

REQUEST FOR PROPOSAL (RFP)

Request for Proposals invited for selection of agency for
Digital Content for Online Communication, Interaction & Media Analytics for the
Ministry of Development of North Eastern Region, (MDoNER),
Government of India

RFP Ref No: BECIL/Social Media/MDoNER/01 Dated 18-03-2017



Broadcast Engineering Consultants India Limited

(A Government of India Enterprise)

(A Mini Ratna Company)

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Invitation to Bid (ITB) /Request for Proposal

Selection of agency for Digital Online Communication, Interaction & Media Analytics for the Ministry of Development of North Eastern Region, (MDoNER), Government of India

1. BECIL, a Public Sector Enterprise, under the Ministry of Information and Broadcasting, on behalf of the Ministry of Development of North Eastern Region, (MDoNER), Government of India invites Bids from eligible bidders for the project on behalf of MDoNER. BECIL has been engaged by the Ministry of DoNER to undertake the bid process management and to identify agency which will provide services related to enhancement digital presence and profile of MDoNER for a period of 3 yrs. (hereinafter referred to as “Project”). BECIL will do evaluation process to find out technically eligible and financially lowest bidder, thereafter MDoNER will award Work Order to that agency.
2. Bidding will be conducted through the Two Envelope Competitive Bidding procedures specified in the GFR Procurement Manual and are open to all eligible Bidders as defined in this ITB.
3. Interested eligible Bidders may obtain further information from Project Coordinator Mr. Ramit Lala, AGM, BECIL, Mr. Ankur Saxena, Manager, BECIL.
4. Qualification requirements are specified in the ITB.
5. Bids must be delivered as specified in the Instructions to Bidders of this ITB (please read this part carefully).

ITB for Services to Social Media communication Hub

Summary

Section I. General Information & Instructions to Bidders

This Section provides information to help Bidders prepare their bids. Information is also provided on the submission, opening, and evaluation of bids and on the award of Contracts. Section I contains provisions that are to be complied without modification.

Section II. Technical System Requirement

This Section includes Generic and Technical requirements of the project, List of Services and Technical Specifications of the Services to be procured.

Section III. Enclosure

The Bidder would provide services for as per scope of work. This Section includes format for Bidders Information and their customer's references and checklist for the bidders/ system integrator.

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GENERAL INFORMATION & INSTRUCTIONS TO BIDDERS

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A. RFP SCHEDULE AND CRITICAL DATES

The RFP tentative schedule and critical dates are shown below:

	EVENTS	DATE
1.	Issue of RFP documents to Prospective Bidders	18th March 2017
2.	Pre Bid Meeting	23rd March 2017 at 02:30 p.m.
3.	Venue for Pre Bid Meeting	BECIL BHAWAN, C-56- A/17, Sector -62, Noida 201 301,Uttar Pradesh
4.	Last Date of Submission of Proposals/bids	06th April 2017 up to 02:30 p.m.
5.	Venue for Submission and Opening of Bids	BECIL BHAWAN, C-56- A/17, Sector -62, Noida 201 301,Uttar Pradesh
6.	Opening of Technical Bids	06th April 2017 at 03:00 p.m.
7.	Technical evaluation of bids	To be intimated
8.	Opening of Financial Bid	To be intimated
9.	Commercial Bid evaluation	To be intimated
10.	Award of Purchase Order	To be intimated

BECIL reserves the right to amend the RFP tentative schedule and critical dates. Original tender document against a fee of **Rs. 1,500/-** (One Thousand and Five Hundred only) can be purchased from the address given as under:

**BECIL BHAWAN,
C-56- A/17, Sector -62,
Noida 201 307
Tel. No. 0120-4177850
Till 05th March 2017 before 12:00 hrs**

The tender document can also be downloaded from our website www.becil.com and if so, a Demand draft of **Rs. 1,500/- (One Thousand and Five Hundred only)** towards tender fee must be submitted along with the bid otherwise the bid will be rejected.

Demand Draft should be in favor of “**Broadcast Engineering Consultants India Limited**” payable at New Delhi.

No tender document will be issued after the Last Date of Submission of Proposals/bids.

Pre Bid meeting is to be conducted to provide a level playing field for all the interested bidders to respond to all their queries related to this RFP/Tender, considering there is no advantage & disadvantage to any bidder.

B. INTENT OF THE REQUEST FOR PROPOSAL

In order to provide services related to Digital Online Communication, Interaction & Media Analytics for the Ministry of Development of North Eastern Region, (MDoNER), an agency is to be selected, which will be responsible for the mentioned scope of work & services. For this propose scope of work & services to be taken care by the agency for three year from the date of award of work order extendable for a period in terms of year (if required) in case of renewal at the same terms and condition of work order, have been broadly spelt out in Section-II.

The selected agency must have all the facility and solution in-house, so that the “project” must be made operational within the stipulated time frame and is to keep it functional thereafter on 24x7 basis.

All other requirements such as essential equipment / hardware, software, networking and required services etc. will have to be provided by the selected agency. Agency must have expertise in these works.

C. PROCEDURE AND TERMS & CONDITIONS

1. The proposal is to be submitted in **TWO BID SYSTEM** with separate Technical and Financial bid under separate sealed covers.

TWO BID SYSTEMS

All bidders are required to submit their offer in two covers as under:-

2.1 Technical Bid should contain the following:-

- (i) Tender documents along with Bill of Material duly completed, signed & stamped BUT WITHOUT INDICATING THE RATE QUOTED.
- (ii) The technical details of the system offered along with the supporting original technical literature, Leaflets, Brochure etc. in duplicate.

2.2 Financial bid should contain the following:-

- (i) Details of rate, taxes, duties, discount, if any, quoted by the bidder. These details should be submitted on their letter head.
- (ii) Delivery period / schedule

Both the above mentioned bids should be sealed separately and thereafter be kept in a third cover and sealed again.

This cover should be superscripted with “RFP invited for selection of agency for Digital Online Communication, Interaction & Media Analytics for the Ministry of Development of North Eastern Region, (MDoNER), Government of India.” against RFP Ref No: BECIL/Social Media/MDoNER/01 Dated 18th March 2017.

The composite bid i.e. rate indicated in the Technical bid openly in tender will be ignored. Only the first cover i.e. Technical bid shall be opened on the date of opening the Technical bids mentioned in Section- A above.

The words “**TECHNICAL BID**” should be written clearly and prominently on the First cover along with tender no. and date of opening. Similarly, the words “**FINANCIAL BID**” should be written clearly and prominently on the second cover along with Tender No. and date of opening of Technical bid.

2. Bid Responses must be addressed to and submitted at the following address:

***The Chairman & Managing Director
Broadcast Engineering Consultants India Ltd,
C-56 A/17, Sector -62, Noida 201 307
Tel: 0120-4177850, Fax: 0120-4177879***

3. The Bids, both technical and the financial, should reach the office of BECIL, on the above address, not later than 02:30 p.m. on 06th April 2017 Bids received beyond the specified date and time will be treated as rejected. It is the responsibility of the Bidder to confirm that the bids have been received on time & at the proper place within the specified dates. Facsimile and electronic replies are not acceptable.
4. All bids are to remain valid for Six months from the date of opening of Technical Bid.
5. Ministry of Development of North Eastern Region, (MDoNER) will award work order/ contract to successful bidder and subsequent payment and monitoring of services (as per work order awarded to bidder) will be done by the Ministry.
6. BECIL reserves the right to solicit additional information from Bidders to evaluate which bid best meets the need of the Project. Additional information may include, but is not limited to, past performance records, lists of available items of work that will be done simultaneously with the project, on-site visit and evaluations by BECIL personnel,

or any other pertinent information. It will be Bidder's responsibility to check for updated information on BECIL's web site www.becil.com.

7. Additional questions should be submitted in writing to the RFP Coordinator addressed to

Mr. Ramit.Lala
Asstt. General Manager
Broadcast Engineering Consultants India Ltd,
C-56 A/17, Sector -62, Noida 201 307
Tel: 0120-4177850 Fax: 0120-4177879
E-mail: itprojects@becil.com

Mr. Ankur Saxena
Manager
Broadcast Engineering Consultants India Ltd,
C-56 A/17, Sector -62, Noida 201 307
Tel: 0120-4177850 Fax: 0120-4177879
E-mail: itprojects@becil.com

8. BECIL will make its decision based on the ability of the Bidder(s) to meet our specific needs, technical expertise of the Bidder(s), delivery capabilities, customer references, past satisfactory performance experience, system completeness (which is a must) besides cost.
9. BECIL reserves the right to waive off any deviations, accept the whole or part thereof or reject any or all bids and to select the Bidder(s) which, in the sole opinion of the Project Incharge, best meets the project's interest. BECIL also reserves the right to negotiate with potential bidders so that its best interest to fulfill the need of project is served.

10. All information contained in this RFP, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared with any other organization, including potential sub-contractors, without prior written consent from BECIL/ MDoNER.
11. The bidder who will not pay/submit the EMD and Tender fee in the scheduled date & time, their bid will be rejected, except NSIC valid certificate holding company/firm.
12. In case any of the information/declaration furnished by bidder is found to be wrong or any material information is not disclosed by bidder while submitting bids, BECIL reserve the right to reject/cancel corresponding bid of bidder and forfeit the Earnest Money Deposit (EMD).
13. In case work order has been awarded to any company/firm and later it is found by BECIL/ MDoNER, that agency has furnished wrong information/declaration or not disclosed any material information to BECIL while submitting bid. BECIL/ MDoNER reserve the right to cancel the work order awarded to Company/firm. Further BECIL reserve the right to forfeit EMD and Bank Guarantee of the agency. The work will be done on the cost & risk of the agency.
14. In case there is any material change in the financial status of bidder/ business of bidder, it should be disclosed while submitting bid.
15. In case the Bidder Company goes into liquidation or change in business/management, it will be intimated to BECIL/ MDoNER & company will fulfill its commitment in case order is awarded to them.
16. BECIL/ MDoNER reserves the right to either increase or decrease the quantity of any or all the items included in suggestive bill of material or scope of work which are estimated requirements and therefore open to variation.

17. BECIL/ MDoNER reserves the right to alter/modify the scope of work mentioned in this RFP document at any stage of the bidding process and contract.
18. BECIL/ MDoNER reserves the right to terminate the contract at any stage of the work by giving 1 month prior notice if the agency was not found suitable in services to MDoNER, It is noticed that the delay occurred in any of the activities covered under the contract cannot be made good and will affect the overall work schedule. MDoNER shall, in such an eventuality, revoke the Performance Bank Guarantee of the successful bidder.
19. The RFP is issued for *“RFP invited for selection of agency for Digital Online Communication, Interaction & Media Analytics for the Ministry of Development of North Eastern Region, (MDoNER), Government of India.”* The bidder is responsible for completeness of the project.

20. Indemnification:

Contractor agrees to indemnify BECIL/ MDoNER from any and all claims, demands, losses, cause of action, damage, lawsuits, judgments, including attorneys’ fees and costs, arising out of or relating to the work of Contractor including the works as got done by Contractor through Sub-Contractor(s), if so appointed by the Contractor. BECIL shall have no role in engaging of sub-contractors by the Contractors and Contractor alone shall be responsible to such Sub-Contractors.

21. Arbitration:

- a) In case of any dispute or difference or claim arising out of or in relation to this RFP / Tender, including the construction, validity, performance or breach thereof, shall be settled or decided by arbitration to be conducted by CMD, BECIL or by any other person to be nominated by CMD, BECIL. Arbitration shall be conducted as per

Arbitration & Conciliation Act, 1996. The seat of the arbitration shall be at New Delhi and it will be in English language.

b) In case of any dispute or difference or claim arising out of or in relation to this contract (after the award of Contract/Order), including the construction, validity, performance or breach thereof, shall be settled or decided by arbitration to be conducted by Secretary, MDoNER or by any other officer /person to be nominated by Secretary, MDoNER. Arbitration shall be conducted as per Arbitration & Conciliation Act, 1996. The seat of the arbitration shall be at New Delhi and it will be in English language.

22. Jurisdiction

This Agreement shall be construed, interpreted and applied in accordance with, and shall be governed by, the laws applicable in India. The courts at Delhi shall have the exclusive jurisdiction to entertain any matter arising out of or in relation to this Agreement.

23. Conflict of Interest.

Bidder/Vendor/Contractor represents and warrants the following:

- 1** No Conflict of Interest: that Contractor has any business, professional, personal, or other interest into the representation of other clients that would conflict in any manner or degree with the performance of its obligations under this Agreement.
- 2** Termination for Material Conflict: If, in the reasonable judgment of the Company, such conflict poses a material conflict to and with the performance of Contractor's obligations under this Agreement, then the Company may terminate the Agreement immediately upon written notice to Contractor.

D. ELIGIBILITY CRITERIA

1. Bidder has to pay Tender fee (Nonrefundable) of Rs. 1,500/- (Rupees One Thousand Five Hundred only) in the form of Demand Draft in favour of Broadcast Engineering Consultants India Ltd. payable at New Delhi
2. EMD Amount of Rs. **3,00,000/- (Rs Three Lakh only)** should be paid only in form of Demand Draft. *(No other mode of payment will be accepted)*. Bids submitted without EMD will be treated as rejected except NSIC valid certificate holding company/firm. No interest is payable on EMD
3. The bidder should be registered company in India under Indian Company Act, 1956. A copy of registration should be submitted.
4. The bidder must be engaged in similar kind of work as mentioned under heading “Scope of Work” in India; During last 2 years, bidder/agency must have successfully completed at least two similar kind of projects (as mentioned in Scope of Work) related to services *for Digital content for Online Communication, Interaction & Media Analytics of value of Rs. 100 Lakhs or above (or) three similar kind of projects (as mentioned in Scope of Work) related to services for Digital content for Online Communication, Interaction & Media Analytics of value of Rs. 50 Lakhs or above in India or abroad.*
The project should be similar in nature as services *for Digital Content for Online Communication, Interaction & Media Analytics* anywhere in India for central / state Government / PSUs / autonomous body / other sectors and handled social media issues. **(Copy of work order/ performance certificate should be submitted).**
5. The bidder should have been engaged in the work of creating digital content for at least 10 different Government Bodies **(Copy of work order/completion certificate must be enclosed).**

6. The bidder should have created digital content related to North East Region for publicity in online domain and should have at least 3 orders and content in minimum 2 languages from North East Region (**digital content in the languages should be submitted with work order/Completion Certificate**).
7. List of clientele of the firm, along with contact details of clients for whom the bidder have completed similar kind of project (**Copies of work orders from the clients must be enclosed**)
8. The bidder must have a minimum strength of 30 professionals on their permanent rolls, out of which minimum 12 experienced professionals in the area of in Content Creation, Ideation, Digital Content Marketing using online technologies and Social Media Platforms Social Media Management. (**Self Certification on letter head by the authorized signatory with clear declaration of staff – year wise, level/designation wise.**)
9. The Bidder should have a minimum average annual turnover of Rs. 12 Crore or more in the last three financial years i.e F.Y. 2013-14, 2014-15 and 2015-16. (**Submit Proof: Annual Audited Financial Statements alongwith all the Annexure for last three years**).
10. The bidder should not have been **barred or black-listed** by any of the central govt. departments/organizations, central/state PSUs. An undertaking with self-declaration certificate on a non-judicial stamp paper of Rs 100/- certified by Notary should be submitted along with the technical bid.
11. The Bidder should have earned Gross Profit (Gross Profit here means that Profit before Prior Period Adjustment and Taxes, but after the deduction of all expenses for the year) in each of the last three Financial Years i.e In F.Y. 2013-14, 2014-15 and 2015-16. (**Submit Proof: Annual Audited Financial Statements alongwith all the Annexure for last three years**).

12. The bidder is required to submit following documents:

- a) Copy of PAN No.
- b) Copy of TAN No.
- c) Copy of TIN No.
- d) Copy of Service tax Registration No.
- e) Copy of EPF and ESI Registration Certificate

And in case any document is not submitted, bid shall stand rejected.

13. A separate point by point compliance statement of Specifications including Bill of Material (BOM) duly signed & stamped by bidder in respect to all points laid down in the specifications for all the services/item(s) must be submitted.

14. The bidder should provide Vender Information with name, address, website and contact details. Format is provided in “**Appendix 3**” of this RFP.

15. All bidders must strictly quote as per Serial Number/Heading/ Sub Heading given in BOM of RFP.

16. All bidders must strictly mention individual breakup of taxes for individual component.

E. COMMERCIAL TERMS AND CONDITIONS

Each bidder is required to accept the following terms and conditions:-

1.	Earnest Money	:	Each bidder is required to submit Earnest Money Deposit (EMD) of Rs. 3, 00,000/- (Rs. Three Lakh only) in the form of Demand draft from scheduled bank in favor of “ Broadcast Engineering Consultants India Limited payable at New Delhi ”. EMD will not be
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		accepted in any other form other than Demand Draft. Bids submitted without EMD will be treated as rejected except NSIC valid certificate holding company/firm. No interest is payable on EMD amount.
2.	Prices	<p>: The Prices should be quoted in Indian Rupees only and prices should be FOR destination at site (Ministry of Development of North Eastern Region, Vigyan Bhawan Annexe, Maulana Azad Road, New Delhi – 110011)</p> <p>The prices should be quoted exclusive of taxes and all applicable taxes should strictly be mentioned as per format given in Table 2 at Point G of Section I of this RFP.</p> <p>In case, taxes are not mentioned in Financial bid, Prices shall be considered inclusive of taxes.</p>
3.	Payment Terms	<p>: Payment will be released on monthly basis based on successful monthly commitment, operation and maintenance. Agency should submit monthly bills with clear indication & full description of professional fee and applicable taxes, duties, etc separate (if any) along with Certification by MDoNER.</p> <p>NOTE:</p> <p>Payment shall be released by MDoNER</p>
4.	Consignee	: The equipment/Software/item (if any) should be consigned to Ministry of Development of North Eastern Region (MDoNER).
5.	Invoicing	: All invoices should be raised in the name of Ministry of DoNER, New Delhi.
6.	Delivery schedule and Commissioning	<p>: (i) The equipment/software/item (if any) shall be supplied within 2 weeks from the date of issue of Work order.</p> <p>(ii) Services on the existing setup should start within 7 Days from the date of issue of work order apart of the equipment/software/item installation.</p> <p>(iii) Installation, Testing and Commissioning has to be completed within 1 week after the delivery of equipment/software/item (if any).</p>

7.	Guarantee/Warranty	: The entire setup including equipment/software/item (if any) & Software shall be under guarantee/warranty for period of 12 months from date of Installation, Testing & Commissioning.
8.	Performance Bank Guarantee	: The successful bidder shall have to furnish a Security Deposit cum Performance Bank Guarantee (PBG) within 2 weeks of release of W.O. in favor of Ministry of Development of North Eastern Region, Vigyan Bhawan Annexe, Maulana Azad Road, New Delhi – 110011 for an amount equal to 10% of order value and it will valid till beyond 3 months of warranty/guarantee period.
9.	Technical/Operational Manual	: Two print copies of Technical Manual / Operation Manual and one CD version of the same have to be supplied with the equipment/software/item. One set of test certificate of each equipment has to be enclosed with shipment and one copy sent to MDoNER. All software in original with perpetual license certificate has to be provided wherever possible.
10.	Late Delivery (LD)	: If there is delay in the supply, installation or commissioning of the equipment/items/Software, supplier will be liable to pay LD @ 0.5 % (1/2%) of the order value per week of delay or a part thereof, up to a maximum amount of 2% of order value, after which the order is liable to be cancel.
11.	Penalty Clause	: If at any point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligation, MDoNER may take a decision to cancel the contract with immediate effect, forfeit the EMD/PBG deposited by the successful bidder and / or debar the bidder from bidding prospectively for a period as decided by the MDoNER in consultation with BECIL or take any other action as deemed necessary.

12.	Taxes	:	Taxes as applicable.
13.	Compliance Statement	:	A point by point compliance statement duly signed & stamp by bidder in respect to all points laid down in the Bill of Material & specifications must be submitted in the prescribed format given at Table 1.
14.	Termination Clause	:	<p>Non satisfactory performance / breach of contract will result in termination of the contract as mentioned in the terms and conditions.</p> <p>In case of termination of contract within the stipulated hiring period for any reason the supplier /bidder will not be allowed to take back the equipment installed.</p>

Table 1

TECHNICAL BID PERFORMA

S. N.	Sr. No. of Specification	Description of Specification	Page number of Specifications in RFP	Compliance (Yes/No)	Deviation ,if any	Optional Items ,if any, required for the completeness of system	Features in the offered product in addition to BECIL specs

F. BIDDERS S REQUIREMENT

Bidders are required to complete the Bidder information forms provided at Appendix 3.

1. Warranty / Guarantee

1.1 Bidder/ System Integrator must provide details and nature of guarantee for deliverables/ services of complete system they are willing to commit.

2. Additional information

Bidders should provide the following additional information.

2.1 A copy of the latest / last three annual report of the company and wherever applicable of the key principals. This is required, amongst other things, to understand the financial strengths, growth rate etc. of Bidders.

2.2 List with details (including name of clients) for similar work executed in India and abroad.

2.3 Particulars of the partners or related / inter-linked company in India for sales, installation / commissioning and support (for principals/OEM) OR, principals with whom you have a tie-up (in the case of integrators).

2.4 Any other detailed information of relevance (such as market shares etc.) with supporting documents or references.

3. Functional Workflow Diagram

Bidder must provide complete functional workflow diagram (specifically as per the BOM of this RFP.

G. PROPOSAL RESPONSE FORMAT

All the bidders are requested to use the same or similar format as given below while submitting the commercial bids. The proposal must be submitted strictly in the following fashion as in Table 2.

1. The proposal shall be submitted in the same envelope at the same time, in two distinct parts: a Technical Proposal and a Commercial Proposal.
2. Proposals are to be prepared on standard 8-1/2" x 11" A4 size paper. Foldouts containing charts, spreadsheets, and oversize exhibits are permissible. The pages should be placed in a binder with tabs separating the sections of the proposal. Manuals and other reference documentation may be bound separately. All responses, as well as any reference materials presented must be written in English.
3. Proposals must respond to the RFP requirements by restating the number and text of the requirement in sequence and writing the response immediately after the requirement statement.
4. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close to possible to the referencing text. Pages must be numbered consecutively within each section of the proposal showing proposal section and page number.
5. Proposals shall be based only on the items contained in this RFP and its standard required accessories. The RFP includes official response to pre-proposal conference questions, addenda, and any other material published by the BECIL pursuant to the RFP. The bidder is to disregard any previous draft materials and any oral representations it may have received. All responses to the requirements in Sections (list appropriate section) of this RFP must clearly state whether the proposal will satisfy the referenced requirements, and the manner in which the requirement will be satisfied.
6. A point by point compliance statement duly signed by bidder in respect to all points laid down in the BOM & specifications for all the equipment/item(s) must be submitted.

TABLE-2

S.N.	Description (as mentioned in BOM)	Make / Model (as and where applicable)	Unit	Qty.	Unit Rate in INR (Exclusive of taxes)	Total Amount in INR (Exclusive of Taxes)	Mention Type & Rate of Applicable Tax	Total Service Tax in INR	Total VAT in INR	Total Amount in INR (Inclusive of Taxes)
				A	B	C = A X B		D	E	F=C+D+E
Grand Total (Rs.)										

Please Note:

- a) Bidder is to ensure completeness of the Project and prices should be quoted accordingly. In case any additional item/ work are to be carried out for completeness of this project by bidder it will be done provided Free of Cost (FoC) without additional cost.
- b) Bidder should quote for all items. In case any item is left blank or not quoted it will be assumed that it is provided Free of Cost (FoC).
- c) BECIL will arithmetically increase or decrease the bid value in case of error/ omission.
- d) In case no tax amount is mentioned in the bid, prices will be treated as inclusive of all taxes.
- e) In case Tax rate is mentioned, but Tax amount is left blank, BECIL will calculate the tax amount and increase the bid value.
- f) Bidder should correctly mention the applicable Taxes. BECIL reserve the right to enquire about the taxes/ tax rate in this regard.

H. METHOD OF EVALUATION AND AWARD

Evaluation Criterion

Proposals will be evaluated for meeting all technical requirements and system completeness as per Tender document.

All bids which are technically qualified shall be shortlisted and Financial bids of only technically qualified bidders shall be opened. Date of opening the Financial Bids will be intimated to the shortlisted bidders. **Optional Items mentioned in BOM will not be consider in Financial evaluation.**

Factors which will be considered as a part of evaluation amongst others will include the following.

1. **Methodology to execute the project** : Only those vendors would be selected whose methodology to approach the project clearly depicts the understanding of the project and clearly defines the actions that will execute the scope of work.
2. **Compatibility** : Proposed System is envisaged to be compatible with the specifications mentioned in the Scope of Work.
3. **Up-gradation/ Modular design** : System/equipment/Software should be future looking and open to technology up gradation besides capable of add on facility and features in phased manner.
4. **Spares/ software support** : The bidder has to provide that the Software up gradation and spares for Hardware shall be available.
5. **Service Quality** : Guaranteed uptime as specified in the RFP as well as ensuring quality of service signal at specs.

6. **Cost** : As per financial proposal
7. **Integration Experience** : Expertise and experience of the bidder in system / sub system of integration of similar nature & Quality service provider experience.
8. **Delivery Schedule** : Delivery timeline will be critical parameter for evaluation and final decision.
9. **Regulatory** : Should meet the Regulatory compliance, Safety requirements, and Environmental objectives.

SECTION II

TECHNICAL SYSTEM REQUIREMENT

➤ CONTENTS

- A. SCOPE OF WORK
- B. GENERIC CONDITIONS
- C. TECHNICAL CONDITIONS
- D. BILL OF MATERIAL
- E. TECHNICAL SPECIFICATIONS

A.) SCOPE OF WORK

The agency is required to carry out of the promotion of the select activities and events carried out by MDoNER and its various other associated organisations / departments to populate the information to the respective audience for mass participation / information dissemination.

The concepts and campaigns proposed shall be in line with the strategy of the activities to be carried out by agency for digital promotion and enhancements of presence of MDoNER and its affiliate organizations on various online platforms.

4.1 Project Coordinator

MDoNER shall facilitate with the required information on, as is basis. For effective co-ordination and conceptualization and strategy, the agency is required to depute a dedicated professional for this account and if required may also need to station him/her at client (hereinafter will mean the client of MDoNER for whom the activity is to be carried out) location

- i. The agency has to deploy at least one social media expert at New Delhi, exclusively for this project. He /She has to be available to the client during Office Hours. The expert shall be in continuous touch with clients' officials for effective flow of information to the team. The credentials and details of such personnel being deployed must be communicated to the concerned officials of.
- ii. Apart from the above personnel, a senior level professional of the agency, who is experienced in handling such accounts, is to be designated as the project leader for this work, and he/ she should remain as the exclusive single point contact for all the activities related to the execution of this work. The credentials and details of such personnel being must be communicated to the concerned officials.

4.2 Management of Online & Digital presence

These are a mix of advisory Services and execution in which the scope shall encompass finalisation of a Plan of Action and executing deliverables as per the same.

The activity would be a combination of both interaction and result based measurable execution.

The agency is supposed to manage regularly the communication tools of online presence including:

4.3 Website Redesign and Development

The selected agency is required to carry out redesign and redevelopment of the current website of MDoNER. The website shall have the following:

- a. Message of the theme in lines with the common objective
- b. Relevant and Updated content as per the index.
- c. The website should have an online registration facility for any event or any such activity that enables the website to become a comprehensive data collection point. Stakeholders will decide the fields of registration.
- d. Enable the participants to follow, or subscribe to newsletters etc. by single click
- e. Feedback forms
- f. Video / Photo galleries
- g. Link to Social Media presence of the event and related entities
- h. Contact details
- i. Latest news
- j. Visitor counter
- k. FB likes / Tweets etc.

The website shall be content management system (CMS) based for updating with ease. The required updating and changes in the website shall be done by the agency throughout the contractual period.

4.4 Social Media Platforms

Facebook

- a. Creation and management of Facebook Page
- b. Regular posts shall be done
- c. Online promotion shall be carried out and comments on posts shall be maintained for maximum impact
- d. Facebook shall also be used to share videos or content that needs to be made viral
- e. The agency may have to develop/use Facebook compatible software applications to promote the webpage, website, fan page etc.

Twitter

- a. The twitter handle/s shall be populated with an attractive relevant information

- b. Database shall be created and exploited for increasing followers on the particular tweeter handle/s and they shall be led to the page of interest through various tweets
- c. Third-party applications like Tweetdeck, Tweetvite, TweetMyEvents etc. shall be used for reaching out to the people online.

YouTube

- a. Management of Channel/s for Client with relevant topics
- b. Appropriate and relevant tags for the videos shall be given to increase viewership and reach

Blogs

- a. Create blog site and participate in online blogs on relevant topics of interest and intent
- b. Agencies will have to create blog-sites using WordPress/ Tumblr/ Blogger etc. and relevant information shall be put on the same.
- c. Comment on blogs of people / institutions / organisations of interest

Wikipedia

- a. Content Creation for the Page
- b. Updating as and when required
- c. 24 X 7 Page Monitoring
- d. Diplomatic Edit Strategy

Content Creation and Modulation

The agency is required to create appropriate contents based on the topics agreed by Client and manage the same on Social Media Platforms.

Prosaic Writing

Prosaic writing shall be done keeping in mind the key words that need to be emphasised and repeated for effect as well as SEO. The manner of prosaic content creation shall be keeping in mind the intended use.

- 1) Writing content based on matter provided for uploading on blogs, websites and another online media
- 2) Story boards and other requirements for any online activity

Multimedia Content Creation

The agency shall create multimedia contents to be promoted on various digital platforms. The content shall be created based on topics, events, situations, concepts and overall direction of designated official of the government.

Multimedia content shall be the most profusely created content and shall be made with multiple options for each intended use. This content shall include

Infographic creation

Relevant Infographics shall be created based on the themes, testimonials, promotions, etc. to the intended audience. The same shall be posted on relevant social media platforms on timely basis.

Creation of Posters / banners

Creation of posters and Banners for events, campaigns, etc. to be carried out online and the same to be in synchronised with the ground activities being carried out so that the theme of all the activities carried out either on digital platforms or print or TV or another medium shall be seamless

Video creation and editing

The agency shall edit the video feeds provided by client or its related organisations to be promoted on digital platforms. The videos may need simple cutting, editing, captions, voice-overs etc. These shall be small videos which shall be promoted on digital platforms.

E-mail Newsletters

- a. One HTML Newsletter / Month
- b. Content & Design in HTML
- c. Spam Free Delivery
- d. Database Management
- e. Analytics & Tracking

Third Party Marketing on Social Media

The agency may be required to provide the information in the Social Media spends using third party marketing tools on the social media platforms listed.

It shall design the online marketing campaigns and give inputs for the total spends. Agency shall not charge over and above the actual charges of the third party platforms:

1. Facebook
2. Google
3. Twitter
4. Mass Mail Service Providers
5. SMS Service Providers
6. Any other service provider whose charges need to be paid to ensure that the intended message reaches a predefined recipients

Social Media Listening

The agency should take utmost care on responding the comments / tweets and also modulate the in appropriate content on real-time basis. The team shall keep a vigil on the activities of the netizens on its digital platforms. The response may be coordinated with the Clients' officials. The report of such responses shall be provided to Client on daily basis.

4.5 IT enabled tools of social media and outreach & Media Monitoring

SOCIAL MEDIA Statics

The agency has to submit analytical about the social media performance of the Client or agreed upon topics/key-words at regular frequency and should be able to provide solutions, based on such analytics and feedback.

BECIL/ MDoNER also intend the agency to carry out the following:

1. Smart online presence increase using high-end technology
2. Twitter Sentiment tracking and reaction analysis
3. Other IT tools for high end reaction measurement of netizens using proprietary methods depending on requirement

4.6 Media Monitoring and Analytics

The selected agency shall provide monitoring on all the Media Platforms – Print (Newspapers), Television and Social Media using appropriate keywords approved by MDoNER. The agency should be able to track those keywords on the selected platforms and provide appropriate sentiments, nature of post/comment/article etc. These monitoring shall form a detailed analysis on the keywords and provide an interactive dashboard for all the platforms. The application shall be available on Web as well as Mobile Platforms.

4.7 Expected Minimal Features of Dashboard

1. Peer analytics
2. Publication detail
3. Journalist / Author /user detail
4. Sentiment analysis
5. News Category analysis
6. Keyword Analysis
7. Trend Analysis
8. Geographical spread
9. Monitoring fusion with analytics: to enable to see actual content for print, electronic and social media
10. Daily Monitoring
11. Archiving with keyword facility
12. Daily Analysis Reporting

The above-mentioned functionalities shall be available on Web as well as mobile application

4.8 IT infrastructure management

The agency is required to provide the hosting facility for the applications, storage for contents created, media archives etc.

B. GENERIC CONDITIONS

This RFP is for a system that will meet the following basic requirements:-

1. A reliable, redundant system (if any) providing an overall system up time should be of highest order as per industrial standards.
2. The quotation should clearly indicate the different components of the total charges.
3. Easy and Economic System Upgradable & Scalable in nature.

4. Use of industry standard hardware (if any) and interfaces.
5. Local (or within state wise) support services during the period of hiring.
6. Interoperate with other equipment (if any) and technology in future.
7. Model of the equipment (if any) should not be more than 3 year old.
8. All software applications should be of latest version at the time of award of Work Order.
9. Bidder should ensure that data (content) should be secured.
10. Pages of Technical Specification, Terms and Conditions and Schedule of Rates should be signed by the authorized signatory as a token of your acceptance
11. The equipments/material (if any) provided by the OEM/bidder should not be an End of Life type.
12. Hardware and Software to be compatible with IPv4 as well as IPv6 protocol.

C. TECHNICAL CONDITIONS

1. Proposed Bill of Material of the system configuration is listed in the **Appendix '1'**.
2. Proposal should be for a complete system. Incomplete or part component will not be considered.
3. **Appendix '2'** contains the technical specification for listed equipment/ system.
4. Depending on the requirement of MDoNER, there may be a third party audit of the website before deployment. MDoNER may engage a Third Party Auditor for the website before live deployment. This cost of which is not included in this tender.

5. The scope of work does not include statutory audit for the website, but the bidder must confirm to comply with the necessary compliance standards or findings of the Empanelled Auditor.
6. Bidder should also submit the PERT Chart indicating the schedule for the commissioning of the project with the terms & conditions as stipulated in the delivery schedule in the **SECTION –I, Point E, Clause No. 6.**
7. Cross reference in reference of supporting documents should be given with proper page number and volume number.

D. BILL OF MATERIAL**Bill of Material/ Deliverables**

S.N	Description	Make / Model	Qty.
A.	Software		
1.	<p>Web based social media CRM software tool and other software for :</p> <ul style="list-style-type: none"> • Social Media Platforms(as mentioned in 4.4 under Scope of work) • IT enabled tools of social media and outreach & Media Monitoring(as mentioned in 4.5 under Scope of work) • Media Monitoring and Analytics (as mentioned in 4.6 under Scope of work) • Expected Minimal Features of Dashboard (as mentioned in 4.7 under Scope of work) • IT infrastructure management (as mentioned in 4.8 under Scope of work) 		1 Job
B.	Installation, Testing, commissioning, of Software and Training		
1.	Installation, Testing, commissioning, of system Facility including Software and Training to New Media Wing, Ministry I & B officials		1 Job
C	Manpower Services		
1.	Charges for Social Media Services to be provided for function, operation and maintenance of Social Media Communication Hub for the Ministry and Services under heading “ A. Scope of Work ” of Section II- Technical System Requirement.		36 Months
2.	Manpower Charges for Social Media Services to be provided for function, operation and maintenance of Social Media Communication Hub for the Ministry in general shift (09:00 a.m. to 05:30 p.m.) or may be extended as required. Note: Manpower may be scalable as required.		
a.	Content writer- 1no.		36 Months
b.	Graphic Designer - 1no.		36 Months
c.	Social Media Executive-3 nos. (Minimum Qualification: Degree in Mass Communication)		36 Months
d.	IT Engineer- 1 no. (Minimum Qualification: B.E./B-Tech from reputed university)		36 Months

	Optional Item		
D.	Hardware Note: the system / hardware requirement will be conveyed to the selected agency after award of contract.		
1	Desktop Computer		1 no.
2	Laptop		1 no.
3	Printer		1 no.
4	External Hard Disk(1 TB)		1 no.
5	MS Office latest		1 no.

E. TECHNICAL SPECIFICATIONS

a.) Access

The Platform should be accessible through the web as well as Mobile application (Android as well as iOS compatible application)

b.) Data Representation

Data should be represented in graphical as well as tabular format.

All data should be available on click within the platform in its original form

The software should have universal search

c.) Media Analytics

Agency shall carry out the above mentioned tasks and generate a comprehensive Analytics for various media platforms. The agency shall have equipped manpower as well as intelligent software to provide desired results in form of analytics for various aspects as per the requirement of government on timely basis. The Agency should insure that the minimum qualification for all analysts should be MBA or equivalent. These requirements may be dynamic and may change time to time and the agency shall be liable to vary out the exercise on regular basis.

d.) Dashboard

1. Daily analytics with relevant and useful charts and tables
2. Customizable Reports and Charts for different labels of reports
3. Comprehensive dashboard for single window access to print, t, web and social media platforms for and overview

e.) Qualitative Analytics

1. Sentiment analytics
2. Keyword analytics
3. Personal Profiling
4. Key Messaging
5. Journalist profiling
6. Other commentators detail

f.) Quantitative Analytics

1. Publication/Channel/Website detail
2. City wise detail
3. Trend Analysis
4. News Bifurcation analytics

g.) Data Fusion

1. Advertising Data: by this, we know the amount of paid advertising done by the client.
2. Market Research data: In-depth Intrusive research. For better predictive behaviour
3. Other Govt. data: for comparing each item / issue where Govt. wants to club internal data with media reactions
4. Brand perception Audit report

The Agency should be equipped to fuse the data/information mentioned above, if provided, with their Content analytics platform.

h.) All points/services mentioned under heading “Scope of Work” of Section II- Technical System Requirement.

i.) Desktop Computer Specification

- Intel Core i5 (Quad Core) or higher processor.
- 8 GB DDR-3 or higher
- 1TB or higher
- Preloaded Genuine Windows 8.0 professional or higher Capable of Wireless LAN
- Intel Integrated HD Graphics Card
- Integrated High-Definition sound controller
- Ethernet-10/100/100 MBps or higher
- 104 Keys OEM Keyboard (USB/ PS/2) or better
- OEM optical scroll mouse.
- 19.5" or higher LED display
- Antivirus with 1 Year Subscription (OEM Support)
- System user manual and all other

j) Laptop Specification

- Intel Core i5 (Quad Core) or higher processor.
- 8 GB DDR-3 or higher

- 1TB or higher
- Preloaded Genuine Windows 8.0 professional or higher Capable of Wireless LAN
- Intel Integrated HD Graphics Card
- Integrated High-Definition sound controller
- Ethernet-10/100/1000 MBps or higher
- Antivirus with 1 Year Subscription (OEM Support)
- System user manual and all other

k) Printer Specification

- Black-and-white printing, black-and-white copying, black-and-white and colour scanning
- Duty cycle (monthly, A4)-Up to 5000 pages or more
- Print technology- Monochrome Laser
- Print languages- Host-based
- Display-2-in LCD, text or more
- Print quality black
- Processor speed-230 MHz or more
- Memory, standard-32 MB or more
- Media sizes supported- A4, A5, B5, C5, C6, DL, postcard
- Media types- Paper (plain, laser), envelopes, transparencies, labels, cardstock, postcards
- Scanner type- Flatbed
- Scan resolution, optical- up to 1200 dpi or more
- Copy speed (normal)- Black: Up to 14 cpm or more

SECTION III

ENCLOSURES

CONTENT

- A. BIDDER INFORMATION FORMAT**
- B. CUSTOMER REFERENCE FORMAT**
- C. ENCLOSURES**

A. BIDDER INFORMATION

Short Responses can be placed within the cells provided in the tables below. Additional Information can be attached as appendices, but should be explicitly referenced from within the appropriate cells.

BIDDER INFORMATION FORM

GENERAL INFORMATION

Bidder Name	
Corporate Office	
Address	
Web	
E-mail	
Telephone	
Fax	

COMMERCIAL INFORMATION

PAN	
TAN	
Service Tax	

VAT/CST No.	
Certification of Incorporation	

PRIMARY BIDDER CONTACT OR SALES REPRESENTATIVE

Name and Title	
Address	
E-mail	
Telephone	
Fax	

PERSON(S) AUTHORIZED TO NEGOTIATE AND MAKE COMMITMENT FOR BIDDER

Name and Title	
Address	
E-mail	
Telephone	
Fax	

DESIGNATED TECHNICAL CONTACT FOR RESPONSE CLARIFICATION AND QUESTIONS

Name and Title	
-----------------------	--

Address		
E-mail		
Telephone		
Fax		
	INFORMATION ITEM	BIDDER RESPONSE
1.	Date your company was incorporated	
2.	<p>Number of people employed by your company and how many are in the following areas:</p> <ul style="list-style-type: none"> -Pre-Sales and Marketing -Research and Development -Post-Sales Support -Technical Support -Training and Consulting -Management -other 	
3.	Company's sales revenues for the last three fiscal years.	
4.	Number of implementations conducted for customers in the last three fiscal years. Group these implementations	

	by numbers of end-users, dollar cost of engagements, and scope of engagements.	
5.	Indicate your agreement not to share the contents of this RFP with any other organization, including potential subcontractors, without written permission from the RFP coordinator.	
6.	Optionally, provide any additional background information about your company that the BECIL would find useful in its deliberations.	

B. CUSTOMERS REFERENCES:

Provide at least three references with comparable network size and complexity for whom you have provided similar implementation and / or integration services . Please use this format for your response.

ITEM	BIDDER RESPONSE
REFERENCE 1	
Company / Institution Name Address Scope of Project Dates of Engagement Contact Name and Title	

E-mail Telephone	
REFERENCE 2	
Company / Institution Name Address Scope of Project Dates of Engagement Contact Name and Title E-mail Telephone	
REFERENCE 3	
Company / Institution Name Address Scope of Project Dates of Engagement Contact Name and Title E-mail Telephone	

C. CHECK LIST

- A. Please ensure that following documents have been enclosed along with the bid proposal.
1. Proof of payment for fee of Rs 1,500/- for purchase of tender document in the form of cash receipt or bank draft for tender documents downloaded from site.
 2. Bank draft for Rs.3,00,000/- towards Earnest money deposit(EMD).
 3. Copy of registration certificate (Incorporation Certificate) of company.
 4. Documentary proof (i.e. work order/ agreement etc.) along with the completion certificate of the project executed successfully.
 5. List of Clientele of the firm along with their contact details for whom bidder have completed similar kind of work.
 6. List of 30 professionals and their permanent rolls, designation, Qualification and contact details.
 7. Annual Audited balance sheet for last three financial year (i.e. for F.Y. 2013-14, 2014-15 and 2015-16)
 8. The copy of PAN No., TAN No., Service Tax No., ESIC, EPF Should be enclosed.
 9. A separate point by point compliance statement duly signed & stamp by bidder in respect to all points laid down in the Bill of Material & specifications for all the equipment/item(s) must be submitted.
 10. Undertaking for non-Blacklisting duly notarized on a non-judicial 100 Rupees stamp paper.

11. Particulars of the partners or related / inter-linked company in India for sales, installation / commissioning and support (for principals/OEM) OR, principals with whom you have a tie-up (in the case of integrators).
12. Separate list of items recommended by bidders, which in the opinion of the bidder have been left out.
13. Detailed bill of material duly filled, signed & stamped in giving the offered material / equipment etc strictly as per the bill of material included in the tender document.
14. Full technical details/data sheet of the offered equipment/Software.
15. BOM must be strictly quoted as per serial No./Heading/Subheading given in RFP.
16. Duly signed and stamped compliance statement item wise with respect to BOM & technical specifications highlighting deviation, if any.
17. No cost details are to be included in the technical bid under any circumstances. The signed and stamped copies of the technical bid containing requisite documents are to be sealed in separate envelope and marked appropriately.
18. The financial bid shall contain exactly similar offered bill of material included in the technical bid but with full details on the rates, total cost. Only one copy of financial bid duly signed and stamped is to be sealed in a separate envelope and marked accordingly.
19. Both technical & financial bids in respective sealed envelopes are to be further sealed in an envelope and should be superscripted at the top as:

“RFP for Selection of an agency at Social Media Communication Hub for services to Social Media Communication Hub for Digital Online Communication, Interaction & Media Analytics for the Ministry of Development of North Eastern Region,

(MDoNER).” against tender enquiry no. RFP Ref No: BECIL/Social Media/MDoNER/01 dated 18th March 2017, so as to reach BECIL on or before 02:30 p.m. on 06th April 2017.

20. The tender has to be addressed to

**The Chairman & Managing Director
Broadcast Engineering Consultants India Ltd,
C-56 A/17, Sector -62, Noida 201 307
Tel: 0120-4177850
Fax: 0120-4177879**

And the delivery of the same must be ensured at this office before 02:30 p.m. on 06th March 2017.