> <li>• Experience in writing blog posts, articles, newsletters, communications materials, and material for social media channels</li> </ul>	
2	Video Editor	Bachelor's or Postgraduate degree in any discipline, along with a diploma or certificate course in video editing	<p>1 + years of professional experience in video editing for social media, digital platforms, or advertising.</p> <ul style="list-style-type: none"> <li>• Proficiency in video editing software, such as Adobe Premiere Pro, Final Cut Pro, and similar software</li> <li>• Proven track record of working with brands or government agencies is preferred.</li> <li>• Experience in creating short video content for social media platforms (e.g., Instagram Reels, YouTube Shorts).</li> <li>• Ability to work with animation and motion graphics.</li> </ul>	

3	Graphic Designer	Bachelor's or Postgraduate degree in any discipline, along with a diploma or certificate course in designing or multimedia	1 + years of experience in graphic design, particularly in digital and social media content creation. <ul style="list-style-type: none"> <li>• Experience in working with public sector projects, advertising agencies, or similar organisation.</li> <li>• Proficiency in design tools like Adobe Photoshop, Illustrator, and InDesign. Familiarity with Canva or other quick-design tools is a plus.</li> <li>• Strong creative and visual skills with knowledge of design principles, color theory, typography, and layout design.</li> <li>• Understanding of design trends in social media, including memes, infographics, and story visuals.</li> </ul>	
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**Note:**

- The selected agency may be requested by the Tenderer to provide additional resources in a similar domain as needed. Payment for these extra resources shall be based on the financial quote derived from this bid document. The selection process resources shall be as specified in the bid document.

## 6 SECTION 6: BID EVALUATION METHODOLOGY

Following procedure will be adopted in evaluating the bids:

### 6.1 An Eligibility/Pre-qualification evaluation:

The eligibility evaluation will be carried out based on the criteria mentioned in the tender document. Financial evaluation of only those bidders who matches all the eligibility criteria will be carried out.

### 6.2 Financial evaluation

The Bidder with lowest qualifying Financial bid (L1) for each zone will be awarded.

## 7 SECTION 7: FINANCIAL BID

Name of the company	Service /Administration Charge (Percentage of remuneration per person per month CTC)

**Note:**

1. All taxes/GST is excluded in the above rate as per <https://tender.nprocure.com> terms & condition.
2. Commercial evaluation (L1) will be decided on % of service charge.
3. In the scenario, when 2(two) or more qualified bidders quotes same %SC (tie on the same value), the bidder with the higher “Turnover in FY 2023-24” would be given preference and shall be considered as L1 bidder.
4. L1 bidder will get opportunity to select any one zone from the four zones (North Zone, Central Zone, Saurashtra, South Zone). Similarly, the opportunity will be given to L2, L3 respectively as per the availability of the zone.
5. If less than four bidders qualify in technical evaluation, L1 bidder will be offer to work for remaining available zone and further the offer will be made to the available bidders in a rotational basis till all the zones are allocated.
6. The rate quoted by the bidder in the above-mentioned financial bid will be fixed for the entire contract period and cannot be altered in future.

SN	Divisions	District Name	District Category	No. of Manpower	Maximum Monthly CTC (in INR)
A	B	C	D	E	F
1.	North Gujarat	Aravalli	B	3	35000/-
2.		Banaskantha	A	4	35000/-
3.		Gandhinagar	A	4	35000/-
4.		Mehsana	A	4	35000/-
5.		Patan	B	3	35000/-
6.		Sabarkantha	A	4	35000/-
7.		Ahmedabad	A	4	35000/-
8.		Bhavnagar	A	4	35000/-
9.		Botad	C	3	25000/-
	Total per Zone/ per Month			33	
10.	Central Gujarat	Anand	A	4	35000/-
11.		Chhota Udaipur	B	3	35000/-
12.		Dahod	B	3	35000/-
13.		Kheda	A	4	35000/-
14.		Mahisagar	C	3	25000/-
15.		Panchmahal	B	3	35000/-
16.		Vadodara	A	4	35000/-
		Total per Zone/ per Month			24
17.	Saurashtra	Amreli	B	3	35000/-
18.		Devbhoomi Dwarka	B	3	35000/-
19.		Gir Somnath	B	3	35000/-
20.		Jamnagar	A	4	35000/-
21.		Junagadh	A	4	35000/-
22.		Morbi	A	4	35000/-
23.		Porbandar	A	4	35000/-



24.		Rajkot	A	4	35000/-
25.		Surendranagar	A	4	35000/-
26.		Kutch	A	4	35000/-
	<b>Total per Zone/ per Month</b>			<b>37</b>	
27.	<b>South Gujarat</b>	Bharuch	A	4	35000/-
28.		Dang	C	3	25000/-
29.		Narmada	A	4	35000/-
30.		Navsari	A	4	35000/-
31.		Surat	A	4	35000/-
32.		Tapi	C	3	25000/-
33.		Valsad	A	4	35000/-
	<b>Total per Zone/ per Month</b>			<b>26</b>	

7. In the “A” Category District, the successful bidder shall be required to provide and deploy “Content Creator” separately at District-level Collector’s office **and** at the office of the DDO. Remaining two category of resources (i.e. Video Editor and Graphics Designer) are to be deployed common single resource for both offices i.e (District-level Collector’s office **and** at the office of the DDO) as specified in the bid document, with the maximum ceiling limit of not exceeding Rs.35,000/- per resource per month. This cost is exclusive of applicable tax and service charge of the bidder. Bidders are advised to quote their bid accordingly. **Details are as under:**

District Category “A” (21 Districts)				
No.	District Category	Manpower to be deployed	No. of Manpower	Maximum Monthly CTC (in INR)
1	A	Content Creator	42	35,000/-
2		Video Editor	21	35,000/-
3		Graphic Designer	21	35,000/-

8. In the “B” Category District, the successful bidder shall be required to provide and deploy three (3) types of resources (i.e. Content Creator, Video Editor and Graphic Designer) **common single resource for both offices i.e (District-level Collector’s office and at the office of the DDO)** as specified in the bid document, , with the maximum ceiling limit of not exceeding Rs.35,000/- per resource per month. This cost is exclusive of applicable tax and service charge of the bidder. Bidders are advised to quote their bid accordingly. **Details are as under**

District Category “B” (8 Districts)				
No.	District Category	Manpower to be deployed	No. of Manpower	Maximum Monthly CTC (in INR)
1	“B”	Content Creator	8	35,000/-
2		Video Editor	8	35,000/-
3		Graphic Designer	8	35,000/-

9. **In the “C” Category District**, the successful bidder shall be required to provide and deploy three (3) types of resources (i.e. Content Creator, Video Editor and Graphic Designer) **common single resource for both offices i.e (District-level Collector’s office and at the office of the DDO)** as specified in the bid document, , with the maximum ceiling limit of not exceeding Rs.35,000/- per resource per month. This cost is exclusive of applicable tax and service charge of the bidder.. Bidders are advised to quote their bid accordingly. **Details are as under**

District Category “C” (4 Districts)				
No.	District Category	Manpower to be deployed	No. of Manpower	Maximum Monthly CTC (in INR)
1	“C”	Content Creator	4	25,000/-
2		Video Editor	4	25,000/-
3		Graphic Designer	4	25,000/-

10. **Replacement of L1 Agency Due to Inadequate Support:** If the L1 agency is found to be providing inadequate support, failing to meet performance standards, or not fulfilling contractual obligations at any point during the contract period, the Directorate of Information reserves the right to give 01 month notice to L1 agency and invite the existing agencies in the sequence of initial allocation or if they do not agree then, invite L2 or L3 or L... agencies to match L1 rate and take over the tasks originally allocated to the L1 agency for that specific zone. The smooth transition shall be complete by both the parties within 02 months.

11. **Additional Terms and Conditions:** Any other terms and conditions deemed necessary by the Directorate of Information, including those related to performance metrics, reporting standards, and compliance with government regulations, shall be applicable to all empanelled agencies. These terms will be communicated formally and must be adhered to as a part of the contract.

#### **Payment terms**

- a) The SP’s request(s) for payment shall be made to the officer of District Information Office in writing accompanied by the details of work executed and supporting documents and the cost will be borne by the concerned District Information Office.

Respective office shall submit the attendance through officer of District Information Office by the first working day of the next month.

- b) The payment would be done on monthly basis by District Information Office only after obtaining attendance sheet of the deployed staff, a satisfactory performance certificate and recommendation of deduction of penalty, if any from the unit’s controlling officer i.e. Additional Resident Collector/Deputy Collector, at the end of the month.
- c) SP’s request(s) for payment shall be made to officer of District Information Office along with the 2 original copies of invoice and all necessary documents. The invoice should be English/Gujarati.
- d) Payment shall be made in Indian Rupees. While making payment, necessary deductions will be made. In case of any discrepancy in amount given in figures and words, the amount mentioned in words shall be considered for further process.

## 8 SECTION 8: BID FORM

Date:

Bid No:

To,  
Deputy General Manager (Tech)  
Gujarat Informatics Ltd.

Dear Sir,

Having examined the Bidding Documents including Addenda Nos \_\_\_\_\_ (insert numbers, if any), the receipt of which is hereby duly acknowledged, we, the undersigned, offer to render "Tender for Empanelment of Social Media Agency fo Directorate of Information, Government of Gujarat" in conformity with the said bidding documents for the same as per the technical and financial bid and such other sums as may be ascertained in accordance with the Financial Bid attached herewith and made part of this bid. We have not placed any condition for the bid on our part and agree to bind ourselves to the terms and conditions of this tender unconditionally. Any conditions placed by us elsewhere in the present bid are hereby withdrawn unconditionally.

We undertake, if our bid is accepted, to render the services in accordance with the delivery schedule which will be specified in the contract document that we will sign if the work order given to us.

If our bid is accepted, we will obtain the guarantee of a bank for the sum indicated as per tender document for the due performance of the Contract, in the form prescribed by CoL

We agree to abide by this bid for a period of 180 (One hundred and eighty only) days after the date fixed for bid opening of the Instruction to Bidders and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

Until a formal contract is prepared and executed, this bid, together with your written acceptance thereof and your notification of award shall constitute a binding Contract between us.

Name: \_\_\_\_\_ Address: \_\_\_\_

We understand that you are not bound to accept the lowest or any bid you may receive.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 2024

Signature  
(in the capacity of)

Duly authorized to sign Bid for and on behalf of \_\_\_\_\_.

## 9 SECTION 9: FORMAT OF EARNEST MONEY DEPOSIT IN FORM OF BANK GUARANTEE

To,  
Deputy General Manager (Tech)  
Gujarat Informatics Limited  
Block no. 2, 2<sup>nd</sup> Floor, Karmayogi Bhavan  
Sector-10A, Gandhinagar-382017, Gujarat, India

Whereas ----- (here in after called "the Bidder") has submitted its bid dated ----- in response to the Bid no: ----- dated ----- for RFP for "Tender for Empanelment of Social Media Agency for Directorate of Information, Government of Gujarat" KNOW ALL MEN by these presents that WE -----  
----- having our registered office at -----  
----- (hereinafter called "the Bank") are bound unto the \_\_\_\_\_, Gujarat Informatics Limited in the sum of ----- for which payment well and truly to be made to Gujarat Informatics Limited, the Bank binds itself, its successors and assigns by these presents. Sealed with the Common Seal of the said Bank this -----day of -----2025.

THE CONDITIONS of this obligation are:

4. The E.M.D. may be forfeited:
  - a. if a Bidder withdraws its bid during the period of bid validity
  - b. Does not accept the correction of errors made in the tender document;
  - c. In case of a successful Bidder, if the Bidder fails:
    - (i) To sign the Contract as mentioned above within the time limit stipulated by purchaser or
    - (ii) To furnish performance bank guarantee as mentioned above or
    - (iii) If the bidder is found to be involved in fraudulent practices.
    - (iv) If the bidder fails to submit the copy of purchase order & acceptance thereof.

We undertake to pay to the Purchaser up to the above amount upon receipt of its first written demand, without Purchaser having to substantiate its demand, provided that in its demand Purchaser will specify that the amount claimed by it is due to it owing to the occurrence of any of the abovementioned conditions, specifying the occurred condition or conditions.

This guarantee will remain valid up to 9 months from the last date of bid submission. The Bank undertakes not to revoke this guarantee during its currency without previous consent of the OWNER/PURCHASER and further agrees that the guarantee herein contained shall continue to be enforceable till the OWNER/PURCHASER discharges this guarantee

The Bank shall not be released of its obligations under these presents by any exercise by the OWNER/PURCHASER of its liability with reference to the matters aforesaid or any of them or by reason or any other acts of omission or commission on the part of the OWNER/PURCHASER or any other indulgence shown by the OWNER/PURCHASER or by any other matter or things.

The Bank also agree that the OWNER/PURCHASER at its option shall be entitled to enforce this

Guarantee against the Bank as a Principal Debtor, in the first instance without proceeding against the SELLER and not withstanding any security or other guarantee that the OWNER/PURCHASER may have in relation to the SELLER's liabilities.

Dated at \_\_\_\_\_ on this \_\_\_\_\_ day of \_\_\_\_\_ 2025.

\_\_\_\_\_

Signed and delivered by

\_\_\_\_\_

For & on Behalf of

Name of the Bank & Branch &  
Its official Address

Approved Bank: Any Nationalized Bank including the public sector bank or Private Sector Banks or Commercial Banks or Co-Operative Banks and Rural Banks (operating in India having branch at Ahmedabad/ Gandhinagar) as per the G.R. no. FD/MSM/e-file/4/2024/2859/D.M.O. dated 01.05.2025 issued by Finance Department or further instruction issued by Finance Department time to time.

## 10 SECTION 10: PERFORMANCE BANK GUARANTEE

To: \_\_\_\_\_

WHEREAS \_\_\_\_\_ (Name of Service provider)

hereinafter called "service provider" has undertaken, in pursuance of Contract No. \_\_\_\_\_ dated \_\_\_\_\_ to render services for \_\_\_\_\_ hereinafter called "The

Contract". AND WHEREAS it has been stipulated by you in the said Contract that the SP shall furnish you with a Bank Guarantee by any Nationalized Bank including the public sector bank or Private Sector Banks authorized by RBI or Commercial Bank or Regional Rural Banks of Gujarat or Co-Operative Bank of Gujarat (operating in India having branch at Ahmedabad/ Gandhinagar) for the sum specified therein as security for compliance with the Supplier / SP's performance obligations in accordance with the Contract.

AND WHEREAS we have agreed to give the Supplier / SP a Guarantee:

WE, THEREFORE, hereby affirm that we are Guarantors and responsible to you, on behalf of the SP, up to a total of \_\_\_\_\_ (Amount of the Guarantee in Words and Figures) and we undertake to pay you, upon your first written demand declaring the SP to be in default under the Contract and without cavil or arguments, any sum or sums within the limit of \_\_\_\_\_ (Amount of Guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand of the sum specified therein.

This guarantee is valid until the \_\_\_\_\_ day of \_\_\_\_\_ 2025 \_\_\_\_\_

Signature and Seal of Guarantors

\_\_\_\_\_

Date \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Approved Bank: Any Nationalized Bank including the public sector bank or Private Sector Banks or Commercial Banks or Co-Operative Banks and Rural Banks (operating in India having branch at Ahmedabad/ Gandhinagar) as per the G.R. no. FD/MSM/e-file/4/2024/2859/D.M.O. dated 01.05.2025 issued by Finance Department or further instruction issued by Finance Department time to time.

## 11 SECTION 11: SELF DECLARATION

**(TO BE SUBMITTED PHYSICALLY ALONG WITH EMD)**

### **AFFIDAVIT**

(To be submitted IN ORIGINAL on Non-Judicial Stamp Paper of Rs 100/- duly attested by First Class Magistrate/ Notary public)

Tender No:

I/We, \_\_\_\_\_, age \_\_\_\_ years residing at \_\_\_\_\_ in capacity of \_\_\_\_\_ M/s. \_\_\_\_\_ hereby solemnly affirm that

All General Instructions, General Terms and Conditions, as well as Special Terms & Conditions laid down on all the pages of the Tender Form, have been read carefully and understood properly by me which are completely acceptable to me and I agree to abide by the same.

I I We have submitted following Certificates I Documents for T.E. as required as per General Terms & Conditions as well as Special Terms & Conditions of the tender

Sr. No.	Name of the Document
1	
2	

All the Certificates I Permissions I Documents I Permits I Affidavits are valid and current as on date and have not been withdrawn I cancelled by the issuing authority.

It is clearly and distinctly understood by me that the tender is liable to be rejected if on scrutiny at any time, any of the required Certificates I Permissions I Documents I Permits I Affidavits is I are found to be invalid I wrong I incorrect I misleading I fabricated I expired or having any defect.

I I We further undertake to produce on demand the original Certificate I Permission I Documents I Permits for verification at any stage during the processing of the tender as well as at any time asked to produce.

I I We also understand that failure to produce the documents in "Prescribed Performa" (wherever applicable) as well as failure to give requisite information in the prescribed Performa may result in to rejection of the tender.

My I Our firm has not been banned I debarred I black listed at least for three years (excluding the current financial year) by any Government Directorate of Information I State Government I Government of India I Board I Corporation I Government Financial Institution in context to purchase procedure through tender.

I I We confirm that I I We have meticulously filled in, checked and verified the enclosed documents I certificates I permissions I permits I affidavits I information etc. from every aspect and the same are enclosed in order (i.e. in chronology) in which they are supposed to be enclosed. Page numbers are given on each submitted document. Important information in each document is "highlighted" with the help of "marker pen" as required.

The above certificates/ documents are enclosed separately and not on the Proforma printed from tender document.

I I We say and submit that the Permanent Account Number (PAN) given by the Income Tax Directorate of Information is \_\_\_\_\_, which is issued on the name of [Kindly mention here either name of the Proprietor (in case of Proprietor Firm) or name of the tendering firm;1, whichever is applicable].

I I We understand that giving wrong information on oath amounts to forgery and perjury, and I/We am/are aware of the consequences thereof, In case any information provided by us are found to be false or incorrect, you have right to reject our bid at any stage including forfeiture of our EMD/PBG/cancel the award of contract. In this event, this office reserves the right to take legal action on me/us.

I / We have physically signed & stamped all the above documents along with copy of tender documents (page no to -- ).

I I We hereby confirm that all our quoted items meet or exceed the requirement and are absolutely compliment with specification mentioned in the bid document.

My I Our Company has not filed any Writ Petition, Court matter and there is no court matter filed by State Government and its Board Corporation, is pending against our company .

I / We hereby commit that we have paid all outstanding amounts of dues/ taxes/ cess/ charges/ fees with interest and penalty.

In case of breach of any tender terms and conditions or deviation from bid specification other than already specified as mentioned above, the decision of Tender Committee for disqualification will be accepted by us.

Whatever stated above is true and correct to the best of my knowledge and belief.

Date:

Stamp & Sign of the Tenderer

Place:

(Signature and seal of the Notary)



## 12 SECTION 12: Particulars of the Bidder's Organization

Sr. No.	Particulars	Details
Basic information of Organization		
I.	Name of firm	
II.	Address of the corporate headquarters with Name, Address, telephone no., contact person, mobile no., email ID	
III.	Date of incorporation	
IV.	PAN/TAN/Service Tax Details	
V.	List of current directors	
VI.	Other key management persons	
VII.	Key contact person/s for this project along with designation and contact details (Mobile no., email ID etc.)	

Note: Above details are mandatory, Bidder may use additional sheets for above submissions.

(Authorized Signatory)

Name: \_\_\_\_\_

Designation & Authority: \_\_\_\_\_

Place: \_\_\_\_\_

Date: \_\_\_\_\_

Stamp: \_\_\_\_\_

Company Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Note: - Kindly attach necessary supporting documents

## 13 SECTION 13: Format for Financial Capability

Financial Information			
	FY 1 (2021-22)	FY 2 (2022-23)	FY 3 (2023-24)
Total Turnover(in INR Crores)			
Other relevant information			

***Note: Please attach relevant sections of the documentary proofs***

## 14 SECTION 14: Format for Relevant Experience

Assignment name:	Approx. value of the contract:
Country: Location within Country:	Duration of assignment(months):
Name of Client:	Total No of staff-months of the assignment:

<b>Address:</b>	<b>Approx. value of the services provided under the contract(in Current INR):</b>
<b>Start Date(Month/Year):</b> <b>Completion Date (Month/Year):</b>	<b>Number of Man-Months of Professional Staff Provided by Associated Consultants:</b>
<b>Project Completion Certificates:</b>	<b>Licensing/User Base/Geographical Spread:</b>
<b>Acceptance from Concerned Officers:</b>	<b>Name of senior professional staff of your firm Project Manager:</b>
<b>Narrative Description of Project:</b>	
<b>Description of Actual Services Provided by SI/Vendor:</b>	

**Note: Please attach relevant documentary proofs**

**15 SECTION 15: Proposed format for Team CV to be provided by successful bidder to the respective office.**

for Professional Staff Proposed

Please provide detailed professional profiles of the staff proposed by the successful bidder to the respective office. The profile for a single staff member must not exceed two pages.

<b>Sr. No.</b>	<b>Description</b>	<b>Details</b>
1	Name	
2	Designation	
3	Role proposed for	
4	Current responsibilities in the responding firm	
5	Total years of relevant experience	
6	Years of experience with the responding firm	
7	Educational qualifications:	
	Degree	
	Academic institution graduated from	
	Year of graduation	
	Specialization (if any)	
8	Professional certifications (if any)	
9	Professional Experience details (project-wise):	
	Project name	
	Client	
	Key project features in brief	
	Location of the project	
	Designation	
	Role	
	Responsibilities and activities	
	Duration of the project	