

e-Tender Ref. No.: BPPI/23/01/23/2019-SMA/01

Dated: 21/06/2019



BUREAU OF PHARMA PUBLIC SECTOR UNDERTAKINGS OF INDIA

(Set up under the Department of Pharmaceuticals, Govt. of India)

8th Floor, Videocon Tower, Block E1
Jhandewalan Extension, New Delhi-110055
Telephone: 011- 49431800/822

Website: janaushadhi.gov.in

**e-TENDER FOR EMPANELMENT OF MEDIA AGENCY FOR SOCIAL MEDIA
ADVERTISEMENTS OF PRADHAN MANTRI BHARTIYA JANAUSHADHI PARIYOJANA
(PMBJP)**

TO

**BUREAU OF PHARMA PUBLIC SECTOR UNDERTAKINGS OF INDIA
(BPPI) FOR TWO YEARS**

LAST DATE FOR SUBMISSION OF e-TENDER: 15/07/2019



BUREAU OF PHARMA PUBLIC SECTOR UNDERTAKINGS OF INDIA (BPPI)
(SET UP UNDER THE DEPARTMENT OF PHARMACEUTICALS, GOVERNMENT OF INDIA)

Regd. Office: Core No. 6, First Floor, SCOPE Complex, Lodi Road, New Delhi-110003

Working Office: 8th Floor, Videocon Tower, Block E1, Jhandewalan Extension, New Delhi-110055

Telephone: 011-49431800/822

Website: janaushadhi.gov.in

e-TENDER FOR EMPANELMENT OF MEDIA AGENCY FOR SOCIAL MEDIA ADVERTISEMENTS OF PRADHAN MANTRI BHARTIYA JANAUSHADHI PARIYOJANA (PMBJP) FOR A PERIOD OF TWO YEARS

Tender Reference	BPPI/23/01/23/2019-SMA/01
Tender Website	janaushadhi.gov.in & https://eprocure.gov.in/cppp/
Date of availability of tender documents on website	21/06/2019 (Friday)
Doubts and queries regarding Tender document should be sent by e-mail to media@janaushadhi.gov.in	28/06/2019 (Friday)
Last date and time for submission of tender	15/07/2019 up to 03.00 PM
Time and date of opening of Technical Bid	16/07/2019 at 03.00 PM
Place of opening of tender	Bureau of Pharma PSUs of India, 8 th Floor, Videocon Tower, Block-E1, Jhandewalan Extension, New Delhi-110055
Address for Communication	Bureau of Pharma Public Sector Undertakings of India, 8 th Floor, Videocon Tower, Block-E1, Jhandewalan Extension, New Delhi-110055
Cost of the Tender Document	Free of cost

The tender document can be downloaded free of cost from the website of BPPI: janaushadhi.gov.in & <https://eprocure.gov.in/cppp/>

**e-TENDER FOR EMPANELMENT OF MEDIA AGENCY FOR SOCIAL MEDIA
ADVERTISEMENTS OF PRADHAN MANTRI BHARTIYA JANAUSHADHI PARIYOJANA
(PMBJP)**

Bureau of Pharma PSUs of India (BPPI), the implementing agency of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP); a noble scheme that provides quality generic medicines at affordable prices to all. BPPI works under the administrative control of Department of Pharmaceutical, Ministry of Chemicals and Fertilizers, Government of India and willing to engage an agency for handling "Social Media Advertisement" of "Pradhan Mantri Bhartiya Janaushadhi Pariyojana" and to utilize the social media platforms for dissemination of information and creating awareness about the salient features of the scheme and benefits generated, and services delivered. In addition to the above, the objectives of engaging a Social Media Management Agency by BPPI are as under:-

- a) Generating awareness and educating people about generic medicines and PMBJP Kendra to consumers and public in general
- b) Announcement and re-pronouncement of policies and prices of Generic Drugs by BPPI
- c) Issue based as-well-as general interaction and engagement with the citizens, doctors and other stakeholders of the scheme
- d) Getting feedback of the citizens on the policies, activities, and campaigns

In this context, e-TENDER is invited from **Advertising Agencies empaneled with DAVP**. For this purpose, scope of work is broadly spelt out in Section-I.

The agency must have in-house production facility. All other requirements such as manpower, tools, creative content, etc. will be fulfilled by the agency. Agency must have expertise and work experience in the mentioned. The entire data will also be stored / archived, and the firm has the responsibility to provide it to BPPI and maintain the backup, storage and recovery mechanism. All the real and virtual creations will be right of BPPI and IPR will vest with BPPI.

1. SCHEDULE AND CRITICAL DATES

The tentative schedule and critical dates are shown below:

S. No.	Event	Date	Timings
1	Date of publication of e-Tender	21 st June, 2019	
2	Last date of submission of bids	15 th July, 2019	03:00 PM
3	Opening of Technical Bids	16 th July, 2019	03:00 PM
4	Evaluation/presentation for	17 th July, 2019	11:00AM

	Technical Bids		
5	Opening of Financial Bids	17 th July, 2019	04:00 PM

The complete details for the e-TENDER can also be downloaded from Bureau of Pharma PSUs of India's website <http://janaushadhi.gov.in/TenderDetails.aspx> and from CPPP website <https://eprocure.gov.in/cppp/> Interested bidders are advised to regularly visit the website in order to update themselves with regard to any change or additional information related to the Tender.

1.1 PROCEDURE, TERMS AND CONDITIONS

- 1.1.1 The e-TENDER is to be submitted on two bids basis i.e. Technical Bid and Financial Bid.
- 1.1.2 It is the responsibility of the bidder to ensure that the bids are submitted on time.
- 1.1.3 The BPPI reserves the right to solicit additional information from Bidders. Additional information may include, but is not limited to, past performance records, lists of available items of work etc.
- 1.1.4 The BPPI reserves the right to accept the whole, or part of or reject any or all bids without assigning any reasons and to select the Bidder(s) which, in the sole opinion, best meets the interest of the BPPI.
- 1.1.5 The BPPI reserves the right not to accept bid(s) from agency(ies) resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating Agencies/Vigilance Cell.
- 1.1.6 All information contained in the TENDER, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations/agencies.
- 1.1.7 The Agency selected is not supposed to use its name, logo or any other information/ publicity on content published on social media platforms of the BPPI.
- 1.1.8 The Agency must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and applications instantly.
- 1.1.9 All material, creatives, etc. used in management of Social Media Network will be property of the BPPI. Content shared online must be copyright protected.
- 1.1.10 All the real and virtual creations will be right of BPPI and Intellectual Property

Rights (IPR) will vest with BPPI.

1.1.11 The timeline/ schedule of deliverables will be decided as and when the requirement / task activities arise. Bidder should complete the job/activities as and when asked by the BPPI.

a) **PERIOD OF CONTRACT**

The contract will be for a period of 2 years subject to the satisfaction of BPPI. If performance is satisfactory, BPPI may extend the contract period for further 1 year on same terms & conditions with consent of both parties.

b) **PRICES**

- i. All the prices must be quoted on unit rate basis in INR along with all applicable charges i.e. professional fee and applicable taxes, duties, etc. (if any).
- ii. The agency has to ensure that the prices / rates quoted are all inclusive including the manpower support required for the project execution and continuous support during the entire contract period.
- iii. No increase in the prices would be allowed during the contract period.

c) **AMENDMENT OF TENDER DOCUMENT**

At any time before the submission of bids, the BPPI may amend the Tender document by issuing an addendum/corrigendum in writing through email/post. The addendum/corrigendum shall be binding on all the agencies. To give the Agencies reasonable time in which to take an amendment into account in their bids, the BPPI may, if the amendment is substantial, extend the deadline for the submission of bid.

d) **CONFLICT OF INTEREST**

- i. The Agency is required to provide professional, objective and impartial advice and at all times hold the BPPI interest's paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.
- ii. Without limitation on the generality of the foregoing, Agencies, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:
 - **Conflicting Activities:** An Agency or any of its affiliates, selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related

to this project.

- **Conflicting Assignment/job:** An Agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Agency to be executed for the same or for another Employer.
- **Conflicting Relationships:** An Agency that has a business or family relationship with a member of the BPPI staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the BPPI throughout the selection process and the execution of the Contract.

Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of BPPI, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the forms of technical proposal provided herewith. If the Agency fails to disclose said situations and if the BPPI comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its contract during execution of the assignment.

e) **PAYMENT SCHEDULE**

- The payment will be released to the agency on monthly basis on receipt of request, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Section II of this document for assessment by the BPPI. No advance payment will be made. All payments shall be made in Indian Rupees.
- Payment will be released on monthly basis on successful achievement of monthly target. Agency should submit monthly bills with clear indication of monthly achievement.

1.2 PENALTY CLAUSE

- The detail Service Level Agreement (SLA) will be signed with successful bidder. Any breach in SLA will lead to penalty and later termination of the contract. All the documents/ code / application etc. prepared and developed by the bidder will be the property of the client. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the client, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the client, together with a detailed inventory thereof.
- If at any given 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, the BPPI may take a decision to cancel the contract with immediate effect. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.

- In case of late services / no services on a specific activity, in which the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the firm shall be liable to pay a Liquidated Damages (LD). LD will be imposed @1% of per week of the cost of contract value up to maximum of 10% of the contract value from the Agency. The timeline/schedule of deliverables will be decided as and when the requirement/ tasks /activities arise.

The BPPI will have the right to cancel the contract at any time without assigning any reason thereof.

1.3 PREPARATION OF BID

All the bidders are requested to follow the instructions given below while submitting the bids. Proposal should be submitted on two bid basis – separate technical and financial bids should be submitted.

a) Technical and Financial Bids

The technical bid should have the following:-

- i. Forwarding letter on the bidding organization's printed letterhead.
- ii. The technical presentation on the enclosed scope of work explaining in detail the route take by agency to achieve the target.
- iii. A point to point compliance and self-declaration for acceptance of terms and conditions of Tender document.
- iv. Undertaking (self-declaration on letter head) of total responsibility for the trouble free operation.
- v. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of BPPI. In case the information submitted by the firm is found to be false and / or incorrect in any manner, the firm can be suspended and / or debarred.
- vi. All pages of the document submitted should be signed.

b) The Financial bid must contain the following:

- i. Forwarding letter including Financial Bid as per Annexure 2, on the bidder printed letter head.
- ii. Scope of services as per Section II each page duly signed.
- iii. No price / rate variation / adjustment or any other escalation will be entertained.
- iv. The price quoted for Item at S. No. 1 of the Financial Bid format at Annexure-II should not include the expenditure towards buying online advertisements on various websites and mailing services. These charges would be paid by BPPI to the agency on actual basis on production of authentic bills. Agency should inform regarding such expenditure well in advance.

1.4 SIGNING OF BID

The original and all documents of the Bid shall be typed or written in indelible ink and shall be signed by the Bidder or a person's duly authorized to sign by the Bidder to the Contract. The person or persons signing the Bid shall initial all pages of the Bid.

1.5 METHOD OF EVALUATION AND AWARDS OF CONTRACT

Bidders are requested to submit all requisite documents as per the uploaded Tender along with their bids; failing which the bids are liable for rejection.

➤ **Evaluation of bids**

From the time the bids are opened to the time the contract is awarded, the agencies should not contact the BPPI on any matter related to its Technical and/or Financial bid.

Any effort by the agencies to influence the BPPI in the examination, evaluation, ranking of bids and recommendation for award of contract may result in the rejection of the agency's bid.

A duly constituted Evaluation Committee will scrutinize and evaluate the bids for selection of an agency.

➤ **Criteria for Evaluation of Technical bid:**

The Evaluation Committee shall evaluate the Technical bids on the basis of their responsiveness to the technical presentation submitted by the agency.

Only Agencies obtaining a total score of 60 (on a maximum of 100) or more on

the basis of criteria for evaluation given below would be declared technically qualified. Every technical bid shall be awarded an absolute technical score of 'T' marks out of a total of 100 marks.

- **Criteria for Evaluation of Financial bid:** The Financial Bids of the technically qualified bidders will be evaluated as per the evaluation criteria explained below.

The lowest evaluated Financial bid (**Fm**) will be given the maximum financial score of 100 points. The financial scores(**F**) of the other Financial bids will be computed as per the formula for determining the financial scores given below:

$$F = 100 \times (Fm / Fb)$$

Where,

Fb = Evaluated amount of financial quote by the particular bidder.

Fm = Lowest evaluated amount of financial quote by the bidder.

Financial bids of only those Agencies which are declared technically qualified shall be opened on the specified date and time, in the presence of representatives of bidders who choose to attend. The name of the Agencies, their technical score (if required), and their Financial bid shall be read aloud.

- **Method of Selection:**

In deciding the final selection of the Agency, the technically qualified bid will be given a weightage of 70% on the basis of criteria for evaluation. The price bids of only those Agencies who qualify technically will be opened. The bid with the lowest cost will be given a financial score of 100 and the other bid given financial scores that are inversely proportional to their prices. The financial bid shall be allocated a weightage of 30%. For working out the combined score, the DoCA will use the following formula:

- **Total points: (0.7 x T(s)) + (0.3 x 100 x Fm/Fb)**

The bids will be ranked in terms of total points scored. The bid with the highest total points (H-1) will be considered for award of contract.

Example: If in response to this Tender, three bids, A, B & C were received and the Evaluation Committee awarded them 75, 80 and 90 marks on technical bid respectively, all the three bids would be technically suitable. Further, if the quoted price of bids A, B & C were Rs. 120, 100 & 110 respectively, then the following points for financial bids may be given:

A: $100/120 \times 100 = 83$ points

B: $100/100 \times 100 = 100$

points C: $100/110 \times$

$100 = 91$ points

For combined evaluated points, the process would be as follows:

$$\text{Bid A: } 75 \times 0.7 + 83 \times 0.3 = 77.4$$

$$\text{Bid B: } 80 \times 0.7 + 100 \times 0.3 = 86$$

$$\text{Bid C: } 90 \times 0.7 + 91 \times 0.3 = 90.3$$

Bid C, in this case would be considered as H1 (Highest total points).

The Evaluation Committee will correct any computation errors, in case of discrepancy.

➤ **Negotiations:**

Normally there should be no post Tender negotiations, it would be only on exceptional circumstances, if considered necessary, shall be held only with the Agency who shall be placed as H-1 bidder after combined evaluation of the Technical and Financial bids, as indicated above. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by the Agency.

➤ **GENERAL:**

- a) Bids once submitted cannot be amended.
- b) Any Bid which does not quote for all items will be determined to be non-responsive and may be rejected.
- c) The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency, without written consent of the BPPI.
- d) Technical bids and financial bids will be opened, in the presence of Bidders' representatives (One for each bidder), who wish to be present.

1.6 COMPETENT AUTHORITY'S RIGHT TO VARY ITEMS/ACTIVITIES AT THE TIME OF AWARD

The Competent Authority shall have the right to make any alterations, omissions, additions or subtractions in items/services at the time of award of contract. The Competent Authority will give such intimation to the successful Bidder, and additional cost/deduction in the Bid prices, based on the price schedule submitted by him, will be worked out with the Bidder. In case, the Bidder does not agree for such alterations, the Competent Authority will be free to award the contract to the next eligible Bidder.

1.7 ARBITRATION

- a) If any dispute, difference, question or disagreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assignees in connection with or arising out of the contract the BPPI would appoint a sole arbitrator, which shall be accepted by the Agency. The decision of the arbitrator would be final and binding on both the parties.
- b) It is also term of the contract that contractor shall not stop the work under this contract and work shall continue as expected to continue whether the arbitration proceedings have commenced or not
- c) The Venue of the arbitration shall be at New Delhi. Subject to as aforesaid, the provision of the Indian Arbitration Act, 1996 and any statutory modifications or re-enactments thereof and rules made there under and for the time being in force shall apply to the arbitration proceedings under this clause.

1.8 APPLICABLE LAW AND JURISDICTION

This contract, including all matters connected with this contract, shall be governed by the India laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Delhi Court, if required.

1.9 INDEMNIFICATION

1. The Agency shall be responsible for any injury to the workmen and to persons or things and for all damages to the structural and/or decorative part of property which may arise from the operations or neglect of himself or any of his employees whether such injury or damage arise from carelessness, accident or any other causes whatsoever in any way connected with carrying out of this contract.
2. The Agency shall indemnify and keep indemnified the Bureau against all losses and claims for injuries or damage to any person or any property whatsoever which may arise out of or in consequence of the Contract and against all claims, demands, proceedings, damages, costs, charges and expenses whatsoever in respect of or in relation thereto under the provisions of various labour laws as amended from time to time.
3. The Agency shall indemnify, protect and save the Bureau against all claims, losses, costs damages, expenses, action suits and other proceeding, resulting from infringement of any patent, trademarks, copyrights etc. or such other statutory infringements.
4. The BPPI shall be at liberty and is hereby empowered to deduct the amount of any damages, compensations, costs, charges, and expenses arising or accruing from or in respect of any such claim or damages from any sums due or to become due to

the Agency/Agencies.

5. All claims regarding indemnity shall survive the termination or expiry of the work order.

2. FORCE MAJEURE

For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of party.

The terms "Force Majeure" as implied here in shall mean acts of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely the Organization and the contractor. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy two hours of the alleged beginning and ending thereof giving full particulars and satisfactory evidence in support of its claim. If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organization shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part. Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

3. FAILURE & TERMINATION CLAUSE

Time and date of delivery and period of execution shall be essence of the contract. If the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract before the expiry of such periods, the BPPI may without prejudice to any other right or remedy available to him to recover damages for breach of the contract: -

- a) Recover from the Agency as liquidated damages which will be charged by way of penalty, as specified in the Clause 1.2 (Penalty Clause).
- b) Cancel the contract or a portion thereof by serving prior notice to the Agency.
- c) The BPPI may take a decision to cancel the contract with immediate effect and / or debar / blacklist the bidder from bidding prospectively for a period of 3 years or as decided by the BPPI or take any other action as deemed necessary.

4. AGENCY CODE OF CONDUCT AND BUSINESS ETHICS

The BPPI is committed to its 'values & beliefs' and business practices to ensure that Agency, who provides services, will also comply with these principles.

a. Bribery and corruption:

Agencies are strictly prohibited from directly or indirectly (through intermediates or

subcontractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

b. Integrity, indemnity & limitation:

Agencies shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the BPPI. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suppression of material facts, such contract shall be voidable at the sole option of the competent authority of the BPPI. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and the BPPI or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the BPPI on account of such fraud, misrepresentation or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.

Description and essential details of Items/Services required:

1. Schedule of Requirements (SOR): List of items / services required is as follows:

Proposals are invited from reputed DAVP empanelled Media Agencies/Companies for handling Social Media Account of Bureau of Pharma PSUs of India in Two Bid systems:

Technical Bid and Financial Bid.

2. Pre qualification Criteria:

Sr. No.	Broad Criteria	Basic Requirement	Specific Requirement	Documentary proof to be submitted
1	Registered in India & Indian Origin domain	Mandatory Registration & Indian Origin Domain	1. Bidder should be registered in India 2. Should have a local office in NCR region, or commit to set up one before signing of contract, if selected 3. Domain name registered should be an Indian entity	Documentary Proof (under taking in case of 2)
2	Black listing /No conviction	Mandatory Certifications	1. Bidders should not have been blacklisted by any of the State Or Central Government to organization. 2. Should not have been found guilty of any criminal offence by any Court of law.	Duly signed Affidavit from the Bidder
3	Conflict of Interest	Mandatory certifications from bidder	Bidder should not have a conflict of interest in the assignment as specified in the bidding document. Comply with the code of integrity as specified in the bidding document.	Duly signed Undertaking from the bidder on letter head
4	Financial Worth	Turn over	The cumulative turnover of the agency in Advertising, Digital Marketing services including social media marketing services for 2016-17 and 2017-18 and 2018-19 respectively should be at least Rs. 3 crore.	Attach Balance Sheets & documents certified by Chartered Accountant. Provisional B/S to be attached for the year 2018-19.
5	Tax Details	Tax registration/ clearance	The bidder should have registered for (i) Service Tax (ii) PAN	Copies of the same
6	Experience	Work Experience in Social Media In-house production	i) The agency must have an experience of at least 1 year in Social Media Network Management The agency must have an in house production	Copies of the work order of the Social Media activities or digital content

		facility	facility for production and editing of contents in all forms. ii) The agency must have at least 2 work orders of Govt. of India / PSU's / Societies/ Departments of 25 lakh each.	creation must be attached. Self-certification on Letter Head.
7	National Concerns	Internet Hospitality	Agencies supporting/ Promoting any of the following content either in digital/physical format will be treated negative for business: 1. Anti-National content 2. Pornographic & Trafficking content 3. Political Association 4. Malicious content 5. Content hurting religious sentiments 6. Promoting piracy in any form	Self-certification On Letter Head
8	Management	Social Media Network	a) The agency must have expertise of running social media campaigns on Twitter, Facebook, YouTube etc. b) The agency should deploy two no. of key social media professionals on a daily basis in BPPI Office for management of Social Media platform in English & Hindi of BPPI and coordination purposes. The candidates will be interviewed by BPPI Media department before deployment.	Self-certified copy of Images having run Social media campaigns and Undertaking for Deployment of two no. Social media managers in the letter head also.
9	Qualification of Manpower For deployment at BPPI	(a) Project Manager (b)Content Writer (c)Graphic Designer	A) Bachelor Degree in any discipline with 2 years' experience and proven skills in content writing in Hindi and English. In case the content writer is not proficient in Hindi, the agency should commit to provide support of Hindi translator on regular basis. B) Bachelor Degree in Fine Arts/Graphic Design or Diploma in Graphic design/Animation from a Recognized university / Professional Institutions with at least 2 years of experience in graphic design/online design, visualization in multi-media activities in reputed organization. At least 10 Team members who are permanent employees of the agency, having been on the pay.	Attached Relevant Documents in Support of Qualification & experience. Or Under taking to comply with the same on firm's letter head.
10	Security	Security Audit	Security Audit certificate to be	Copy of security

			submitted	audit.
11	Essential Qualification	Empanelment with DAVP	The agency must currently be empaneled with at least 2 prominent government departments/ ministries/government initiatives or have worked for a National Scheme of Government of India.	Self-Certified copies of work-orders to be attached.

The vendor, on receiving Purchase Order/ Work Order from BPPI, will immediately begin the Social Media management and related activities for BPPI for various events. This includes (but not limited to) the following tasks;

- The vendor needs to carry out the Social Media and related activities during the period of the contract as per the terms & conditions defined in the contract.
- Creation of Content for publishing & broadcasting on various social media platforms
- Submitting Manager analytical reports at the end of the contract period.

> The detailed scope of work includes the following;

i. Creating, updating and continuously monitoring the presence of BPPI on social media platforms not limited to the following;

- Facebook
- Twitter
- LinkedIn
- YouTube
- Instagram
- Pinterest

ii. Creation of content and creative for social and online media:

- a. The content and creative shall be in English/Hindi as per the prerogative of BPPI
- b. Content creation includes but not limited to the following;
 - capture the moments of the events
 - live streaming of the event
 - Interviewing the guests as and when instructed by BPPI
- c. The agency may have to develop multiple creative for various websites and occasions as per the requirements.
- d. The agency shall recreate or convert the content and repackage the available content (text/graphics/video/audio/photographs) into suitable formats and upload the same on social media platforms after approval from BPPI.
- e. Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz, etc.

- iii. Engagement with influencers on various Social Media Platform, Publicity of information on new launches and upcoming events. To mount comprehensive pre and part publicity for all Special events, conducted by BPPI.
- iv. Update all social media platforms with relevant posts/content
 - a. Provide time-to-time recommendations to BPPI regarding relevant content /posts
 - b. Update social media platforms with latest pictures, achievements, and knowledge sharing activities.
- v. Increase the reach of the posts in the form of number of likes/ followers/ subscribers for Facebook, Twitter, Instagram and Youtube, design creative artworks such as templates, videos, brochures, exhibits, pamphlets/ leaflets etc.
- vi. Advertising and Promotion
 - a. Develop an appropriate social media campaign to promote BPPI's presence on social media platforms.
 - b. Develop and execute a targeted social media advertising program to reach out target stakeholders.
- vii. Any other activities /services/requirements relevant to the allocated assignments.
- viii. Tracking and analyzing relevant media coverage using an SEO tracking tool.
- ix. Submit a post-event analysis of the activities undertaken during the complete cycle of the event.
- x. Plan and execute a Social Media Monitoring Program on Social Media platforms which shall monitor up to 50 keywords relevant to BPPI.
- xi. Any supplementary public relations and/ or marketing activity based on the instructions of, or with the approval of and in coordination with BPPI.
- xii. Give the social media platforms a new look by putting up new creative features, theme lines, Links etc. as per BPPI requirement
- xiii. Create relevant tagging & linkages of content on all social media platforms.
- xiv. The content creation and update shall be original, and factually and Grammatically correct.
- xv. All electronic content (text, photo, video or otherwise) to monitored. Reporting unauthorized use of content shared online by BPPI. All Intellectual Property displayed on these platforms and application shall belong to BPPI exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with BPPI.

xvi. If any social media account or asset is disabled due to violation of its Terms of Use, it would be deemed as a breach of contract, unless stated otherwise by BPPI based on the understanding of disablement criteria in the light of actions leading to it.

xvii. No content shall be uploaded on the social media sites without prior approval from BPPI.

> Deliverables

On behalf of BPPI, Government of India, Expression of Interest is invited from credible professional agencies for management of social media platforms in English and Hindi for creating awareness about BPPI, the services that are delivered under the schemes & programs of the Department and responding quickly on the social media portals regarding consumers queries and grievances.

Channels	Activities	Deliverables
Facebook	Content: *Create a weekly content bank of status updates revolving around brand, event updates, general updates, festive greetings, etc.	2-3 Creative per day
	Creative: *Create awareness for Generic Medicine *Comparison between Branded Medicine vs Generic Medicine *Fact Posts *Health Awareness *Weekly updates about new Kendra openings *Series to promote Jan Aushadhi Pariyojana *Testimony Posts	
	Page Management:- *Create a report on weekly activities *Create events on Facebook as and when necessary *Create photo albums and upload videos *Celebration Posts	Dedicated Person
	Campaigns:- * Execute one high impact social campaign per month in the form of Online promotion, offline integrated campaigns, etc. * Reach out to other relevant social communities on Facebook to get maximum mileage to promote the campaigns within their network	Per Month
Twitter	Content:- * Create a weekly content bank of tweets	2-3 Tweets per day

	<p>revolving around BPPI updates, event updates, general updates, updates targeting the TG, festive greetings, online contests and promotions, brand endorser, etc.</p> <ul style="list-style-type: none"> * Participate on relevant trending hash tags on a daily basis from official handle to increase awareness * identify the list of influencers and tag relevant people in conversations * @ mention some of the people and send them exclusive stuff who are likely to write back 	
	<p>Campaigns:-</p> <ul style="list-style-type: none"> * Execute one high impact social campaign per month on twitter in the form contests, tweet chats, influencer engagement (which can make a topic trend) * Reach out to other influential twitter handles to promote and increase participation for the contest. 	Per Month
	<p>Profile Management:-</p> <ul style="list-style-type: none"> *Identify few key hash tags for the brand to participate in. (i.e. #SilentRevolution has begun.) * Specific Hashtag for particular tweets. *Follow relevant people 	When Required
	<p>Creative:-</p> <ul style="list-style-type: none"> * Updating the profile picture on monthly basis * Updating the cover photo on monthly basis * Updating background image once a month * Design stream photos on weekly basis in sync with the content theme 	
LinkedIn	<p>Setup:-</p> <ul style="list-style-type: none"> * Manage PMBJP page on LinkedIn which will be highlighting profile and the details of the scheme. <p>Content:-</p> <ul style="list-style-type: none"> *Writing down the small blogs (one each month) *Creating Articles and Small Stories. (including testimony in Hindi / English) * Promote spokesperson through company page. <p>Page Management:-</p> <ul style="list-style-type: none"> * Increase follower base to reach out to as wider target community as possible * Participate in discussions on various groups and communities 	On the Weekly Basis

<p align="center">Pinterest</p>	<p>Setup:- *Highlighting the Scheme, by sharing creative posts Content:- * Create Pin-boards on every sectors related to PMBJP and Health, revolving around brand Updates, etc. *Create keyword bank to push the pins.</p>	
<p align="center">Content Sharing (Videos / Photos / Presentations / Articles)</p>	<p>Setup:- * Managing official brand channels on content sharing websites such as YouTube, etc. *Managing Instagram Content:- * Upload the video content on official YouTube channel with description matching the brand keywords and relevant tags. * Upload photos and stories on Instagram. *Upload articles and other brand documents (ppt's) through social bookmarking and article submission. (i.e. Slide Share for Sharing the PPT)</p>	<p>When Required.</p>

Analysis:

- Trend Analysis:
It reflects overall company trend by dates.
- Keyword Analysis:
It helps to understand medium wise keyword movement. You can do your course corrections as per priority.
- Headline:
PMBJP headlines over the period.
- Entire Social Media Analysis:
Find out PMBJP performance in term of share of Voice, Sentiment analysis, medium detail etc. across medium. Help to understand across medium performance.
- Sentiment Analysis:
Positive, Negative & Neutral feature of the article. Assign only that much space of the article where company keyword is relevant.

Response:

- Social Media Responses:
Pass the relevant tweet to concern department/Person
Create content on PMBJP achievements, Content, Press Releases etc.
Create Relevant GIF, Info graphics, creative etc. for contents

- Blogs:
Create Blogs based on PMBJP Activities/Functions/Achievements
- Soft Story Push:
Create and push different type of Soft stories/Human Touch Stories to create a positive image of PMBJP.
- Performance Review
The agency will submit a process of Performance Review on periodic basis which will be appropriated and suitably amended (if required) and implemented.

EVALUATION CRITERIA (TECHNICAL)

The point system for evaluation of Technical Bid will be as follows:

Power Point Presentation on the methodology for this assignment	
Criteria	Marks
1. Understanding of PMBJP	25
2. Vision about PMBJP through social media	25
3. Idea's and campaign for PMBJP through social media	25
4. Understanding the scope of work	25
Total	100

Terms and Conditions:

1. Resourcing: The contract shall be valid for 1 Year In case of satisfactory work for 1 (one) year, which may be extended up to 1 (one) more year and payments shall be made on monthly basis bidder shall deploy the following team with requisite experience for full time with BPPI.

- a. Social Media Account Handlers - 2 Persons (one designer and one content writer having good command over Hindi and English)
- b. Video Recording - 1 person
- c. Editor - 1 person
- d. Photographer - 1 person

2. Apart from the above personnel, a senior level professional of the agency, who is

experienced in handling such accounts, is to be identified as the team/project leader for this work, and must remain the exclusive single point contact for all the activities related to the execution of this work. The credentials and details of such personnel being deployed must be communicated to the concerned officials of BPPI.

3. Combined Quality cum Cost Based System (CQCCBS) method would be adopted for selecting the successful bidder on the basis of 70:30 ratio, wherein 70% weight-age would be given for technical soundness of the bidder, and 30% weight-age would be given for financials.

4. Weight-age would be given to those Social Media Agencies who would come up with innovative strategy, promotional ideas, and virility of the content. Preference will be given to Delhi based agency, as the social media team will work out of BPPI's head office, based in Delhi.

5. The bid should be accompanied by an Earnest Money Deposit (EMD) of Rs. 60,000 and the successful bidder must submit Bank Guarantee equal to 10% of price Bid.

6. The bidder should submit their Price Bid in Price Bid Performa in sealed envelope.

7. List of firms for whom similar nature of work has been done should be provided.

8. The Agency should sign & stamp at the bottom space of all pages of document. The Tender bid will be opened at **BPPI, Head Office.**

9. Earnest Money Deposit of successful bidder shall be forfeited in the event of withdrawal of his bids before the bid validity period or non-completion of the task.

10. No bidder shall contact BPPI on any matter relating to its bid, from the time of bid opening till the contract/ work order is awarded.

11. Any effort by a bidder to influence the BPPI in the BPPI bid evaluation, bid comparison or contract award decisions may result in rejection of the bidders bid.

12. The notification of award will constitute the formation of the contract/ work order.

13. The Tenders submitted beyond the date and time fixed shall be summarily rejected. Partial quotations of items will make the Tender liable for rejection. Bidder has to give quotation for all items in the Tender Performa.

14. BPPI reserves the right either to accept or reject any or all the Tenders at any time prior to award of contract.

15. No request for increase in the rates will be entertained during the period of contract items. No advance payment will be made. Also, no interest will be paid on delayed payment.

16. The BPPI reserves the rights to reject any or all Tenders. BPPI, in order to satisfy itself can get a spot enquiry to verify soundness, capability and viability of the Tendering firm.

17. In case of any differences the firms can be called for negotiation. Director, BPPI will be the Sole Arbitrator on all matters and his decision will be binding on the bidder

XXXXXXXXXXXX

Annexure-I

S. No.	Item Code	Details	Rates per month in Rs.	Amount per annum in Rs.
1	IC-001	Brand Management on Social Media: Handling Social Media platforms of PMBJP like Facebook, Twitter, LinkedIn, YouTube etc.		
2	IC-002	Content Creation: Developing social media content and creatives, defining social media content strategy, developing content as per themes and key pillars, ensuring approved content is shared, achieve high user engagement across social channels for at least 750 posts per annum.		
3	IC-003	Response Management: Developing response management framework, creating first level responses, adhering to response TAT as defined by the BPPI, MIS reports on a daily, weekly, fortnightly and monthly basis with sentiment analysis specific to product, service, corporate, takedown of malicious, defamatory content which are harmful for the image of the Pariyojana, etc. , monitoring conversations, feedback received		
4	IC-004	Social Media Campaigns: Campaigns to engage end users and key stakeholders based on PMBJP brand strategy, product promotions, product soft launches, new initiatives, etc. These campaigns to be designed and executed for min. 24 campaigns in a year.		
5	IC-005	Social Advertising: Develop a specific media plan (min 20) to target end consumers and key stakeholders as per individual social media channel to ensure –i. Content reach ii. Grow the community iii. Drive traffic to web/mobile destination iv. Brand visibility		
6	IC-006	Social Advertising KPIs: Facebook -10,000 likes per month Facebook -Engagement percentage of 3-5% Twitter -2,000 followers per month		

		YouTube -1,000 views per month LinkedIn, Pinterest, Instagram, etc. The above does not include organic growth activities which the PMBJP may conduct. Agency can recommend suitable suggestions support and enhance community growth		
7	IC-007	Service support cost: This comprises of Technology platforms, tools and solution as defined in the tender document with a fixed annual fee for usage, not limited to keywords or number of profiles. Includes dedicated manpower requirements. Includes on-site training to staff members at BPPI Office for one week before roll-out of the solution.		
	Total in Figures			
	Total in Words (per month)			
	Total in Words(per annum)			

** The above fee / cost is excluding taxes & other relevant duties etc.

I/we hereby certify that all the particulars given above are correct and true to the best of my/our knowledge.

I/we certify that if appointed for selection, I/we shall appoint separate teams for any competing clients who are in the same business as BPPI to avoid clash of interests and maintenance of secrecy. In case at any stage, it is found that that the information given by me/us is false/incorrect, BPPI shall have the absolute right to take any action as deemed fit/without any prior intimation to me.

(Signature of the Authorized person) _____
 Full name of the Authorized person _____
 Designation: _____

Seal of the firm and date