



Haryana Skill Development Mission

Kaushal Bhawan, Plot no IP-2, Near Majri Chowk,
Sector 3, Panchkula, Haryana
Website: <http://hsdm.org.in>

e-TENDER for

**Engagement of Social Network Management Agency
to drive campaigns on social media for
Haryana Skill Development Mission
for achieving 5 lakh I- Pledges from youth**

LAST DATE FOR SUBMISSION OF e-TENDER: 18/10/2019

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Tender Reference	HSDM/e-Tender-IT/SMM/2093
Tender Website	http://hsdm.org.in and https://etenders.hry.nic.in/nicgep/app
Date of availability of tender documents on website	09.09.2019
Doubts and queries regarding Tender document should be sent by e-mail to dd.hsdm@gmail.com	26.09.2019
Last date and time for submission of bids	18.10.2019 up to 17:00 pm
Time and date of opening of Technical Bid	21.10.2019 at 10:00 am
Place of opening of bids	1st Floor, Kaushal Bhawan, Plot no IP-2, Near Majri Chowk, Sector 3, Panchkula, Haryana
Address for communication	1st Floor, Kaushal Bhawan, Plot no IP-2, Near Majri Chowk, Sector 3, Panchkula, Haryana
Cost of the Tender Document	Free of cost

The tender document can be downloaded free of cost from the website of Haryana Skill Development Mission: <http://hsdm.org.in> and <https://etenders.hry.nic.in/nicgep/app>.

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.

**e-TENDER for Engagement of Social Network Management Agency
to drive campaigns on social media for Haryana Skill Development Mission
for achieving 5 lakh I- Pledges from youth**

Haryana Skill Development Mission (HSDM) was established in May 2015 by State Government with an aim to empower youth to take part in the economic and all round growth of HARYANA and INDIA. The Mission acts as the nodal agency in the state of Haryana to ensure organization of skill training programs for the rural and urban youth through empanelled training partners. HSDM integrates the efforts of various departments and public and private stakeholders engaged in skilling the youth of the state through skill development schemes such as PMKVY, SURYA, Driver's Training etc. and brings necessary scale, synergy, oversight and effective coordination in their implementation.

On World Youth Skills Day (July 15, 2019); hon'ble Chief Minister of Haryana launched an online platform www.pledge.hsdm.org.in for all youth of the state and nation to take a pledge of fostering their skillsets by continually participating in available upskilling and reskilling avenues.

In this context, an e-TENDER is invited by HSDM to engage a credible professional agency as a 'Social Network Management Agency' to facilitate its utilization of various social media platforms for creating awareness about the I-Pledge initiative amongst the youth of Haryana and India. The proposal/bids are invited from credible professional agencies/firms, for this purpose. The scope of work to be taken by the agency has been broadly spelt out in Section II.

The agency/firm must have in-house production capability. All other requirements such as manpower, tools, applications, creative content, advertising etc. will have to be met by the Agency. Agency must have expertise in these activities. The entire data and intellectual property generated from the activity will be owned fully by the HSDM. The firm has the responsibility to store the same and provide it to HSDM on a weekly basis or as & when demanded. Agency will be completely responsible to maintain the 1.backup, 2. Storage and 3. recovery mechanism. The firm will ensure data protection (secrecy) and ensure that no data is leaked to any person not authorized by the HSDM. In case of any such leak /breach of data, the entire legal, financial and other consequences will be borne by the firm/agency. All the real and virtual creations will be the property of HSDM and IPR will vest with HSDM. The agency/firm will also ensure that all the creations submitted by them to the HSDM are free of copyright and IPR encumbrances and any error and omission in this matter shall be sole responsibility of the Agency.

Schedule and critical dates

The tentative schedule and critical dates are shown below:

Sr. No.	Event	Date
1	Date of publication of e-Tender	09.09.2019
2	Last date of request of queries	26.09.2019
3	Last date of submission of bids	18.10.2019 up to 17:00 pm
4	Opening of Technical Bids	21.10.2019 at 10:00 am
5	Opening of Financial Bids	24.10.2019 at 10:00 am

The complete details for the e-tender document can also be downloaded from HSDM's website <http://hsdm.org.in> and <https://etenders.hry.nic.in/nicgep/app>. Interested bidders are advised to regularly visit these websites in order to update themselves with regard to any change or additional information related to the tender.

HSDM reserves the right to amend/cancel this tender, amend the tentative schedule and critical dates of participating in the tender. It is the sole responsibility of prospective bidders to go through HSDM's website: <http://hsdm.org.in> from time to time for any updated information.

PROCEDURE, TERMS AND CONDITIONS

- The e-TENDER is to be submitted on two bids basis i.e. Technical Bid and Financial Bid.
- It is the responsibility of the bidder to ensure that the bids are submitted on time.
- The HSDM 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.
- The HSDM 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 HSDM.
- The HSDM 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.

- 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.
- 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 HSDM.
- 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.
- All material, creatives, etc. used in management of Social Media Network will be property of the HSDM. Content shared online must be copyright protected.
- All the real and virtual creations will be right of HSDM and Intellectual Property Rights (IPR) will vest with HSDM.

PERIOD OF CONTRACT

The contract will be for a period of 2 months (8 weeks) from the date of award of contract / issue of work order subject to the satisfaction of HSDM.

PRICES

- i. The financial bid to include price quoted in INR for achieving target of 5 lakh pledges on www.pledge.hsdm.org.in. No other basis of eligibility for payment will be acceptable.
- ii. The agency has to ensure that the cost / fee quoted is all inclusive, including the applicable tax, manpower support required for the project execution, any sundry expenses/purchases to be incurred for achieving the target number of pledges on www.pledge.hsdm.org.in and continuous support during the entire contract period.
- iii. No increase in the prices would be allowed during the contract period.
- iv. HSDM shall deduct Income tax at source as per relevant income tax rules (TDS and GST TDS as applicable) and shall provide TDS certificate for the same to the Agency.

PAYMENT SCHEDULE

➤ The payment will be released to the agency on basis on receipt of request, based on work achievement and satisfactory performance. The agency will be asked to submit weekly work achievement on Scope of Work as mentioned in Section II of this document for assessment by the HSDM. 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 milestone targets.

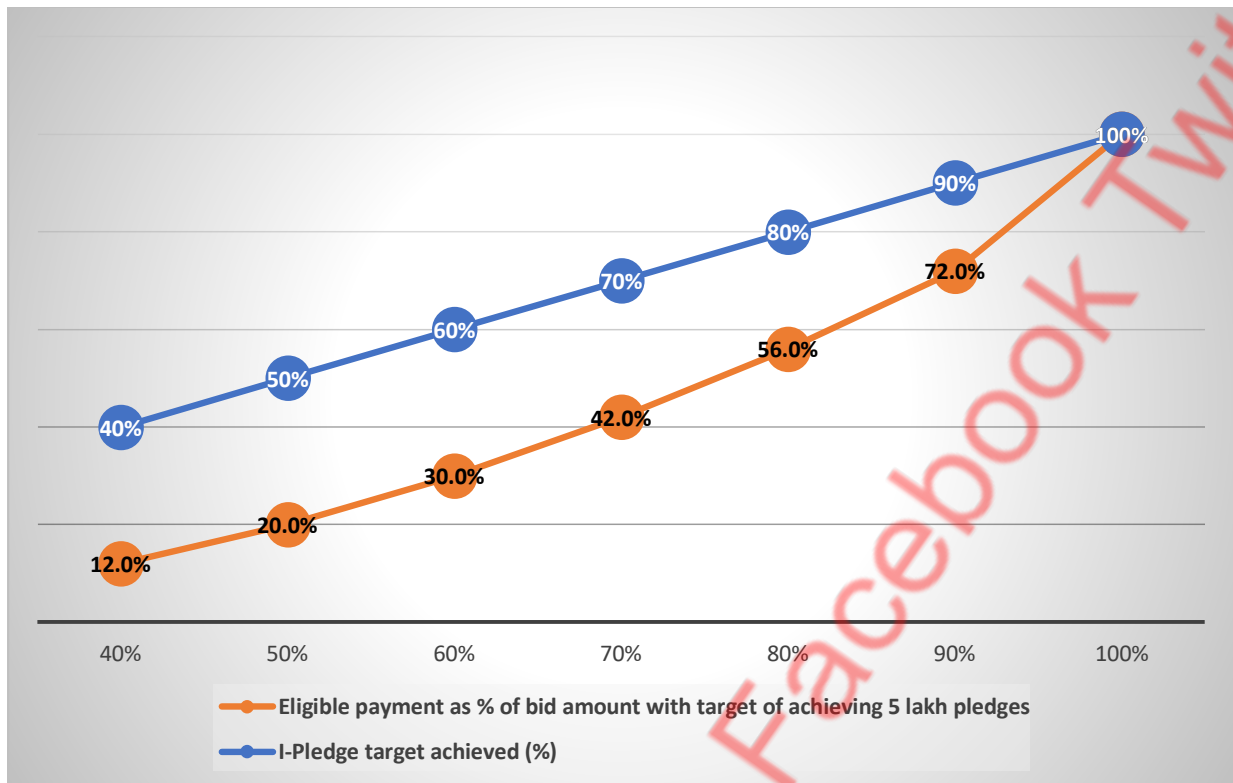
➤ Payment eligibility shall be basis achievement of the milestones as tabulated below. No other payment requests will be accepted other than as per achievement of below targets. No other basis of eligibility for payment will be acceptable.

Pledges target achieved (lakh) from baseline*	Pledges added on I-Pledge as % of target	Payment eligibility (cumulative) as % of bid amount with target of achieving 5 lakh pledges
2.0	40%	12.0%
2.5	50%	20.0%
3.0	60%	30.0%
3.5	70%	42.0%
4.0	80%	56.0%
4.5	90%	72.0%
5.0	100%	100%#

*baseline : Number of pledges already taken on www.pledge.hsdm.org.in as on the date of commencement of the contract with the agency shall form the baseline and Agency will have the target of adding 5 lakh pledges on top of baseline

#:100% is the total Bid amount as per Annexure – II quoted by the Agency i.e. fee quoted to get 5,00,000 I-Pledges on www.pledge.hsdm.org.in from youth aged 15 to 35 years (preferably of Haryana) by running social media marketing campaigns

Above matrix has been designed to incentivise the Agency for achieving the 5 lakh pledges on www.pledge.hsdm.org.in as can be seen in below target achieved vs payment eligibility of the agency.



AMENDMENT OF TENDER DOCUMENT

At any time before the submission of bids, the HSDM may amend the Tender document by issuing an addendum/corrigendum in writing through post on its website: <http://hsdm.org.in>. 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 HSDM may, if the amendment is substantial, extend the deadline for the submission of bid.

CONFLICT OF INTEREST

The Agency is required to provide professional, objective and impartial advice and at all times hold the HSDM interest's paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.

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 fulfil any of the contractual obligation, the HSDM 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 is as tabulated below.

Week	Pledges target (lakh) cumulative from baseline*
1	0.3
2	0.7
3	1.2
4	1.7
5	2.3
6	3.1
7	4.0
8	5.0

*baseline : Number of pledges already taken on www.pledge.hsdm.org.in as on the date of commencement of the contract with the agency shall form the baseline and Agency will have the target of adding 5 lakh pledges on top of baseline as per above tabulated target

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 Bid

The technical bid should have the following:-

- i. Previous Working Experience in running Social Media Marketing Campaigns as per Annexure I
- ii. Organization Profile as per Annexure III.
- iii. Covering letter on the bidding organization's printed letterhead as per Annexure IV.
- iv. A point to point compliance and self-declaration for acceptance of terms and conditions of Tender document and Undertaking that the information submitted is correct and the Bidder will abide by the decision of HSDM. In case the information submitted by the Bidder is found to be false and / or incorrect in any manner, the firm can be suspended and / or blacklisted/debarred as per Annexure V.
- v. Undertaking (self-declaration on letter head) of total responsibility for the trouble free operation.
- vi. Strategy blueprint document on the enclosed scope of work explaining in detail the route take by agency to achieve the target. The strategy blueprint to include the CVs of personnel qualified (/certified) to execute the works who will be dedicated to the subject works. This shall include CVs of full team proposed to be dedicated for executing the subject works.
- vii. All pages of the bid document submitted should be signed.

Non-submission of any of the above shall lead to rejection of the bid.

b) The Financial bid must contain the following:

- i. Forwarding letter including Financial Bid as per Annexure II, 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 shall be inclusive of any/all expenditures likely to be incurred by the Agency for achieving the target as per defined Scope of services as per Section II.

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.

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 HSDM on any matter related to its Technical and/ or Financial bid.

Any effort by the agencies to influence the HSDM 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 past experience of doing social media marketing campaigns as per Annexure I. Only Agencies obtaining a total score of 60 (on a maximum of 100) or more on the basis of criteria for evaluation given 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: $F = 100 \times (F_m / F_b)$ 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 60% 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 40%. For working out the combined score, the HSDM will use the following formula:

➤ Total points: $(0.6 \times T(s)) + (0.4 \times 100 \times F_m / F_b)$

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:

Bid A: $75 \times 0.6 + 83 \times 0.4 = 78.2$

Bid B: $80 \times 0.6 + 100 \times 0.4 = 88.0$

Bid C: $90 \times 0.6 + 91 \times 0.4 = 90.4$

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:

Negotiations if needed shall be as per the Haryana State government policy No. 2/2/2010-4-IB-II dated 16th June 2014 as amended from time to time. The said policy document is available at the following url: <http://dsndharyana.gov.in/en-us/Purchase/Rules-instruction-and-procedure/Instructions/Policy-guidelines-for-procurement-of-Stores-Goods-and-Turnkey-Contracts-negotiation-regarding>. 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 the required items will be determined to be nonresponsive 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 HSDM.

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 HSDM 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 Chandigarh. 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.

APPLICABLE LAW AND JURISDICTION

All disputes will be settled within the jurisdiction of the Head Quarters of Managing Director, Haryana Skill Development Mission, Haryana.

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 HSDM 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 HSDM 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 HSDM 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.

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) weeks, 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.

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 HSDM 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 Penalty Clause.

b) Cancel the contract or a portion thereof by serving prior notice to the Agency.

c) The HSDM 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 HSDM or take any other action as deemed necessary.

AGENCY CODE OF CONDUCT AND BUSINESS ETHICS

The HSDM 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 HSDM. 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 HSDM. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and the HSDM 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 HSDM 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.

Section II

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 empanelled Media Agencies/Companies to drive campaigns on social media for Haryana Skill Development Mission for achieving 5 lakh I- Pledges from youth in Two Bid systems:

Technical Bid and Financial Bid.

2. Pre qualification Criteria:

Sr. No	Broad Criteria Basic Requirement	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. Domain name registered should be an Indian entity. 3. Consortium of companies as a single bidder is not permissible.	Documentary Proof (under taking in original in case of 2. - Domain name registration requirement)
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 in original 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 in original from the bidder on letter head
4	Financial Worth	Turn over	The cumulative annual 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. 1 crore per annum	Attach Balance Sheets & documents certified in original by Chartered Accountant. Provisional B/S duly certified in original by Chartered Accountant may also be attached for the year 2018-19.
5	Tax Details	Tax registration/ clearance	The bidder should have registered for (i) Service Tax (ii) PAN	Attested copies by Chartered Accountant in original of the same
6	Experience	Work Experience in Social Media In-house production facility	i) The agency must have an experience of at least 3 years in Social Media Network Management. The agency must have an in house production facility for production and editing of contents in all forms. ii) The agency must have at least 3 work orders of Government agencies/ PSU's / Societies/ Departments of Rs. 5 lakh each.	Copies of the work order of the Social Media activities must be attached. Self certification in original 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 in original on Letter Head
8	Management	Social Media Network	The agency must have expertise of running social media campaigns on Twitter, Facebook, YouTube, Instagram, LinkedIn, etc.	Self-certified copy of Images having run Social media
9	Qualification of Manpower For deployment at HSDM.	(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. 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 5 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 submitted.	Copy of security audit.
11	Essential Qualification	Empanelment with DAVP	The agency must currently be empanelled 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 Agency, on receiving Purchase Order/ Work Order from HSDM , will immediately begin the Social Media management and related activities for HSDM to get 5,00,000 I-Pledges on www.pledge.hsdm.org.in from youth aged 15 to 35 years (preferably of Haryana).

This includes (but not limited to) the following tasks:

1. 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.
2. Creation of Content for publishing & broadcasting on various social media platforms

> The detailed scope of work includes the following;

- On World Youth Skills Day (July 15, 2019); hon'ble Chief Minister of Haryana launched an online platform www.pledge.hsdm.org.in for all youth of the state and nation to take a pledge of fostering their skillsets by continually participating in available upskilling and reskilling avenues. To increase reach of this initiative it is required to run a social media campaign on Facebook, LinkedIn, YouTube, Twitter, Instagram, LinkedIn, etc. by the Agency (bidder). Objective of the campaign will be to enthuse youth for taking the I-Pledge on www.pledge.hsdm.org.in and also to participate in the two career mapping tests available for free on the same platform. The subject campaign is proposed to be run for 2 months from the date of award of contract and payment eligibility will be basis achievement of the below target in this 2 months duration :
 1. **To get 5,00,000 pledges (I-Pledges) on www.pledge.hsdm.org.in from youth aged 15 to 35 year (preferably of Haryana).** Number of pledges already taken on www.pledge.hsdm.org.in as on the date of commencement of the contract with the agency shall form the baseline and Agency will have the target of adding 5 lakh pledges on top of the said baseline.
- Advertising and Promotion
 - a. Develop an appropriate social media campaign to promote HSDM's presence on social media platforms.
 - b. Develop and execute a targeted social media advertising program to reach out target stakeholders.
- Any other activities /services/requirements relevant to the allocated assignment.
- Any supplementary public relations and/ or marketing activity based on the instructions of, or with the approval of and in coordination with HSDM.
- The content creation and update shall be original, and factually and grammatically correct.

- All electronic content (text, photo, video or otherwise) to monitored. All Intellectual Property displayed on these platforms and application shall belong to HSDM exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with HSDM.
- No content shall be uploaded on the social media sites without prior approval from HSDM.

Deliverables

On World Youth Skills Day (July 15, 2019); hon'ble Chief Minister of Haryana launched an online platform www.pledge.hsdm.org.in for all youth of the state and nation to take a pledge of fostering their skillsets by continually participating in available upskilling and reskilling avenues.

In this context, an e-TENDER is invited by HSDM to engage a credible professional agency as a 'Social Network Management Agency' to facilitate its utilization of various social media platforms for creating awareness about the I-Pledge initiative amongst the youth of Haryana and India in English and Hindi. The proposal/bids are invited from credible professional agencies/firms, for this purpose.

The deliverable of the contract is to get 5,00,000 pledges (I-Pledges) on www.pledge.hsdm.org.in from youth aged 15 to 35 year (preferably of Haryana). Number of pledges already taken on www.pledge.hsdm.org.in as on the date of commencement of the contract with the agency shall form the baseline. Agency will have the target of adding 5 lakh pledges on top of the said baseline.

➤ Payment will be released on monthly basis on successful achievement of milestone targets. Agency should submit monthly bills with clear indication of monthly achievement.

➤ Payment entitlement and payment value shall be basis achievement of the milestones as tabulated below. No other basis of eligibility for payment will be acceptable.

Pledges target achieved (lakh) from baseline*	Pledges added on I-Pledge as % of target	Payment eligibility (cumulative) as % of bid amount with target of achieving 5 lakh pledges
2.0	40%	12.0%
2.5	50%	20.0%
3.0	60%	30.0%
3.5	70%	42.0%
4.0	80%	56.0%

4.5	90%	72.0%
5.0	100%	100%

*baseline : Number of pledges already taken on www.pledge.hsdm.org.in as on the date of commencement of the contract with the agency shall form the baseline and Agency will have the target of adding 5 lakh pledges on top of baseline

Above matrix has been designed to incentivise the agency for achieving the 5 lakh pledges on www.pledge.hsdm.org.in from youth aged 15 to 35 years (preferably of Haryana).

Terms and Conditions

1. Resourcing: The contract shall be valid for 2 months from the date of award of contract/issue of work order.
2. Combined Quality cum Cost Based System (CQCCBS) method would be adopted for selecting the successful bidder on the basis of 60:40 ratio, wherein 60% weightage would be given for technical soundness of the bidder, and 40% weight-age would be given for financials.
3. The bid should be accompanied by an Earnest Money Deposit (EMD) of Rs. 15,000 as Crossed Bank Draft in favor of 'Haryana Skill Development Mission' payable at Panchkula and the successful bidder must submit Bank Guarantee equal to 10% of price Bid. Proposals that are not accompanied by the proposed demand draft shall be rejected. The said Bank Guarantee shall be released to the 'awardee' bidder after 6 months of satisfactory completion/execution of the works as per awarded tender.
4. Further the bid should also include a non-refundable e-service fee of Rs. 1,180 as crossed Bank Draft drawn in favor of 'Society for IT Initiative funds for e-Governance' payable at Chandigarh. Proposals that are not accompanied by the proposed demand draft shall be rejected.
5. List of firms for whom similar nature of work has been done should be provided.
6. The Agency should sign & stamp at the bottom space of all pages of document. The Tender bid will be opened at HSDM, Head Office: 1st Floor, Kaushal Bhawan, Plot no IP2, near Majri Chowk, Sector 3, Panchkula.
7. 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.
8. Bidding in form of a Consortium will not be allowed in any form.
9. No bidder shall contact HSDM on any matter relating to its bid, from the time of bid opening till the contract/ work order is awarded.

10. Any effort by a bidder to influence the HSDM in the HSDM bid evaluation, bid comparison or contract award decisions may result in rejection of the bidders bid.
11. The notification of award will constitute the formation of the contract/ work order.
12. The Tenders submitted beyond the date and time fixed shall be summarily rejected. Bidder has to give quotation as per the Tender Performa.
13. HSDM reserves the right either to accept or reject any or all the Tenders at any time prior to award of contract.
14. 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.
15. The HSDM reserves the rights to reject any or all Tenders. HSDM, in order to satisfy itself can get a spot enquiry to verify soundness, capability and viability of the Tendering firm.
16. The successful tendering firm/bidder (agency which is awarded the works) shall not assign the work, whole or in part, to any other agency, even its own subsidiary or parent agency, to perform its obligation under the work order, without prior consent of HSDM.
17. HSDM may seek for any other information from the interested tendering firm (/bidder) in the form of documents, narratives, design etc. if it deems appropriate for the purpose of Technical Evaluation.
18. All costs and expenses incurred by the tendering firm (/bidder) in any way with the development, preparation and submission of bid including but limited to, the attendance at meetings, discussions, demonstrations etc. and providing any additional information required by the HSDM will be borne entirely and exclusively by the Bidder himself.
19. If the deliverables (candidates taking pledges on www.pledge.hsdm.org.in) are found to be of duplicate or misrepresented, the Mission Director, HSDM will have the right to make apt deductions from the payable amount or reject the agency's payment bill on its sole discretion. The decision of Mission Director, HSDM in this regard will be final.

Previous Working Experience in running Social Media Marketing Campaigns

S. No.	Details #	Number	Marks (Max. marks 100)
1.	Number of work order(s) of value Rs. 5 lakh or more issued by government organizations/PSUs of India for running Social Media Marketing Campaigns		20 marks per eligible work order as per Details#

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 the self-attested copies of work orders as attached the tender submission per above tabulated requirements are true and no factual information is hidden/omitted.

(Signature of the Authorized person) _____

Full name of the Authorized person _____

Designation: _____

Seal of the firm and date

Annexure -II

Sr. No.	Item code	Details	Fee/cost** (INR) in figure and words
1	FP-01	To get 5,00,000 I-Pledges on www.pledge.hsdm.org.in from youth aged 15 to 35 years (preferably of Haryana) by running social media marketing campaigns	

** The above fee / cost is including taxes & other relevant duties, all expenses to be incurred for executing the campaigns, 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 HSDM 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, HSDM 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

Organization Profile

1	Name of Agency& Address	
2	Type of Agency-Individual Proprietorship, Partnership, Company, Society, and Trust	
3	Name of Contact Person Mobile Tel. No. Email PAN No.	
4	GST No. (If applicable) If any other tax no (If applicable)	
5	Date	

(Signature of the Authorized person) _____

Full name of the Authorized person _____

Designation: _____

Seal of the firm and date

[Bidders are required to submit the covering letter as given here on their letterhead]

To
Mission Director,
Haryana Skill Development Mission
IP- 2, Sector-3, Panchkula
Haryana

Sub: Bid for selection as Social Media Marketing Services Provider

Dear Sir,

1. We, the undersigned, have carefully examined the referred Tender Document no., offer to propose for the selection as Service provider, in full conformity with the said Tender Document.
2. We have read all the provisions of Tender Document and confirm that these are acceptable to us.
3. We further declare that additional conditions, variations, deviations (which have not been accepted by HSDM), if any, found in our bid shall not be given effect to.
4. We agree to abide by this Bid, consisting of this letter, our Pre-qualification, Technical and Financial Bids, the duly notarized written power of attorney/Board Resolution, and all attachments submitted.
5. We have indicated the fee in the relevant bid forms. This fee is for payment as well as for any price consideration in case of any increase / decrease of quantities from the scope of work under the contract.
6. Until the formal final Contract is prepared and executed between us, this Bid, together with your written acceptance of the Bid and your notification of award, shall constitute a binding contract between us.
7. We understand you are not bound to accept any bid you receive, not to give reason for rejection of any bid nor for cancellation of the tender and that you will not defray any expenses incurred by us in bidding.
8. We declare that this is our sole participation in this Tender Document bid and we are not participating/co-participating through any of other related party or channel.
9. Banker's Cheque/ Demand draft no. ____ _ dated ____ _ drawn on "Haryana Skill Development Mission, Panchkula" for INR 15,000- towards EMD is submitted along with the bid.

Signature

Date:

Place:

Full name in the capacity of duly authorised to sign bid

Annexure V

AFFIDAVIT-CUM-DECLARATION (On a Stamp paper of value Rs. 100/-)

I, ----- son/Daughter of Shri -----aged about -----years, resident of -----
-----, do hereby solemnly declare and affirm as under:

1. That I am the Director/ proprietor of M/s. -----

2. That I have read and understood the e-tender document in respect of the Project provided to us by Haryana Skill Development Mission. And I hereby submit the proposal for-----
-----.

3. I am not a defaulter/ we are not a defaulter of any govt. agency at the time of the submission of the proposal.

4. No order of blacklisting passed by the Central Government/ any State Government/ any PSU is in operation against me/ us as on date.

6. I/We accept all the terms and conditions set out in the e-tender document dated
issued by Haryana Skill Development Mission.

I further state that if any information furnished by me in this affidavit or otherwise is found to be incorrect, HSDM shall have the right to forthwith terminate its agreement with us.

(DEPONENT)

Verified at on this ----- day of ----- that the contents given above in the affidavit are true and correct to the best of my knowledge.

(DEPONENT)