Rajasthan Skill & Livelihoods Development Corporation
EMI Campus, J-8-A, Jhalana Industrial Area, Jaipur 302004, Tele 0141-2715829 Fax:5103246
Website: www.livelihoods.rajasthan.gov.in

No. RSLDC/IEC/Social Media Hiring/ 8368
Date: 24-10-2019

Notice inviting bids for hiring of social media agency for IEC Work to Skill Rajasthan (RSLDC)

RSLDC invites technical and financial two envelop bid proposals for selection of Media Agency for handling of Information, Education and Communication (IEC) and Public Relations Media platform for Skill/Employment Programmes.

<table>
<thead>
<tr>
<th>Description of Services</th>
<th>Bid Value</th>
<th>Bid Security</th>
<th>Bid Form Cost</th>
<th>Date &amp; Time of Opening of Technical Bid</th>
</tr>
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<tbody>
<tr>
<td>Engagement of Media Agency for handling of Social Media and Media distribution &amp; monitoring platform for Skill/Employment Programme</td>
<td>Rs. 6,00,000/-</td>
<td>Rs. 12,000/-</td>
<td>Rs. 500/-</td>
<td>07.11.2019 at 5.00 PM</td>
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</table>

Interested Bidders may obtain tender documents from the office of RSLDC upto 21/10/2019 during office hours or can also be downloaded from www.livelihoods.rajasthan.gov.in, www.sppp.rajasthan.gov.in. The cost of bid document is Rs. 500/- which shall be paid by Bank Draft in favour of ‘Rajasthan Skill & Livelihoods Development Corporation’. Bid should be submitted in a sealed envelope for the above requirements as per the format. Bid should reach in the office of General Manager (Admin.), RSLDC latest by 03:00 PM on 06/11/2019, at the above mentioned address. The Technical bid shall be opened on the next day at 05:00 PM in the presence of available bidders or their representatives. The Financial Bid would be opened after two days of opening of Technical Bid.

Copy to:-
1. Notice Board

General Manager (Admin.)
Technical and Financial Eligibility Conditions

1. Basic Eligibility:
   
   I. A Media agency (after wards called "Agency"), be a natural person or private entity.

   II. Bidder should not have a conflict of interest in the procurement in question as slated in the Point 17 (IV) and this Bidding document.

   III. A Bidder shall not be eligible to apply for this Services Contract in case it has been debarred by Government of Rajasthan or the RSLDC under section 46 of the RTPP Act.

   IV. The Bidder shall have to submit proof of registration for the GST and Permanent Account Number (PAN) under Income Tax Act.

   V. Valid PAN card and GST registration in India.

   VI. Registered office in India which is operational for at least last five years.

2. Technical Eligibility
   
   I. The Agency should have successfully completed at least two such assignments corresponding to the required works as proposed in this Bid, i.e. the Agency should have handled at least two assignments on Information, Education and Communication (IEC) and Public Relations Media platform in the last three (2016-17, 2017-18 and 2018-19) years. Prior experience of working in Rajasthan will be advantageous. Client Agreement as proof of contract value along with work order/completion certificate must be enclosed.

   II. Work experience to execute minimum two contracts each equal to amount of Rs. 6.00 Lakh or above.

   III. Only one Proposal by one Bidder: A Bidder shall submit only one Proposal. If a Service Provider submits or participates in more than one proposal, such proposals shall be disqualified. However, this does not limit the participation of the same individual experts, in more than one Proposal.

3. Financial Eligibility
   
   I. The bidder should have minimum total turnover of Rs. 50.0 Lacs for last 3 financial years. Certificate of C.A should invariably be attached with bid.

   II. The Applicant should submit a Power of Attorney of authorized representative. Power of attorney in case of consortium for authorizing the lead member to act on behalf of other member may also be given.

   III. Any entity which has been barred by the Central Government, any State Government, a statutory authority or a public sector undertaking, as the case may be, from participating in any project, and the bar subsists as on the date of Proposal, would not be eligible to submit a Proposal either by itself or through its Associate.

   IV. An Applicant or its Associate should have, during the last three financial years, neither failed to perform on any agreement, as evidenced by
imposition of a penalty by an arbitral or judicial authority or a judicial
pronouncement or arbitration award against the Applicant or its Associate,
nor been expelled from any project or agreement nor have had any
agreement terminated for breach by such Applicant or its Associate.

4. Bidding Document:

   I. The Bidders may download the Bidding Document from the State Public
      Procurement Portal (SPPP) http://sppp.rajasthan.gov.in or Website of
      RSLDC.

   II. The instruments of payment of the Bid Document form of Rs. 500/- and the
       amount of bid security of Rs. 12,000/- must be in the form of bank demand
       draft/ banker’s cheque of a Scheduled Bank in India drawn in the name of
       Managing Director, RSLDC, payable at Jaipur.

   III. The Bidder is expected to examine all instructions, forms, terms and
        specifications in the Bidding Document. Failure to furnish all information
        or authentic documentation required by the Bidding Document may result
        in rejection of the Bid.

   IV. While submitting a Proposal, the Applicant should attach clearly marked
       and referenced continuation sheets in the event that the space provided in
       the specified forms in the Appendices is insufficient. Alternatively,
       Applicants may format, without changing the content of the forms, making
       due provision for incorporation of the requested information.

5. Preparation of Bids:

   I. Documents Comprising the Bid: The Bid shall comprise of two envelopes,
      one containing the Technical Bid/Proposal and the other the Financial or
      Price Bid/Proposal.

   II. Pre Bid clarifications: Any clarifications regarding the tender document
       clauses may be obtained from the Deputy General Manager - IEC, RSLDC
       during office hours till seven days prior to opening date of technical bid.
General Terms and Conditions

1. Performance Security which is equal to 5% of total value of work will be deposited by the successful bidder after award of contract and within 15 days. No interest will be paid on this deposit. The bidder security money deposited earlier will be adjusted against the performance security. Performance security will be refunded after two months of successful completion of the contract.

2. Bidder will have to enclose copies of DD, Bid document fee, and bid security in RSLDC technical bid. Bid without these fee will not be considered.

3. RSLDC is not bound to accept any bid or assign any reason for non-acceptance. RSLDC reserves its right to accept the bid.

4. The RSLDC will provide basic ideas of subject matter for release on social media platform. The agency is expected to provide it in desired format for releasing channels of social Media for which no extra payment will be made. All adaptations shall have to be done by the agency.

5. Any third party cost not covered in the scope of work, which is incurred by the agency for execution of the contract on the basis of prior approval of the RSLDC shall be paid extra as per approval accorded and as per provisions of RTPP Act and Rules.

6. For facilitating Electronic transfer of funds, the selected Agency will be required to indicate the name of the Bank & Branch, account number and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the selected Bidder.

7. Bids submitted by the bidders shall remain valid for the period of 90 days from the date of opening the bids.

8. The date and time of opening of financial offers shall be informed separately to the qualified agencies. Financial bid of only technically qualified agencies will be opened.

9. Successful bidder will have to sign an agreement with RSLDC on non-judicial stamp paper of Rs. 500/- as required in rules.

10. No advance payment for the ordered work will be given to the firm.

11. The bid document shall be signed by authorized signatory of the submitting firm with date and seal.

12. The contract would be effective for one year from the issue of work order, which may be extended for another 3 months, in emergent situations on mutually agreed terms, as per the provisions of RTPP Act 2012 and Rules 2013. Similarly, the cost/ rates will be valid for one year till expiry of the contract.

13. RSLDC reserves its right not to accept bids from Agencies resorting to unethical practices or on whom investigation/ enquiry proceeding have been initiated by Government Investigating Agencies / Vigilance Cell.

14. Termination: RSLDC may terminate the contract of bidder in case of the occurrence of any of the events specified below:
   I. If the Agency becomes insolvent or goes into compulsory liquidation.
   II. If the Agency, in the judgment of RSLDC, has engaged in corrupt or fraudulent practices in competing for or in executing this contract.
   III. If the Agency submits to the RSLDC, a False statement which has a material effect on the rights, obligations or interests of RSLDC
IV. If the Agency places itself in position of conflict of interest or fails to disclose promptly and conflict of interest to RSLDC.

V. If the Agency fails to provide the quality services as envisaged under this contract. Reason for the same would be recorded in writing. In case of such an occurrence, RSLDC shall give a written advance notice before terminating the contract of firm.

15. Foreclosure by the Agency:
I. If the Agency wants to foreclosure the project, a minimum period of two-months' notice should have to be submitted to RSLDC by the Agency. Out of these two months, the last month shall the Exit Management Period.

II. If the Agency wants to foreclosure the contract, without serving 2 months’ prior notice, RSLDC shall have the right to forfeit the Security Amount.

16. Exit Management: The contractor may continue work under this contract during the duration of the exit management period, which may be 1 month period from the date of expiry or termination of the agreement, if required by RSLDC to do so. During this period the bidder will transfer all knowledge to RSLDC or its nominated agency. The security deposit/PSD submitted by bidder will be returned after the successful transfer of knowledge.

a) Transfer of data
The contractor will promptly on the commencement of the exit management period shall supply to RSLDC the following:

i. Documentation relating to Candidates, attendance, resources and centre activities;

ii. All other information (including but not limited to documents, records and agreements) relating to the services reasonably necessary to enable RSLDC or its nominated agencies, or its replacement operator to carry out due diligence in order to transition the provision of the services to RSLDC or its nominated agencies, or its replacement firm (as the case may be).

iii. Payments during the Exit Management period shall be made in accordance with the Terms of Payment Clause

iv. It would be the responsibility of the contractor to support the new nominated agency during the transition period.

17. Grievance redressal during the Procurement Process:
Any grievance of a bidder pertaining to the procurement process shall be by way of filing an appeal to the First or second Appellate Authority, as the case may be, in accordance with the provisions of chapter III of the RTPP Act and Chapter VII of the RTPP Rules.

First Appellate Authority: Managing Director, RSLDC
Second Appellate Authority: Secretary, DSEE, Govt. of Rajasthan

18. Wherever specific terms and conditioned have not been spelt out in bid document, General finance and Accounts Rules & RTPP Act, 2012 and RTPP Rules 2013 of the state government shall apply.

19. The firm would be responsible for all risks involved in the work. For any accident or mishap, the bidder would be solely responsible.
20. All costs incurred by the firm in respect of submission of offer shall be borne by the concerned bidder.
21. The execution of contract will start within 15 days of placing of work order.
22. No extra payment other than agreed payment as quoted by contractor.
23. Specification: All services provided shall strictly conform to the specifications, laid down in bid form/work order.

24. Rejection:
   I. Services not approved by RSLDC shall be rejected and shall have to be re-submitted by the bidder at his own cost within the time fixed by the department.
   II. **Forfeiture of bid security:** The bid security will be forfeited in the following cases:
       a. When bidder withdraws or modifies the offer after opening of bid but before acceptance of bid.
       b. When bid does not execute the agreement if any, prescribed within the specified time.
       c. When the bid does not deposit the security money after the supply order is given.
       d. When he fails to commence the work within the time prescribed.
       e. If the selected bidder sublets the work.

25. Dispute Resolution:
   i. If any dispute arises out of the contract with regard to the interpretation, meaning and breach of the terms of the contract, the matter shall be referred by the parties to MD RSLDC, whose decision shall be final.
   ii. All legal proceedings, if necessary arise to be instituted by any of the parties (Govt. or Contractor/Firm) shall have to be lodged within the jurisdiction of the courts situated in Jaipur city.
   iii. For any clarification, the interested agency may meet the undersigned or the queries addressed to MD, RSLDC

[Signature]

General Manager (Admin.)
Scope of Work and Terms of Reference

1. Background

The Rajasthan Skill & Livelihood Development Corporation (RSLDC) is implementing national & state funded skill development schemes. Under these schemes, it is envisaged that the agency shall carry out information, education and communication (IEC) activities to create awareness among citizens about attracting the youth of Rajasthan to obtain skills and enhance their livelihood opportunities.

In this context, the Client intends to appoint an IEC and Public Relations Agency to carry out Social Media Management, Digital Marketing and Print/ Electronic Media Monitoring.

2. Objective(s) of the Assignment

The primary objective of the PR agency is to develop the brand value of RSLDC across Social & Digital Media Platform, as a whole for making it an attractive option for the youth of Rajasthan to obtain skills which shall enhance the livelihood options for them. The PR agency should showcase the schemes of RSLDC for reaching out to eligible youth of Rajasthan as a lucrative option to learn and develop skills which enhance their employment potential for wage & self-employment as well as encourage entrepreneurship:

I. Provide Innovative ideas and suggestions for Social & Digital promotion of RSLDC.

II. Promoting the brand of RSLDC by enhancing its reputation as an organization which provides skill training and opportunity for livelihoods.

III. Plan engaging social media activities for increasing participation of youth of the state in skill development training programs. The agency should develop interesting and innovative social media content, campaigns as part of a cohesive communication strategy for social media platforms (Twitter, Facebook, LinkedIn, Instagram and YouTube) to enhance the reach of content in real time basis and to increase engagement with the citizens and Industries)

IV. Key Tasks: The Consultancy Tasks Agency shall provide assistance as specified below:

(i) Updating on Social Media (Twitter, Facebook, LinkedIn, Instagram & YouTube etc.)

(ii) Providing content wherever required for Social Media as per events/activities and regular updates of the department.

(iii) Drafting, releasing and monitoring of press releases across Print and Electronic Media.
3. Scope of Services

The Scope of work for the Agency shall broadly include but not limited to following:

3.1 Module A: Social and Digital Media branding strategy and Roadmap

Task 1: Social and Digital Media Branding Strategy

The agency shall prepare a comprehensive social and digital media strategy for brand development of RSLDC to boost awareness about the organization and its mission. The branding strategy should be integrated and complement the existing / ongoing initiatives taken by the RSLDC for brand building across social media platforms. The strategy shall be approved by RSLDC. The agency shall provide a Media and Budget plan for Social Media Branding and Promotion.

Task 2: Road Map for Branding

The Agency shall present a clear roadmap for the brand building exercise across Social Media. The roadmap should identify all the activities which shall be approved by RSLDC. Two different roadmaps shall be submitted as per the varying audiences i.e. Youth of the state (Facebook, Twitter, Instagram and YouTube) and Industries/ Businesses/ Other Governments and Government Departments (LinkedIn and Twitter) the roadmap should ensure meeting KPIs as mentioned in the TOR.

3.2 Module B: Digital and Social Media content Management

Task-1: Digital and Social Media content Development

1. **Text content:** The Agency shall prepare content for text write-ups for press release, Social media posts etc. on the subject matter in English and Hindi language, as required with original skill and allied related articles, interviews of in-house Activities State/ National & International Skill related activities of significance in coordination with PR & IEC Consultant. Every post shall be approved by RSLDC.

2. **Graphical content:** The Agency shall prepare graphical content for regular Social Media updation in coordination with Graphic designer cum photographer, RSLDC. Every post shall be approved by RSLDC.

3. **Audio Visual content:** The Agency shall prepare the digital content in audio and visual formats as per mentioned in Scope of Work. Every post shall be approved by RSLDC.

Task-2: Social Media Content Handling and Management

The Agency shall be responsible for dissemination of information through online mediums. This would include but not limited to following:

1. **Handling and managing social media:** The Agency shall develop and operate official social media accounts of RSLDC on Facebook, Twitter, Instagram, LinkedIn and YouTube from time to time. Further, on behalf
of the Client and after due permissions from the Client, the Agency shall post views, comments and content on various online media with respect to interest areas of the Client.

The Agency shall provide analytics of social media accounts of the Client from time-to-time, as required by the Client.

*Note: As per the project requirements, the Agency may be required to boost the online presence through paid subscription of social media platforms. Under such circumstances, the costs related to booster packages etc. shall be reimbursed to the Agency on actual basis.*

### 3.3 Module C: IEC Management

**Task-1 Integration of online and offline IEC Activities**

1. **Integration of online and offline media**: The Agency shall disseminate the brief of offline activities and content on online media on a regular basis in coordination with RSLDC PR & IEC team. Any solely done online activity should be pre informed and approved by RSLDC.

2. **Handling and managing Electronic and print media ads**: The Agency shall create press release, coordinate with various TV/Print and Radio agencies for release and active monitoring of ads and releases related to RSLDC in coordination with PR & IEC Consultant.

*Note: All Work Orders and payments related to issuance/publishing/airing of Newspaper/ TV/ Radio ads will be issued and handled by RSLDC.*

**Task-2 Social Media Activities for Events**

1. **Social Media Promotion & Media management for Events**: The agency shall promote all the existing events and shall also promote the newly identified events by RSLDC to be taken up across all social media platforms. The agency shall also perform the media management during events which includes photographs, narratives, etc.

2. **Live Coverage of Events across Social Media**: The agency should share the live coverage of Events (as and when directed) across Social Media Platforms.

3. **Coverage of the events**: The agency shall manage the tracking and submission of online, print & electronic coverage of the events.

Any other public relations, media management and information & communication related work assigned by RSLDC.

**Task 3: IEC Social media**: Some of the works are as given below

1. Successful Bidder will be responsible for complete takeover of the existing Social Media channels of the RSLDC & may be required to create new channels and accounts in collaboration with respective division/component and manage, set up by deploying persons with requisite qualifications and skills-set.
2. Use appropriate CRM to track social media sites and monitor the following:
   a. Social media sentiments
   b. Overall trends on various social media platforms.
   c. Monitor and generate reports in various formats like graphs, charts etc.
3. The Bidder shall submit Analytic report of all platforms like Facebook, Twitter and Instagram entailing the engagements and reach on monthly basis and when desired by RSLDC.
4. Complete Creative & Social Media Management for RSLDC.
   I. Developing all the required content for branding & social media management including Graphical and Audio Visual content
   II. Create social media strategy to increase traffic to sites and applications/services for primary and secondary stakeholders for RSLDC.
   III. Maintenance of Official Facebook, Twitter, Instagram, LinkedIn, YouTube, WhatsApp and any other (new) social media tools which emerges in the due course of time, as and when required on 24X7 basis. Bidders will be provided with an official mobile number for registering across multiple Social Media Platforms by RSLDC which shall be submitted back to RSLDC as soon as the completion/ termination of the contract. The telecommunication device for WhatsApp shall be procured by the bidder himself.
   IV. **New Look:** Give all Social Media Platforms a new look weekly by putting up new creatives aligned to a theme across all the social media platforms.
   V. **Updates:** Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz, etc.
   VI. **Press Releases:** Updating/Publishing online press releases (of RSLDC) on all social platforms
   VII. Engage with users: Regularly monitoring and interaction (if required) with RSLDC page followers across all social platforms in consultation with RSLDC.

**Task 3.4 Live Audio-Visual coverage of RSLDC events**
The successful bidder shall also:
   I. Provide live audio-visual coverage to display RSLDC events live on Social Media. The live feed shall be made available all prominent
social platforms not limiting to Facebook, YouTube, Periscope and Google Hangout. (The events to be aired live on digital shall be at the discretion of RSLDC).

II. Provide Live streaming solutions for the following scenarios:

III. Live feed simultaneously displayed on YouTube Live as well as Facebook Live (Up to 3 HD Camera set up).

IV. HD Feed Live Streaming with external participation (maximum of 7) from remote locations. RSLDC at its discretion require HD feed to be set up at remote locations as well. The final feed including external participants shall be aired live on all social platforms.

V. Provide Technical moderation of the live streaming to ensure glitch free display

VI. Provide introductory and ending video for all live streaming events within the live feed.

VII. Provide capability to include videos/documents/web pages” in-between the live feed.

VIII. Provide capability to include a live ticker in the live feed.

IX. Provide capability to include Names/descriptions of the participants in the live feed.

X. Provide the live feed to TV channels as required (up to 8 channels) for sharing the Live streaming output on their channels.

XI. The agency shall edit and create a final draft of the video post the event.

XII. The agency shall bring in their equipment. RSLDC shall only provide space, furniture and high speed internet as maybe required.

XIII. The agency shall bear the cost for the equipment and service provided which shall include travelling, boarding & lodging cost which is to be borne by the selected agency.

XIV. Creation, maintenance and updating of template, standardization of procedure and formats, creation of accounts for Facebook, Twitter, Instagram, LinkedIn, YouTube, WhatsApp and other social media tools in consultation with RSLDC as and when required.

XV. Agency will have to complete target that will be given by RSLDC for Facebook Likes, Tweet/make follower on Twitter etc.

XVI. The Social Media Platforms content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, and Tabs etc. Failure of any one of which may be considered an incomplete execution of work order.

XVII. The Agency must maintain uniformity while uploading of content on
the platform. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platform instantly.

XVIII. Round the clock running of RSLDC’s social media sites, updating, analyzing social media trends, moderation and intervention as and when required.

XIX. Training, skill up-gradation and capacity building of the officers of RSLDC to handle social media sites through but not limited to lecture, seminar, workshop, classroom and online teaching.

XX. Reporting: The bidder must submit bi-weekly, “Effectiveness Analysis and MIS Reports” to RSLDC on the effectiveness of the social media strategy. The bidder must submit a detailed analysis on the steps undertaken for overall promotion of RSLDC on the Social Media Platforms and the results achieved. Comparative analytical reports clearly depicting the improvement on the “criteria of evaluation in performance” mentioned in the Scope section should be made available to RSLDC every month and a cumulative report quarterly should be submitted mapping the adherence to the SLA’s.

XXI. Should have credible contingency plan to effectively handle crisis and emergencies.

XXII. Reshaping of content provided by RSLDC for generating greater social media impact.

XXIII. Feedback/Comment Management on regular basis, moderation of pages on regular basis to keep the social media site free from spam/advertisement/inappropriate contents, appropriate tagging etc.

XXIV. Manage response from RSLDC on social accounts through setting up standard response management processes. All queries must be responded to within 24 hours of receiving it.

XXV. Regular monitoring, feedback and reporting of the relevant trends (as identified in consultation with RSLDC) on social media sites including sites in major foreign and Indian languages.

XXVI. Expanding the reach & penetration of activities, citizen participation via social media & SEO.

XXVII. Minimum 24 creative per month should be posted every Month.

XXVIII. In-case of any upcoming RSLDC related events, the bidder should make and execute a plan to create a buzz about the event in tandem with the social media activity.

XXIX. The task is not limited to public outreach but also drive RSLDC’s brand positioning on a National & International level, hence requires
relevant, emotional and appealing content that would engage audiences. The strategy should not be limited to RSLDC branding but also have a greater impact on its online ranking.

**Task 3.5 Social Media Monitoring Programme**

I. Planning and Executing a “Social Media Monitoring Program” on Social Media platforms.

II. The Social Media Monitoring Program will undertake monitoring across 150-200 keywords as advised by RSLDC.

III. Social Media Monitoring Program will create and manage a Monitoring platform which will be both predictive and reactive in approach.

IV. The key Languages to be monitored will be Hindi and English.

V. Other related and miscellaneous work include providing monthly strategic inputs for effective Branding & social media management.

VI. Providing feedback on best practices in marketing and promotion in India and across the world on Social Media through branding strategy.

VII. Create regular analytical reports highlighting emerging trends.

**Task 3.6 Deployment of Social media management tool**

I. Agency will be required to deploy the required tools at RSLDC on their infrastructure for the management of social media work as stipulated in this document. RSLDC shall be providing space, however, all the required infrastructure and tools should be provided by the selected agency.

II. The agency shall purchase Hoot suite platform – professional version and maintain subscription throughout the contract duration.

III. For promoting posts (i.e. boosting) on social media such as Facebook, twitter and You Tube, the agency shall maintain a monthly budget accordingly. The cost will be borne by the successful bidder, however, at the end of every quarter, the agency shall be providing invoice, and proofs of boosting on social media etc. which will be reimbursed to the bidder. Failure to do so would result in zero or deducted reimbursement.

IV. Along with Social Media Management tool, two Government officers from RSLDC, PR & IEC Consultant, RSLDC would be assigned the
role of Page Admins for all Social media platforms. Secretary, RSLDC should be sent a request to be the page admin. Only one person would be permitted to be the page Admin from the Bidder’s side. In case the designated admin from the bidder’s side changes, prior approval of the substitution to taken from RSLDC.

4. Staffing Arrangements

I. For effective coordination regarding approvals and directions, a dedicated Social Media Professional shall be deployed by the successful bidder, who will work from RSLDC’s premises. RSLDC shall be providing space, however, all the required infrastructure and tools should be provided by the selected agency.

II. The deployed person should be a certified social media professional, capable of creating and managing social media content with good managerial skills.

III. The list of above resources, their email address, phone numbers etc. shall be provided prior to contract signing and the client at discretion may interview the same. If a resource is not found suitable then replacements will have to be provided by the successful bidder. The resume of all the resources should be given in the proposal.

5. Deliverables and Payments

The Agency shall deliver outputs and deliverables as agreed with RSLDC from time-to-time to MD RSLDC or a person appointed by the MD, RSLDC. An indicative list of outputs is as follows; each one has to be approved by MD RSLDC or a person appointed by the MD, RSLDC for acceptance. The due payments shall be verified by the OIC, PR&IEC, RSLDC. Deliverables will be in both Hindi and English languages.

Criteria of Evaluation of Performance:

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<th>Sr. No.</th>
<th>Key Performance Indicators</th>
<th>Minimum target</th>
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<tbody>
<tr>
<td>1.</td>
<td>The agency should increase reach and engagements base on Social Media. For this the agency boost the posts duly approved by RSLDC at its own cost which would be reimbursed if the targets are achieved at the end of every quarter.</td>
<td>More than a total of 4 Lac genuine reach overall per month with appropriate engagement with users across all platforms.</td>
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<tr>
<td>2.</td>
<td>Populating, publishing and updating of content on Social Media a 24*7 basis</td>
<td>The frequency shall be on a continuous daily basis</td>
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<tr>
<td>3.</td>
<td>Content to be posted across all social media channels</td>
<td>At least total 10 posts per day across all platforms</td>
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<tr>
<td>4.</td>
<td>Quizzes and Polls on Social Media</td>
<td>At least 25 a month</td>
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<tr>
<td>5.</td>
<td>Blogger outreach for cross collaboration and promotion</td>
<td>40 per month</td>
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</table>
|   | Visuals for Social Media posts per channel | 30 Visual (Jpeg & GIF’s) per month  
4 (20-30 sec) video posts per month  
Quantity can increase on requirement basis  
60 posts per month |
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<tbody>
<tr>
<td>7.</td>
<td>Content writing for Social Media Channels (Hindi / English)</td>
<td>On a regular basis</td>
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<tr>
<td>8.</td>
<td>Creation of Info graphics for the Department</td>
<td>4 per month</td>
</tr>
<tr>
<td>9.</td>
<td>Drafting, Distribution and Monitoring of Press releases in English/ Hindi</td>
<td>As and when required</td>
</tr>
</tbody>
</table>

Important metrics for consideration are: total likes per month, increase in users/followers per month, list of positive comments per month, list of negative comments per month, Average likes per post. In case of any specific contest/campaign, Analysis would be based on pre-defined parameter of impact.

**Other expected output:**

*Itemized Components:* The Agency shall produce the items, mentioned in the Scope of Work, as and when requested by the client within the stipulated time as agreed with the client. The Agency shall get all items approved from the client before using them in any communication medium.

*Quarterly progress reports:* The Agency shall outline the targets for respective quarter, key activities undertaken, progress against planned milestones, key gaps and achievements, areas for improvement and suggested actions. In addition, the Agency shall report the Client the coverage of public outreach and various stakeholder groups through various activities.

*Annual report:* The Agency shall prepare an annual report for publication outlining the initiatives of the Client during the year, impact created and emerging success stories.

**6. Force Majeure**

I. The selected bidder shall not be liable for forfeiture of its PSD, Penalty, or termination for default if and to the extent that it’s delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.

II. For purposes of this Clause, “Force Majeure” means an event or situation beyond the control of the selected bidder that is not foreseeable, is unavoidable, and its origin is not due to negligence or lack of care on the part of the selected bidder. Such events may include, but not be limited to, acts of the RSLDC in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes.

III. If a Force Majeure situation arises, the selected bidder shall promptly notify the RSLDC in writing of such conditions and cause thereof within 15 days of occurrence of such
event. Unless otherwise directed by RSLDC, the selected bidder shall continue to perform its obligations under the contract as far as reasonably practical.

IV. If the performance in whole or part or any obligation under the contract is prevented or delayed by any reason of Force Majeure for a period exceeding 30 days, either party at its option may terminate the contract without any financial repercussion on either side.

V. In case a Force Majeure situation occurs with RSLDC, RSLDC may take the case with the selected bidder on similar basis.

7. Project duration
The duration of assignment is 1 (one) year extendable up to maximum 3 months with mutual consent.

8. Reporting Structure
The Agency shall report to MD RSLDC or a person appointed by the MD, RSLDC.

9. Infrastructure to be maintained by the bidder at Jaipur RSLDC
The agency is required to arrange the following components:

I. Laptops / desktops/servers/printers etc. for the team.
II. Deployment of 1 competent social media professional at RSLDC
III. and any other infrastructure required for delivering the assignment

10. Payment terms: The Payment shall be made on a quarterly basis. The total payment includes:

I. Payment due for remuneration for the quarter based upon agreed monthly retainership rates of services and;
II. Actual itemized services incurred in respective quarter which shall be as per the approval of the authority.

This Contract is performance-linked contract, i.e., payment will be made on basis of actual inputs & outputs on meeting key performance indicators. Necessary penalties may be imposed by the client on account of non-delivery as per the following details, except in the event of Force Majeure:

Delays in deliverables: Delays in meeting timelines, sub-standard work etc. will result in followings penalties:

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Item</th>
<th>Timelines for deliverables</th>
<th>Penalty if not achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Live coverage of event for social media streaming and promotion</td>
<td>As required on notice of 2 days</td>
<td>Rs. 2000 per missed coverage</td>
</tr>
<tr>
<td>2.</td>
<td>Any work related to creative development, social media handling and as per the scope of work etc.</td>
<td>As agreed with the client</td>
<td>Rs. 1000 per day till achieved</td>
</tr>
<tr>
<td>3.</td>
<td>Sub-standard work for the</td>
<td>The client will</td>
<td>Per incident will result in a</td>
</tr>
<tr>
<td>Sr. No</td>
<td>Item</td>
<td>Timelines for deliverables</td>
<td>Penalty if not achieved</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------------------------------------------------</td>
<td>----------------------------</td>
<td>-------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>defined scope of work or non-achievement of the same</td>
<td>inform in writing regarding sub-standard work.</td>
<td>penalty up to maximum of 10% of quarterly payment, if not rectified to client satisfaction within 10 days of the timeline.</td>
</tr>
</tbody>
</table>

I. Fraction of a day in reckoning period in service delivery shall be eliminated if it is less than half a day.

II. The maximum amount of penalty shall be 10% of bid value.

III. Delivery period may be extended with or without penalty if the delay is on account of hindrances beyond the control of the bidder.

IV. Also penalty would be deducted from the due payment of the current invoice received from the bidder.

The selected agency will be required to submit the comprehensive strategy for promotion of RSLDC in 30 days from the effective date of the contract. This strategy document and other initiatives would be taken up for defining each assignment and the timelines will be agreed upon for each of such assignment. The selected agency will be required to extend all the support required to meet the intended objectives of the comprehensive strategy.
Rajasthan Skill & Livelihoods Development Corporation  
EMI Campus, J-8-A, Jhalana Industrial Area, Jaipur 302004, Tele 0141-2715829 Fax: 5103246  
Website: www.livelihoods.rajasthan.gov.in

**Envelope-1**

**Technical BID Format**

**Invitation of Bid for selection of Media Agency for handling of Information, Education and Communication (IEC) and Public Relations Media platform for Skill/Employment Programme**

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Description</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Name of the establishment/Agency Group tree (Provide in chart format)</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Full postal Address with website and email address</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Contact Number: Landline: ...... Fax: ...... Mobile...</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Year of establishment (Provide proof of the same)</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Accredited member of: (provide proof of the same)</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Company’s PAN, GST Number Reg. (Copies of the certificate to be enclosed)</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Certification of incorporation, memorandum and articles of association etc. (Copies of the certificates to be enclosed)</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>No. of offices in India</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Profile of key team members</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Team Strength (no’s)</td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Client list ([provide name list]</td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Details on Media Planning/Buying tools and Tracking mechanism (Brief write-up)</td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>Digital services capabilities (a brief note)</td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Framework for handling</td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>Awards and accolades won (both by agency or by client) for the campaign/s- (mention list)</td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>Length of association with brands (provide names and year only)</td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>Minimum Total Turnover for last three years: Rs. 50 Lakh – CA certified document should be enclosed as evidence</td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>Senior Members of the team should have minimum 3 year of industry experience</td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>Proven experience and ability to execute Multi model-multi lingual Media campaigns in National markets.</td>
<td></td>
</tr>
<tr>
<td>Sr.No.</td>
<td>Description</td>
<td>Page No.</td>
</tr>
<tr>
<td>-------</td>
<td>------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>20.</td>
<td>INS Accreditation in the name of the agency</td>
<td></td>
</tr>
<tr>
<td>21.</td>
<td>Work experience to execute contracts with state/ central government in previous three years</td>
<td></td>
</tr>
<tr>
<td>22.</td>
<td>Details of Bid fee attached</td>
<td></td>
</tr>
<tr>
<td>23.</td>
<td>Details of Bid Security attached</td>
<td></td>
</tr>
<tr>
<td>24.</td>
<td>Any other information</td>
<td></td>
</tr>
<tr>
<td>25.</td>
<td>Document of Power of Attorney</td>
<td></td>
</tr>
<tr>
<td>26.</td>
<td>Self-declaration certificate of non-blacklisting from any other state or central govt. deptt.</td>
<td></td>
</tr>
<tr>
<td>27.</td>
<td>Any other document or information relevant to the bid</td>
<td></td>
</tr>
</tbody>
</table>

Note 1 - (There should be no financials, cost/fee/quotes etc. in the technical bids), cost/fee/quotes have to be submitted in financial bid Performa otherwise the bid is liable to be rejected

Signature of the Bidder with Seal

(Name, Address and Phone No.)
**Financial BID Format**

The proposed rates are to be quoted in the prescribed format given below. RSLDC would release quarterly payments to the selected bidder, after approval of achieved deliverables.

The rates/prices are to be quoted without taxes. The applicable Taxes will be borne by RSLDC at prevailing rates after confirmation of deposit.

### A) Detailed Cost to be used in Evaluation

<table>
<thead>
<tr>
<th>S.No</th>
<th>Description</th>
<th>Total cost for 12 months (in figures)</th>
<th>Total cost for 12 months (in words)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Services for handling of Social Media and Media distribution &amp; monitoring work for Skill/ Employment Programme</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Signature of the Bidder with Seal  
(Name, Address and Phone No.)
Annexure-A

Declaration by the Bidder regarding Qualifications

Declaration by the Bidder

In relation to my/our Bid submitted to ........................................... for procurement of in response to their Notice Inviting Bids No ............... Dated ............... I/We hereby declare under Section 7 of Rajasthan Transparency in Public Procurement Act, 2012, that:

1. I/We possess the necessary professional, technical, financial and managerial resources and competence required by the Bidding Document issued by the Procuring Entity;
2. I/We have fulfilled my/our obligation to pay such of the taxes payable to the Union and the State Government or any local authority as specified in the Bidding Document;
3. If we are not insolvent, in receivership, bankrupt or being wound up, not have my/our affairs administered by a court or a judicial officer, not have my/our business activities suspended and not the subject of legal proceedings for any of the foregoing reasons;
4. I/We do not have, and our directors and officers not have been convicted of any criminal offence related to my/our professional conduct or the making of false statements or misrepresentations as to my/our qualifications to enter into a procurement contract within a period of three years preceding the commencement of this procurement process, or not have been otherwise disqualified pursuant to debarment proceedings.
5. I/We do not have a conflict of interest as specified in the Act, Rules and the Bidding Document, which materially affects fair competition;

Date:

Place:  

Signature of bidder Name:  

Designation:  

Address:
FORM No.1

[See rule 83]

Memorandum of Appeal under the Rajasthan Transparency in Public Procurement Act, 2012

Appeal No. ------- of

Before the --------------------- (First/Second Appellate Authority)

1. Particulars of appellant:
   i. Name of the appellant:
   ii. Official address, if any
   iii. Residential address:

2. Name and address of the respondent(s):
   (i)
   (ii)
   (iii)

3. Number and date of the order appealed against and name and designation of the officer/authority who passed the order (enclose copy), or a statement of a decision, action or omission of the Procuring Entity in contravention to the provisions of the Act by which the appellant is aggrieved:

4. If the Appellant proposes to be represented by a representative, the name and postal address of the representative:

5. Number of affidavits and documents enclosed with the appeal:

6. Grounds of appeal:
   ........................................ (Supported by an affidavit)

7. Prayer:
   Place .....................
   Date ....................

Appellant's Signature: ____________________________