

Short Tender Notice
Request for Proposal (RFP)
Engagement of an Agency for Social Media Monitoring and Analysis
For
Election Department, Government of Assam

RFP No: ELE.68/2019/PT – 1

Date: 23rd February 2021

**Election Department, Government of Assam
'C' Block, 4th Floor, Janata Bhawan, Dispur, Guwahati – 781006, Assam**

Notice Inviting RFP

Election Department, Government of Assam, invites Request for Proposal (RFP) for engagement of an “**Agency for Social Media Monitoring and Analysis**” for Election Department for providing updates on news published/telecast in Print, Electronic, Social Media platforms and news web portals about the election process, Commission or the EVMs/VVPATs, to the CEO office on real time basis.

Timelines for the RFP Bid Process Management

Sl. No	Events	Details
1	Date of issue of RFP	23/02/2021.
2	Last date of submission of pre-bid queries by email	25/02/2021
3	Date of response of pre-bid queries	27/02/2021
4	Bid Closing Date & time	01/03/2021 (Up to 3:00 pm.)
5	Date and time for opening Technical bid	02/03/2021 at 12:00 Noon
6	Date & time for opening Financial Bids of the qualified bidders	Will be intimated in due course
7	Venue of Submission of Bids	Office of Chief Electoral Officer, Election Department, C-Block, 4th Floor, Janata Bhawan, Dispur, Guwahati-6, Assam
8	Subject Line for submission of proposal	Bid Proposal for engagement of an “Agency for Social Media Monitoring and Analysis”
9	Contact details for submission of Pre-bid queries and other clarifications.	Office of Chief Electoral Officer, Election Department, C-Block, 4th Floor, Janata Bhawan, Dispur, Guwahati-6, Assam email: ceo.assam2021@gmail.com
10	Bid document Fee	Rs. 2000/- in the form of Demand Draft from Nationalized Bank/ Scheduled Bank in favor of “Chief Electoral Officer, Assam”
11	Court fees stamp to be attached	Rs. 8.25
12	Website/s for downloading the RFQ	http://ceoassam.nic.in
14	Earnest Money Deposit	Rs. 40,000/- (Forty Thousand only) in the form of Demand Draft from Nationalized Bank / Scheduled Bank in favor of “Chief Electoral Officer, Assam”

Sd/-

Summary

In the past, there have been instances wherein misinformed and baseless aspersions have been cast on the credibility of Electronic Voting Machines (EVM) through various Regional Newspapers, TV channels, News web portals and Social Media platforms, which not only raises unnecessary doubts about the integrity of the election process, but also misguides the general public. It has also been observed that there is a considerable time lag in the escalation of such issues to the Commission, which results in snowballing of controversies. Such rumors and hearsay-based controversies can be easily nipped in the bud through quick response and timely clarification of facts.

Accordingly, a need is felt by the Commission to develop a '**RAPID RESPONSE MECHANISM**' to purposefully and timely respond to prejudicial or misinformed reporting in the media at the very outset. Towards this objective, it is of prime importance for the Chief Electoral Officer to suitably brief the Regional / Local media, as well as the electors, through a **Proactive Communication Strategy**.

Hence, it is proposed to adopt a comprehensive and multimodal Proactive Communication Strategy based on a clear Standard Operating Procedure (SOP) to counter any unwarranted and baseless attack on the credibility of ECI-EVM and sanctity of the electoral process, by transparently and accurately coming out with facts and clarifications in the matter and rebutting the misinformation in its nascent stage. For this purpose, a dedicated Rapid response Mechanism shall be setup at the officer of CEOs as a part of SOP to immediately counter any such news appearing in Regional Newspapers, TV channels, News web portals and Social Media platforms. For this purpose, **Media Feedback Mechanism** is proposed to be set up by engaging a professional Media Feedback/Analysis Service that would provide updates on news published/telecast in Print, Electronic, Social Media platforms and news web portals about the election process, Commission or the EVMs/VVPATs, to the CEO office on real time basis, so as to enable the CEOs to counter the same at the earliest.

Department intends to engage a credible private agency through a competitive bidding process for social media feedback/analysis and an internal team to monitor the print and electronic media to appraise CEO to counter any unwarranted and baseless attacks on the credibility of ECI-EVM and sanctity of the electoral process, by transparently and accurately coming out with facts and clarifications in the matter and rebutting the misinformation in its nascent stage.

The Agency/bidder must have experience in providing media feedback/analysis service & end to end social Media monitoring mechanism during election process. The broad scope of the work required to be performed by the agency has been mentioned at the later part in the RFP.

Procedure, Terms and Conditions

- a. The proposal in details have to be submitted on two bids basis i.e. Technical Bid and Financial Bid and submit in hard copy.
- b. The hard copy of the proposal must be addressed as under and dropped in the Tender Box located at Office of the Election Department, Government of Assam, 'C' Block, 4th Floor, Janata Bhawan, Dispur, Guwahati – 781006, Assam. The envelope should be labeled as **“Agency for Social Media Monitoring and Analysis”**
- c. While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, bidders must form their own conclusions about the services required.
- d. No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of Election Department. Any notification of preferred bidder status by Election Department shall not give rise to any enforceable rights by the bidder. Election Department may cancel this public procurement at any time during the bidding process or prior to a formal written contract being executed without assigning any reasons thereof at its sole discretion and bidder must agree to abide by this.
- e. Election Department 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.
- f. Election Department 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 Government of Assam.
- g. Election Department reserves the right not to accept bid(s) from bidders resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating Agencies/Vigilance Cell.
- h. All information contained in this RFP, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations/agencies/consultants.
- i. The bidder selected is not supposed to use its name, logo or any other information/publicity on content published on social media platforms of the Election Department, Government of Assam or its offices.
- j. All pages of the bid must be signed with a seal of the firm by the power of attorney holder i.e. authorized signatory of the bid.

2.1 Complaint Proposals/ Completeness of Response

- a. Bidders are advised to study all instructions, forms, requirements, appendices, and other information in the RFP documents carefully. Submission of the bid/proposal shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b. Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Bidders must:
 - i. Comply with all requirements as set out within this RFP
 - ii. Submit the forms as specified in this RFP and respond to each element in the order as set out in this RFP
 - iii. Include all supporting documentations specified in this RFP

2.2 Bidders Queries

- a. The Bidders will have to ensure that their queries reach Election Department by email at ceo.assam2021@gmail.com on or before the stipulated time & date.
- b. The queries should necessarily be submitted in the following format in Spreadsheet:

Sl No.	RFP Document Reference (s) (Section & Page Number(s))	Content of RFQ requiring Clarification (s)	Points of Clarification

- c. Election Department shall not be responsible for ensuring that the bidders' queries have been received by them. Any requests for clarifications post the indicated date and time may not be entertained by the department.

2.3 Responses to Pre-Bid Queries and Issue of Corrigendum

- a. Election Department shall endeavor to provide timely response to all queries. However, the department makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does undertake to answer all the queries that have been posed by the bidders.
- b. At any time prior to the last date for receipt of bids, the department may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, may modify the RFP Document by a corrigendum.
- c. The Corrigendum (if any) and clarifications other queries from all bidders shall be posted in the designated email id of the bidder. Bidder must provide the e-mail id in the technical proposal.
- d. Any such corrigendum shall be deemed to be incorporated into this RFP.
- e. In order to provide prospective bidders reasonable time for taking the corrigendum into account, the department may, at its discretion, extend the last date for the receipt of Proposals.

2.4 Earnest Money Deposit

- a. Each bidder is required to submit **Rs.40,000/- (Rupee Forty Thousand only)** as Earnest Money Deposit (EMD) in the form of Demand Draft from Nationalized Bank / Scheduled Bank in favor of "Chief Electoral Officer, Assam".
- b. EMD and Tender Fee should be submitted with Technical Bid in **ENVELOP A**.
- c. Proposals not accompanied by EMD and Tender fee shall be rejected.
- d. No interest shall be payable by Government of Assam for the sum deposited as earnest money deposit.
- e. No Bank Guarantee will be accepted in lieu of the earnest money deposit.
- f. The EMDs of the unsuccessful bidders would be returned back within 45 days of signing of the contract agreement.
- g. For the selected bidder, the EMD shall be returned on submission of Performance Bank Guarantee (PBG) of 10% of the contact value to the Election Department.
- h. EMD amount shall be forfeited in case the bidder withdraws its bid during the bid process i.e. after submission of the bid.
- i. EMD amount shall also be forfeited in case selected bidder failed to sign the contract agreement within the stipulated time.

2.5 Period of Contract

The initial contract shall be for a period of 1.5 months (March to April 2021) subject to the satisfactory execution of the assigned works.

2.6 Amendment of RFP Document

At any time before the submission of proposals, Election Department may amend the RFP by issuing an addendum in writing or by announcing it through its website. The addendum shall be binding on all the bidders. To give the bidders reasonable time in which to take an amendment into account in their proposals, the Election Department may, if the amendment is substantial, extend the deadline for the submission of proposal. At any time prior to the deadline or as extended for submission of bids, the department for any reason/s, whether at its own initiative or in response to clarifications requested by prospective bidder, may modify the RFP document by issuing amendment(s). All bidders will be notified of such amendment(s) by publishing on the Election Department Website. & these will be binding on all the bidders. Election Department, at its discretion, may extend the deadline for the submission of proposals. The Election department may change the scope of work after the submission of technical bids by the Bidders. In this case, necessary corrigendum/clarifications will be issued and bidders will be asked to resubmit their commercial bids only.

2.7 Commercial Bid and specific points to be noted:

- a. Commercial Bid shall be as per the format provided in this RFP in the Annexure 7. Bid price for evaluation purpose is inclusive of all manpower support required for the project execution, applicable taxes, GST, duties,
- b. Commercial Bid must be given in **Envelop B**
- c. **Bidder may note that if Price Bid is submitted in the Envelop A, bid will be summarily rejected.** Other levies and charges etc. and will be required to mention as per the commercial format in detail.
- d. Bidders shall quote for the entire scope of contract on "overall responsibility" basis such that the total bid price covers all the bidder's obligations mentioned in or to be reasonably inferred from the bidding documents in respect of providing the services.
- e. Prices quoted by the Bidder shall remain fixed during the entire contract period and not subject to variation on any account. A bid submitted with an adjustable price Proposal or with incomplete details will be treated as non- responsive and shall be rejected.

2.8 Late Bids

- a. Bids not received on the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained and shall be returned unopened.
- b. The bids submitted by e-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- c. Election Department shall not be responsible for any postal delay or non- receipt/ non-delivery of the documents. No further correspondence on the subject will be entertained.
- d. Election Department reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon project priorities vis-à- vis urgent commitments.

2.9 Deviations

The bidder is required to submit a no deviation and unconditional bid against this RFP. Any bid submitted with deviations/assumptions which are material in nature or qualify for the deviation of terms & conditions of this RFP may be rejected summarily by the Evaluation Committee.

3 Background

The major task of Election Department is to conduct elections for local bodies/State Assembly, Lok Saba and Rajya Sabha as entrusted by the Constitution of the Country in a free and fair manner, so that democratic institutions can function properly for welfare of the citizens. It has always been an effort of the department to encourage voters to exercise their vote during the election. In order to attract the voters Election Department plans to develop and deploy innovative methods as indicated in the Scope of works to reach out the citizens of the State for educating them about the duty of voting and their rights and its importance, to provide authentic information in an unbiased way to maximize reach and to dispel any doubts and create awareness amongst the public about the Election process being implemented in the state of Assam.

3.1 Scope of Work

- Real-time daily monitoring including online, social media and any other relevant platforms in all languages
- Monitor, analyze and benchmark Department's Online Media presence
- Monitor the ad libraries of top social media platforms like Facebook, Twitter and Instagram, YouTube etc.
- The social media scanning should be undertaken by monitoring across 100-150 keywords related to election process.
- Monitor any kind of comment/ information related to Election Commission, Press Releases, and Campaigns and any adverse publicity related to election process etc.
- In case of any adverse publicity related to election process, update CEO on real time basis
- The mechanism of updating CEO has to be online as well as offline and accordingly, the agency should have appropriate software for updating CEO.
- Prepare publicity material Preparing facts and clarifications in the matter and rebutting the misinformation in its nascent stage to counter adverse publicity related to election process and update CEO
- Social Media listening & analysis: Twitter, Instagram, Blogs, Facebook, YouTube etc. (Track all languages including Assamese, Bengali, Hindi, English, Bodo)
- Deep dive into different data-points to understand a topic or Media Outreach
- Crisis Monitoring and Response Management
- Use of a systematic manual approach to do detailed media monitoring which includes all forms of media.
- Segregation of data and conversion into meaningful insights.
- Must use reputed software for scanning online and offline media such as Meltwater or Hootsuite or any other tool which can monitor and analyze social media platforms like Twitter, Facebook, Instagram, YouTube etc.,
- Social Media Handler/IEC manager/Social media tracking and trend analysis/MIS Analyst

4. Pre-Qualification Criteria

The bidders shall fulfil the following pre-qualification criteria for participating in this RFP. Bidders are requested to submit the following documents along with their technical and financial proposal, failing which, the bids are liable for rejection. However, no weightage in the evaluation is assigned in pre-qualification criteria. The bidders should enclose documentary evidence for fulfilling the following conditions.

S/N	Broad Criteria	Specific Requirement	Documentary Proof to be submitted
1	Legal Entity	The bidder must be a company registered in India under the Companies Act 2003 or a Limited Liability partnership firm registered under the prevailing laws relating to partnership in India or a Proprietorship firm operating for the last 3 years in Business as on March 31,2021	1. Certificates of incorporation 2. Valid Registration Certificate on the date of submission of bid 3. GST Registration 4. Copy of PAN
2	Experience in Outreach Media/ event Management	The bidder must have experience of execution of at least one comprehensive experience of social media monitoring & analysis for any Central Government/State Government or for any reputed private company of value not less than Rs.5 Lakhs in the last three years Ongoing project of year 2020-21 will also be considered but progress completed should not be of value less than Rs. 5 Lakhs	Bidder should submit the following: i. PO/Work Order issued by the client. ii. Project Completion Certificate issued by the client iii. Certificate of clients for on-going Projects, specifically mentioning the “progress completed” amount.
3	Turnover, Net Profit & Positive Net Worth (To be submitted in the format given in Annexure 6)	Bidder should have an Aggregated turn over from digital marketing and/or e-commerce and/or media business and/or advertising and/or entertainment business of minimum Rs. 15 Lakhs and above in the last three financial years. (Year: 2017-18, 2018-19 and 2019-20)	Copies of audited balance sheet for the stipulated years and turnover.
4	Manpower and Infrastructure	The agency must have an operational office in Guwahati with at least 5 nos resources.	CVs of team members/ creative and material resources details. Refer Annexure 5

5	Authorized Representative from Bidder (Power of Attorney)	A power of attorney/board resolution in the name of the person signing the bid	Original Power of attorney /Board resolution copy in the name of the signatory of the bid.
6	Blacklisting	Bidders should not have been blacklisted by any of the State or Central Government Department/ organizations due to any criminal & Cyber offence/fraudulent practice by any investigating authority or Court of law in the country as on date of bid submission	A self-declaration in this regard by an Authorized Signatory on the firm/ company's Letter Head.
7	Earnest Money Deposit (EMD)	The bidders should, furnish as Earnest Money Deposit (EMD) by way of Demand Draft from a Nationalized/ Scheduled Bank as stated.	Attach the original Demand Draft.

- The Agency or individuals working for the agency should not be associated or affiliated with any political parties/ Candidates across the country during this contract period. Neither they should not have taken nor they should take work order from any of the political parties/candidates/representatives during the period of contract.
- The bidder shall not also get associated directly or indirectly with the opinion/ exit poll surveys etc., across the country during the period of contract.
- The Agency/individuals working with the agency should not share any data with any Individual/ Organization without explicit approval of Election Department.
- The Agency should ensure and take all required measures to protect the Data Privacy, Data Confidentiality, Data Security and also the digital security of the equipment used for this specific assignment.
- The bidder who shall meet the above pre-qualification criteria shall only be eligible for evaluation of their technical bid.

5 Technical Evaluation Criteria

Total maximum marks that can be scored in Technical Evaluation is 100. The eligible bidders should enclose documentary evidence for fulfilling the following technical criteria:

<u>SL No</u>	<u>Criteria</u>	<u>Maximum Marks</u>
1	<p>Past Experience (three years) of similar nature and scale – managing social, digital media of at least 3 platforms concurrently</p> <ol style="list-style-type: none"> 1. Less than 2 projects 2. More than 2 but less than 5 projects 3. More than 5 projects 	<p><u>20</u></p> <p><u>10</u></p> <p><u>15</u></p> <p><u>20</u></p>
2	<p>Understanding of the Scope of Work & presentation of similar work experience</p> <ul style="list-style-type: none"> ➤ Understanding of the Scope of Work in terms of news media and social media. ➤ Monitoring analytics, intelligence and methodology ➤ Solution that will be deployed for the work assignment ➤ Manpower planning & proposed team composition ➤ Knowledge of local languages ➤ Program plan for two months 	<u>40</u>
3.	<p>On roll resources with mix skill sets– digital marketing, media management and digital advertisement (content writers, social media, online tracking, technical experts, IOT, international protocol, etc.)</p> <ol style="list-style-type: none"> 1. Deployment of Two key resources with minimum 5 years of experience related to media monitoring/ media analysis whose CV will be evaluated and will be based at CEO's office. 2. Additionally, 3 signed CV of professionals to be submitted & all resources should be available in Assam with necessary undertaking about their availability 	<p><u>20</u></p> <p><u>5</u></p> <p><u>5</u></p> <p><u>10</u></p>
4.	<p>Financial Capabilities</p> <ol style="list-style-type: none"> 1. Rs. 5 lakhs -Rs. 10 lakhs 2. Rs. 10 lakhs – Rs. 15 lakhs 3. Rs. 15 lakhs& above 	<p><u>20</u></p> <p><u>10</u></p> <p><u>15</u></p> <p><u>20</u></p>

* The technical scores to be obtained for qualification is minimum 75 marks.

6. Submission of Bids

All the bidders are requested to follow the instructions given below while submitting the bids. Proposal should be submitted in two bid basis— **separate Technical (Envelop A) and Financial bids (Envelop B)** under the separate sealed covers. The outer envelope should be clearly marked as **“Proposal for engagement of a “Agency for Social Media Monitoring and Analysis” for Election Department, Government of Assam”**.

6.a. Technical Bid (Envelop A)

Proposals should be prepared on standard A4 size paper. Foldouts containing charts, spread sheets, and oversize exhibits, if any, are permissible. The pages should be placed section-wise in a binder with tabs separating. Manuals and other reference documentation, if any, should be bounded separately. All responses, as well as any reference materials presented must be written in English.

The technical bid should have the following details as per the order mentioned below:

- a. Forwarding letter as per **Annexure 1** on the bidding organization's printed letterhead.
- b.** The bidders shall submit bidder information in the prescribed format as given in **Annexure 2**.
- c. Compliance and documentary proof of pre-qualification conditions spelt out in Clause No.4 (Pre-qualification criteria) along with the filled format **Annexure 3** to be submitted. Documentary proof sought in other clauses of RFP should also be enclosed.
- d. The bidders shall submit all documents related to technical evaluation as per the Technical criteria mentioned in Clause No. 5 as per the format of submission of documents for technical evaluation enclosed in **Annexure 4**.
- e. The CVs of the Key Personnel must be submitted as per **Annexure 5**.
- f. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close as possible to the referencing text. Pages must be numbered consecutively within each section of the proposal showing proposal section and page number.
- g. The engagement of the resources is for a period of 2 months and rates quoted by the bidder shall remain fixed for this entire period for each resource.
- h. A point to point compliance and self-declaration for acceptance of terms and conditions of tender document.
- i. Undertaking (self-declaration on letter head) of total responsibility for the trouble-free operation.
- j. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of the Government of Assam. 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.

6.b. Financial Bid (Envelop B)

The Financial bid must contain the following: -

- a. Forwarding letter including Financial Bid as per Annexure 7, on the bidders printed letterhead.

- b. Overwriting/correction in the commercial bid is not permitted and any such overwriting in commercial bid lead to its rejection.
- c. No Price/Rate-Variation/Adjustment or any other escalation will be entertained.

7. Signing of Bid

The original and all documents of the Bid shall be typed or written in ink and shall be signed by the Bidder or a person's duly authorized to bind the Bidder to the Contract. The person or persons signing the Bid shall initial all pages of the Bid, except for un-amended printed literature.

8. Method of Evaluation and Awards of Contract

i) **Constitution of an Evaluation Committee** an Evaluation Committee constituted to conduct the bid process of this RFP, shall scrutinize and evaluate the RFP proposals and documents for selection of a bidder.

ii) **Evaluation of Technical Proposals:**

The Evaluation Committee shall evaluate the Technical Proposals on the basis of their responsiveness to the pre-qualification criteria mentioned at Clause No. 4. In the first stage of evaluation, a proposal shall be rejected if it is found deficient as per the requirement indicated for responsiveness of the proposal as per pre- qualification.

iii) **Criteria for Evaluation of Technical Proposal:**

The Quality& Cost Based Selection method (QCBS) shall be followed for evaluating the bids.

In this particular case of selection, the weightage of the technical bids and financial bids is kept as 60: 40. The criteria defined in Clause No. 5 would be followed for evaluating the technical proposals. Only Bidders 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. Financial proposals of only those Agencies which are declared technically qualified shall be opened publicly, on the date and time specified, in the presence of the Agencies' representatives who choose to attend.

iv) **Method of Selection:**

In deciding the final selection of the Bidders, the technical quality of the proposal will be given a weightage of 60 % on the basis of criteria for evaluation. The price bids of only those Bidders who qualify technically will be opened. The financial proposal shall be allocated a weightage of 40%. For working out the combined score, the following formula will be utilized-

Total points: $(0.60 \times T(s)) + (0.40 \times 100 \times \text{LEC/EC})$, where T(s) stands for technical score, TH stands for Highest Technical Score, EC stands for Evaluation Cost of the Financial Proposal, LEC stands for Lowest Evaluated Cost of the Financial Proposal.

The proposals will be ranked in terms of total points scored. The proposal with the highest total points will be considered for award of contract and will be called for negotiations, if required.

9. 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 Bidder shall not assign or sublet the contract or any substantial part thereof to any other Bidders, without written consent of the Election Department, Government of Assam.
- d. Technical bids and financial bids will be opened, in the presence of Bidders' representatives (One for each bidder), who wish to be present.

10. Payment Terms, Schedule & Penalty Clause

10.1 Payment Schedule

- a. The payment will be released to the selected bidders on a monthly basis on submission of the invoice. Bidder shall submit the invoice within seven (7) days of each month. Based on the availability of funds, payments will be made.
- b. Payment Terms & production of Invoices -**
Bidder must inform the Election Department prior to starting any event with minimum 24hrs notice to Election Department by email or letter. The Invoice must contain the following as evidence
 - i) Real time Video of recording of all events conducted any part of the State
 - ii) Time Stamped photography of the event/s in any part of the State
 - iii) Post event completion certificate must be signed by the CEO of the District
 - iii) For central event completion certificate must be signed by the designated officer of the Election Department
 - iv) In case the event is conducted at College and any institution, the Head of the Institution must sign the successful completion of event
 - iv) In case bidder morph and produce any photograph & video the bidder will be blacklisted and no bills for any event conducted shall be released
 - v) Bidder also must ensure that video and picture must be free of any virus and malware while producing before the competent authority to examine.
 - vi) Calculation of payment will be based on unit rates quoted in the bid along with applicable tax

Election Department will assess the efficacy of the content and timely responses to the citizen and overall impact. In case of dispute, the decision of the Election Department shall be final and binding and final payment shall be released as per their discretion.

10.2 Penalty Clause

- i) If at any future point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder does not fulfill any of the contractual obligations, the department may take a decision to cancel the contract with immediate effect.
- ii) In case of late services/ no services on a particular day/ day during the contract period, the firm shall be liable to pay a penalty of Rs.1000/- per day which may be deducted from the bidder's payment. If the penalty reaches beyond the PBG value then, department will have the right to cancel the contract at any time without assigning any reason thereof.
- iii) Deliverables will be required to submit as per the timelines set by the Election Department for each assignment. In case there is a delay in the deliverables by 3 working days from the agreed timelines, there will be a penalty of Rs. 1000 /- per day which may be deducted from the bidder's payment of the penalty reaches beyond the PBG value then, Department will have the right to cancel the contract at any time without assigning any reason thereof.
- iv) In case of willful and wrong conduct of any event which may damage the reputation of the Election Department then selected agency's contract shall be terminated within 12 hrs. of report of the case.

- v) The selected bidder is also required to fully protect the personal data and privacy other citizens in the social media platform and shall not use any data generated in any form for any other purposes during the contract period and future. Failure to adhere the clauses if detected shall be dealt strictly as per the provision of the laws of the land.
- vi) The bidder must adhere to all guidelines, instructions in writing and verbal during the election period.
- vii) A detailed agreement shall be entered into with the selected bidder after necessary negotiation.

11. Competent Authority's Right to vary Items/Activities at the Time of Award

The CEO of the Election Department 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.

11.1 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 Government of Assam may appoint an arbitrator, which would be accepted by the bidder. 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 Guwahati. 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.

11.2 Applicable Law

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

11.3 Force Majeure

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

In the event of either party being rendered unable by force majeure to perform any obligation required to be performed by them under the contract, if any concluded, the relative obligation of the part affected by such force majeure lasts. 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 1 week, the Election Department 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.

Time and date of delivery and period of execution shall be essence of the contract. If the Bidder 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, Government of Assam may without prejudice to any other right or remedy available to him to recover damages for breach of the contract: -

- d. Recover from the Bidder as agreed, liquidated damages including administrative expenses and not by way of penalty, as specified in the Clause No. 8.3 (Penalty Clause) and as per the MSA.
- e. Cancel the contract or a portion thereof by serving prior notice to the Bidder
- f. The Government of Assam 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 Government of Assam or take any other action as deemed necessary.

11.4 Bidder Code of Conduct and Business Ethics

Government of Assam is committed to its values & beliefs and business practices to ensure that bidder, 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 and limitation:

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

12. General Terms of Awarding the Contract

12.1 Notification of Award

Prior to the expiration of the validity period, Election Department will notify the successful bidder in writing that its proposal has been accepted. The notification of award will constitute the formation of the contract. Upon the successful bidder's

furnishing of Performance Bank Guarantee (PBG), Election Department will promptly notify each unsuccessful bidder and return their EMD within 30 days of the signing of the contract with the selected bidder.

12.2 Signing of Contract

After the notification of award, Election Department will issue Letter of Intent (LOI). The Bidder shall sign and return to Election Department duplicate copy of the LOI as an acceptance of the LOI within 3 working days from the date of issuance of LOI along with a Performance Bank Guarantee. On receipt of the Performance Bank Guarantee, Election Department shall enter into a contract with the successful bidder. Election Department shall have the right to annul the award in case there is a delay of more than 5 days in signing of the contract, from the date of acceptance of LOI, for reasons attributable to the successful bidder.

12.3 Performance Bank Guarantee (PBG)

The successful bidder at his own expense shall deposit PBG to Election Department, within seven (7) working days from the date of issuance of LoI, an unconditional and irrevocable Performance Bank Guarantee (PBG) from any Nationalized bank to the Election Department, payable on demand, for the due performance and fulfilment of the contract by the bidder.

- a. The Performance Bank Guarantee will be for an amount equivalent to 10% of the total contract value.
- b. PBG shall be invoked in the event the bidder fails to perform the responsibilities and obligations as set out in the RFP to the complete satisfaction, or in case of misrepresentations of facts/information submitted to the Election Department.
- c. The performance bank guarantee shall remain valid for a period of sixty days beyond the date of completion of all contractual obligation of the bidder. In the event of any amendments to Contract, the Bidder shall within 7 days of receipt of such amendment furnish the amendment to the Performance Guarantee as required.
- d. The performance bank guarantee may be discharged/returned by Election Department upon being satisfied that there has been due performance of the obligations of the bidder under the contract. However, no interest shall be payable on the performance bank guarantee.

13. Failure to agree with the Terms & Conditions of the RFP

Without prejudice to above, failure of the successful bidder to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event department may award the contract to the next best value bidder or call for new proposals. In such a case, Election Department shall invoke the PBG and forfeit the EMD.

14. Termination Clause

The Election Department may terminate the contract under the following circumstances:

- i. Where it comes to Election Department attention that the bidder is in a position of actual conflict of interest with the interests of the Election Department in relation to any of terms of the Bid, the RFP or during anytime of the Contract.
- ii. Where the bidder's ability to survive as an independent corporate entity is threatened or is lost owing to any reason whatsoever including inter alia the filing of any bankruptcy proceedings against the bidder, any failure by the bidder to pay any of its dues to its creditors, the institution of any winding up proceedings against the bidder or the happening of any such events that are adverse to the commercial viability of the bidder. In the event of the happening of any events of the above nature, the Election Department shall reserve the right to take any steps as are necessary to ensure the effective transition of the project to a successor and to ensure business continuity.
- iii. **Termination for Default:** The Election Department may at any time terminate the Contract by giving 7 days written notice to the bidder without compensation in the Event of Default on the part of the bidder which may include failure on the part of the bidder in respect of any of its commitments with regard to any part of its obligations under its Bid, the Tender or under this Contract.
- iv. **Termination for Convenience:** The Election Department may by prior written notice sent to the bidder at least 7 days in advance terminate the Contract in whole or in part at any time for its convenience. The notice of termination shall specify that termination is for the Election Department's convenience, the extent to which performance of work under the Contract is terminated and the date upon which such termination becomes effective.

15. Exit Management Clause

15.1 Purpose

- a. This clause sets out the provisions which will apply on expiry or termination of the contract.
- b. In the case of termination of contract due to illegality, department will decide at that time whether, and if so during what period, the provisions of this clause shall apply.
- c. The Parties shall ensure that the irrelative associated entities, authorized representative of or its nominated agencies and the consultant firm carry out their respective obligations set out in this Exit Management Clause. Selected bidder shall submit the exit management plan for this assigned project to the Election Department within 1(One) months of onboard of the bidder.

15.2 Cooperation and Provision of Information: During the exit management period

Promptly on reasonable request by Department, the bidder shall provide access to the copies of all the information held or controlled by it which have been prepared or maintained in accordance with this contract. Such information shall include details pertaining to the services rendered and other performance data. The bidder shall make sure that the newly appointed bidder shall be provided reasonable access to its employees and facilities as required to understand the methods of delivery of works and to assist appropriate knowledge transfer.

ANNEXURE 1: Format for submission of Proposal AUTHORIZATION LETTER

To



Election Department,
4th Floor, C Block, Secretariat, Dispur, Guwahati,
Assam. 781006

Subject: Authorization letter for signing the bid proposal and representing the Bidder

Reference: RFP. NO. Dated.....

Sir,

Kindly refer to your RFP NO.....Dated.....asking for submission of bid proposals for executing the work relating to '**Engagement of an Agency for Social Media Monitoring and Analysis for Election Department, Government of Assam**'. In this matter it is submitted that Mr./Ms._____is hereby authorized to sign the bid proposals (Technical bid and Financial bid) on behalf of our organization. He/ She is also authorized to represent and take decision on behalf of our organization in all the proceedings relating to the RFP under reference. A photocopy of the Power of Attorney vesting such authority in the name of Mr./Ms. _____is enclosed herewith.

Signature is attested below

Specimen signature of the representative Signature of MD

ANNEXURE 2: Bidder Company to provide the following information

SI No	Item	Details
1	Company's name Nature of business Company address	
2	Date of registration	
3	Year of commencement of business	
4	GST registration no.	
5	Income Tax PAN No	
6	Company's name Nature of business Company address	

DETAILS OF PROMOTER/DIRECTORS/CHAIRMAN/MD/SENIOR OFFICIALS OF THE BIDDER COMPANY

Name	Designation	Qualification	With the Company Since	Line of Experience	Contact Details

(Name and Designation) For and on
behalf

Seal

ANNEXURE 3: Compliance sheet for Eligibility Criteria

Bidders are required to submit their response in below provided form in Pre- Qualification Bid.

S/N	Broad Criteria	Specific Requirement	Documentary Proof to be submitted	Compliance (Yes / No)	Reference & Page No.
1	Legal Entity	The bidder must be a company registered in India under the Companies Act 2003 or a Limited Liability partnership firm registered under the prevailing laws relating to partnership in India or a Proprietorship firm operating for the last 3 years in Business.	<ol style="list-style-type: none"> 1. Certificates of incorporation 2. Valid Registration Certificate on the date of submission of bid 3. GST Registration 4. Copy of PAN 		
2	Experience in Social Media Management	The bidder must have experience of execution of at least one comprehensive media management project for any Central Government/State Govt/PSU of value not less than Rs 3 Lakhs.	Bidder should submit any of the following: <ol style="list-style-type: none"> i. Project completion certificate from the client. ii. PO / Work Order issued by the client. iii. Certificate of clients for on-going Projects. 		
3	Turnover, Net Profit & Positive Net Worth (To be submitted in the format given in Annexure 5)	Bidder should have an Average of minimum Rs.15 Lakhs in the last three financial years. (Year: 2017-18, 2018-19 and 2019-20)	Copies of audited balance sheet for the stipulated years and turn over.		
4	Office Location	The Bidder should have an office in Guwahati.	Trade License		
5	Authorized Representative from Bidder (Power of Attorney)	A power of attorney /board resolution in the name of the person signing the bid.	Original Power of attorney /Board resolution copy in the name of the signatory of the bid.		
6	Blacklisting	Bidders should not have been blacklisted by any of the State or Central Government Department/organizations due to any criminal & Cyber offence/ fraudulent practice by any investigating authority or Court of law in the country as on date of bid submission.	A self-declaration in this regard by an Authorized Signatory on the firm/ company's Letter Head.		
7	Earnest Money Deposit (EMD)	The bidders should, furnish as Earnest Money Deposit (EMD) by way of Demand Draft from a Nationalized/ Scheduled Bank as stated.	Attach the original Demand Draft.		

ANNEXURE 4: Compliance sheet for Technical Evaluation

Bidders are required to submit their response in below provided form for Technical Evaluation.

SL No	Criteria	Compliance (Yes/No)	Reference & Page No
1	<p>Past Experience (three years) of similar nature and scale – managing social, digital media of at least 3 platforms concurrently</p> <ol style="list-style-type: none"> 1. Less than 2 projects 2. More than 2 but less than 5 projects 3. More than 5 projects 		
2	<p>Understanding of the Scope of Work & presentation of similar work experience</p> <ul style="list-style-type: none"> ➤ Understanding of the Scope of Work in terms of social media. ➤ Monitoring analytics, intelligence and methodology ➤ Software and Applications proposed for Media Scanning ➤ Solution that will be deployed for the work assignment ➤ Manpower planning & proposed team composition ➤ Knowledge of local languages ➤ Program plan for two months 		
3	<p>On roll resources with mix skill sets– digital marketing, media management and digital advertisement (content writers, social media, online tracking, technical experts, IOT, international protocol, etc.)</p> <ol style="list-style-type: none"> 1. Deployment of Two key resources with minimum 5 years of experience related to media monitoring/ media analysis whose CV will be evaluated and will be based at CEO's office. 2. Additionally, 3 signed CV of professionals to be submitted & all resources should be available in Assam with necessary undertaking about their availability 		
4.	<p>Financial Capabilities</p> <ol style="list-style-type: none"> 1. Rs. 5 lakhs -Rs. 10 lakhs 2. Rs. 10 lakhs – Rs. 15 lakhs 3. Rs. 15 lakhs & above 		

ANNEXURE 5: Format for CV

S/N	Detail	Response								
1	Proposed Position									
2	Name of Firm									
3	Name of Staff									
4	Date of Birth									
5	Education	<table border="1"> <thead> <tr> <th>S No</th> <th>Degree</th> <th>Institution</th> <th>Date</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	S No	Degree	Institution	Date				
S No	Degree	Institution	Date							
6	Membership of Professional Associations/Societies, if Any									
7	No. of Years of Experienceyears								
8	Summary of key training and certifications									
9	Language Proficiency	English, Assamese, Bodo & Bodo								
10	Employment record									
11	Details of Tasks Assigned									
12	Highlight of similar assignment handled									
13	Project									
	Client									
	Key project features in brief									
	Location of the project									
	Designation									
	Responsibilities and activities									

ANNEXURE 6: Financial Indicators of the Bidder Company (in Rupees)

Category	2017-18	2018-19	2019-20
Total income	-	-	-
Net Profit	-	-	-
Net worth			

(Name and Designation) For and on behalf

Seal