

OFFICE OF CHIEF ELECTORAL OFFICER, PUNJAB

**SCO 29-30, SECTOR 17-E,
CHANDIGARH**

TENDER DOCUMENT

NO. 6553 OF 2016-17

FOR:

**“CREATIVE CONTENT DEVELOPMENT AND SOCIAL
MEDIA MANAGEMENT FOR SYSTEMATIC VOTERS’
EDUCATION AND ELECTORAL PARTICIPATION
(SVEEP)”**

Last Date of submission of tender	16 th November, 2016 Up to 12:00 hours
Date of Opening Tender	16 th November, 2016 At 15:00 hours
Venue for submission/ Opening of Tender	Office of the Chief Electoral Officer, Punjab SCO No. 29-30, Sector 17-E, Chandigarh.

Cost of Tender Document:

Rs. 500/- by cash/Demand draft in favour of Deputy Chief Electoral Officer,
Punjab, payable at Chandigarh.

(No cheque will be entertained)

Total Pages: 18

SHORT TENDER NOTICE

Office of Chief Electoral Officer, Punjab

SCO 29-30, Sector 17-E, Chandigarh.

Short Tender Notice

Sealed tenders are invited from registered, experienced and reputed agencies for development and promotion of creatives for social media like facebook, twitter and google +. These are awareness messages in the form of images, video clips etc. to encourage general public for enrollment as voter and for ethical voting. The tender document is available on the official website <http://ceopunjab.nic.in/>. Interested agencies should send their quotations up to 16.11.2016 till 12:00 hours in the O/o of undersigned.

Place: Chandigarh

Date: 07.11.2016

(V.K. Singh, I.A.S.)
Chief Electoral Officer, Punjab

CONTENTS

Acronyms used in the Document

CEO	Chief Electoral Officer
CRM	Customer Relation Management (tool)
ECI	Election Commission of India
INR	Indian Rupee
SVEEP	Systematic Voters' Education And Electoral Participation

1. Tender Schedule

Particulars	Date
Submission of Tender Fees, EMD and Bids	16 th November, 2016 Up to 12:00 hours
Opening of Technical Bid	16 th November, 2016 At 15:00 hours
Opening of Financial Bid	After opening Technical Bid on the same day (i.e. 16 th November, 2016).

- I. Bid to be submitted via Hand Delivery.
- II. Earnest Money Deposit (EMD): Rs.10,000/- (refundable)
- III. EMD is to be paid by Demand Draft in FDR drawn from any Nationalized Bank in favour of "Deputy Chief Electoral Officer, Punjab" and payable at "Chandigarh."
- IV. No. of Creatives: 24 per month.
- V. Increase in viewers: At least 1,00,000 per month.
- VI. The Successful Bidder will be required to remit a **Security Deposit (SD) of 10%** of the final negotiated value of the work in the form of Demand Draft in FDR drawn in favour of "Deputy Chief Electoral Officer, Punjab" and payable at "Chandigarh."
- VII. Tender document can be purchased from O/o. Chief Electoral Officer, Punjab at the cost of Rs.500/- through a demand draft from Nationalized Bank in favour of "Deputy Chief Electoral Officer, Punjab" payable at "Chandigarh" which will be non-refundable. This document can be downloaded from the official website of this department " <http://ceopunjab.nic.in/> " in which case a demand draft of Rs.500/- has to be deposited along with the tender while submitting the tender.
- VIII. No interest will be payable on the EMD and Security Deposit or amount payable to the tenderer under this contract.

2. Scope of Work

2.1 SCOPE

CEO, Punjab, intends to appoint an agency for development of communication strategy and designing of advertisement campaign. The bidder shall be responsible for development of creative's for print and social media. It shall develop concepts and actual creative to encourage general public for registration as voter and to motivate them for ethical voting. The bidder should advise how the campaign can be appropriately placed in local festivals for maximum outreach. The agency is to be appointed on retention basis for 2 months to carry out the following Scope of Work to bring the SVEEP campaign unified and organized in tune with the requirements of the office of CEO, Punjab.

Sr. NO.	TASK	SCOPE
1.	<u>Planning of communicative strategy for Voter education and effective participation in democratic process.</u>	The agency should work out a communication strategy for effective outreach to voters for enhanced and effective participation in democratic process. The company shall chart out advertisement strategy and develop creative's for printing. The actual release will be through the bidder after approval. The bidder should develop concepts for short promotional videos for the campaign.
2.	<u>Media Communication and Advertisement Campaign Strategy</u> to assist the SVEEP campaign in tune with that of the state of Punjab.	To effectively utilize communication strategy for effective delivery of SVEEP campaign. the campaign should have variety and suit specifically use in social media. It should be focused on maximization of participation of hitherto indifferent groups. The details have to be inferred from the available data.
3.	<u>Creation and Maintenance of Social Media Platforms</u> in service of the Communication strategy.	Agency shall create and maintain the official Facebook Page, Twitter handle, Google+, you tube and other relevant social media platforms to dynamically service the Communication Strategy. This will include,

		besides other things, creation and deployment of minimum 24 unique posts (<i>after approval</i>) each month, including widespread share of same. Same posts need to be made available in formats that can be also used in non-digital platform like as banners, hoardings, so as to assist field level of SVEEP campaigns.
4.	<u>Social Media Moderation</u>	The Agency shall moderate and answer all conversations (with prior approval)on the above mentioned platforms as well as tagged conversations happening on other channels across social media. The Moderation shall be done at least 6-8 times daily in order to effectively deal with spam, unauthorized advertisement, inappropriate content etc.
5.	<u>Social Media Monitoring and Perception Issues</u>	The agency shall, using social listening tool such as Microsoft CRM ¹ or other relevant tools (after approval), monitor social sentiment with regard to the electoral registration, SVEEP and Conduct of elections, including Model Code of Conduct.

2.2 Reporting and Personnel

The agency must submit Weekly Reports on the on-going social media campaign

The agency should dedicate a Project Manager who shall be a single point contact at CEO Punjab.

2.3 Language

The content shall be created in Punjabi and English.

2.4 TIMELINES

The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at time 'T' (Issuance of Work Order).

Social Media Management- TIMELINES		
Sr. No.	Deliverables	Timelines
1.	Preparation and Submission of Communication Strategy	T + 5-days
2.	Content Creation and Deployment	5 th day onwards
3.	Moderation and Monitoring of Perception	Continuous Work

Weekly Progress Reports (WPRs) to be submitted every week indicating the activities remaining / completed as against the scheduled tasks / activities.

2.5 Service Level Agreements

A Service Level Agreement shall be entered between the Selected Agency and CEO, Punjab. This agreement shall specify-

- a. The Agency shall submit Analytic Reports of all platforms like Facebook etc. showing the increase of fan followers on weekly basis
- b. Similar growth of online audience / followers / viewers should be visible
- c. Moderation Response Time- the agency shall ensure response time to comments and messages is within acceptable lag.

2.6 Penalty Clause

- a. If the monthly creation numbers are less than 24 creations per month then only payment will be proportional to the number of creative's in addition to a flat penalty of 10% monthly due amount. the company is allowed to cover the shortfall within the subsequent month.
- b. If there is no substantial fan followers (min. 1,00,000 followers should increase per month on Facebook and twitter) happens on Facebook and other platforms then an additional flat 10% amount from the monthly bills shall be deducted

2.7 Payment Terms

- a. The payments for retention fees as quoted in the Financial Bid shall be paid at the end of every month after deducting penalties, if any.

- b. Monthly retainer ship payment will resume only after the acceptance of the Media Communication strategy (TASK 1)

2.8 Two Part Bidding

Bidders should examine all instructions, Terms, Conditions and Technical specifications given in the Tender document. Failure to furnish information required by the Bid or submission of a Bid not substantially responsive in every respect will be at the Bidder's risk and may result in rejection of Bids. Bidders should strictly submit the Bid as specified in the Tender, failing which the bids will be treated as non-responsive and will be rejected.

2.8.1 Technical Bid (Envelope-A)

- a) The Technical Bid format as given in Annexure-I in the Tender shall be filled, signed and stamped on all pages. Errors if any shall be attested by the Bidders. The Technical Bid shall not contain any indications of the Price; otherwise the Bid will be summarily rejected.
- b) The Technical Bids shall be typed, serially numbered, signed and stamped in all pages by the authorized signatory of the Bidder. Any alternations, deletions or overwriting shall be attested with full signature of the authorized signatory.

The Technical Bid with supporting documents and the EMD cover should then be put in a separate cover and sealed appropriately. The Technical Bid cover should be super scribed as **“TECHNICAL“Creative content development and Social Media Management for Systematic Voters’ Education and Electoral Participation (SVEEP)”**

- a) (Envelope-A); Tender No. _____ Due on _____. The “FROM Address” and “TO Address” should be clearly written in the cover otherwise the Bid is liable for rejection.

2.8.2 Price Bid Form (Envelope-B)

- a) All the Price items as asked in the Tender should be filled in Annexure-II the Price Bid Format as given in the Tender.
- b) The Price Bid Form should not contain any conditional offers or Variation clauses, otherwise the Bids will be summarily rejected.
- d) The Prices bid shall be only in **INR** terms. The tender is liable for rejection if Price Bid contains conditional offers.
- e) The Price Bid shall be typed and shall be signed by the authorized signatory in all pages. Any alterations, deletions or overwriting shall be attested with full signature of the authorized signatory.
- f) Price Bid shall be placed in sealed separate covers and super scribed as Price Bid and then only should be placed in (Envelope-B) and sealed appropriately. The Price Bid cover shall be superscribed as **“PRICE BID“Creative content development and Social Media Management for Systematic Voters’ Education and Electoral Participation (SVEEP)”**
- g) (Envelope-B) – Tender No._____ Due on_____. The “FROM Address” and “TO Address” should be clearly written in the cover otherwise the Price Bid is liable for rejection.

2.8.3 Outer Cover

The Technical Bid cover including EMD cover (Envelope-A) and Price Bid cover (Envelope-B) shall then be put in a single outer cover and sealed appropriately by use of sealant. The outer cover shall be super scribed as:

“Creative content development and Social Media Management for Systematic Voters’ Education and Electoral Participation (SVEEP)”

3. Eligibility and Bid Evaluation

3.1 Eligibility

The Bidder(s) should meet the following Eligibility Criteria in technical terms to participate in the Tender.

Technical Eligibility	<p>The Bidder must meet the following minimum qualifications as on date of submission of the Proposals.</p> <ol style="list-style-type: none">1. The Bidder must have an office in Punjab or Chandigarh2. Should not hold any sanction / black-listing by any government / quasi government agency or any Multi-Lateral Donor Body (World Bank, ADB, JICA, etc.) persisting on the last due date of receipt of tender3. The Bidder should have had minimum of 5 clients in the last three years that were serviced with the social media management. <i>Please attach relevant project citations mentioning the project title, the value of the contract, the contract duration, the number of personnel deployed, and project work order / completion certificates.</i>4. Should have valid Service Tax Registration. <i>Please attach a copy of the PAN and the Service Tax Registration.</i>5. The bidder should submit documents related to their best 5 works in last 3 years, which will be evaluated by scrutinising committee of CEO Office. <p><i>BIDS THAT ARE FOUND RESPONSIVE AND QUALIFY ON ALL THE ELIGIBILITY CONDITIONS HERE SHALL ONLY BE CONSIDERED FOR TECHNICAL EVALUATION.</i></p>
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3.2 TECHNICAL EVALUATION

The Technical Evaluation shall be based on the parameters and weightages as mentioned in the Table below.

Sr. No. (a)	Parameters (b)	Detail of work & experience (c), [Related to (b)]	Maximum Marks
1.	<p>The Bidder should have had minimum 5 projects in the last three years that were serviced with the social media management taken to the scope of work here.</p> <p>(20 marks 5 project; 1.5 marks for each additional project over and above 5)</p>		35
2.	<p>Approach & Methodology including but not limited to the following:</p> <ul style="list-style-type: none"> • Understanding of Project and Scope of Work as in how the strategy would aim to achieve <ul style="list-style-type: none"> ✓ High Electoral Registration ✓ Ethical voting ✓ Exercising democratic right etc. • innovativeness of advertisement campaign • Ideation and Moderation Strategy with media platforms 		40
3.	<p>Team Composition (<i>Experience of the team members pledged for the work:</i> <i>25 marks for more than 5 years experienced resources, in case less than 5 years experience, 5 marks for each completed year of experience will be awarded</i>) Attach necessary documents for this.</p>		25
	TOTAL MARKS (*TECHNICAL SCORE)		100

NOTE: The Technical Proposal must not include any financial information failing which the Proposal will be rejected.

- Evaluation Committee may, at its discretion, call for additional information from the bidder.
- For calculating the Technical Score (TS) the individual marks, specified above will be summed up.
- In order to qualify technically, a Proposal must secure minimum TS of 80.
- **Only technically qualified Proposals shall be considered for Financial Bid Opening.**

3.3 Evaluation of Financial Bids

FINANCIAL BID

a.	b.	c.	d.	e.
Sr. No.	Parameters	Unit	Cost	Total Cost including service tax (for 2 months)
1.	Media Communication strategy	Lump sum		
2.	Charge as a retainer	Monthly		
TOTAL PROJECT COST				

L1 shall be the bidder with lowest project cost.

NOTE:

**This Financial Bid has to be printed on the Letterhead of the Bidder and duly stamped and signed.*

**all costs quoted shall be in Indian Rupees*

all costs quoted shall be **inclusive of applicable taxes*

**if there is discrepancy of amount mentioned in Figures and Words then the amount mentioned in Figures shall be considered as Final*

3.4 Award of Contract

- L1 Bidder will be declared as a Successful Bidder and contract will be signed with him.

In case CEO, Punjab finds that the Successful Bidder is unable to supply the services as per the conditions, or within the time period fixed, then he will be at liberty to cancel the order of work after giving due opportunity to the agency.

- No dispute can be raised by any Bidder whose Bid has been rejected and no claims will be entertained or paid on this account.

3.5 Chief Electoral Officer (CEO), Punjab, reserves the right to:

- Negotiate with the Bidder whose offer is the lowest evaluated price for further reduction of prices.

- b. Insist on quality / specification of the Professionals to be deployed.
- c. CEO reserves its right to withhold any amount for the deficiency in the services provided to the customers.

4. Execution of Work

4.1 Acceptance of Tender and Withdrawals

The final acceptance of the tender is entirely vested with this department which reserves the right to accept or reject any or all of the tenders in full or in parts without assigning any reason whatsoever. **The Tender Accepting Authority** may also reject all the tenders for reasons such as change in Scope, Specification, lack of anticipated financial resources, court orders, calamities or any other unforeseen circumstances. After acceptance of the Tender by this department, the Successful Bidder shall have no right to withdraw their tender or claim higher price.

4.2 Letter of Acceptance (LOA)

After acceptance of the Tender, a Letter of Acceptance (LOA) will be issued to the Successful Bidder.

4.3 Payment of Security Deposit (SD)

The Successful Bidder will be required to remit a **Security Deposit (SD) of 10%** of the final negotiated value of the work

Execution of Contract

- a) The Successful Bidder should execute a Contract in the non-judicial Stamp Paper bought in Punjab/Chandigarh in the name of the Bidder **within 7 days from the date of Letter of Acceptance issued by the CEO** with such changes/modifications as may be indicated by CEO at

the time of execution on receipt of confirmation from CEO.

- b) The Successful Bidder shall not assign or make over the contract, the benefit or burden thereof to any other person or persons or body corporate for the execution of the contract or any part thereof without the prior written consent of CEO. CEO reserves its right to cancel the work order either in part or full, if this condition is violated. If the Successful Bidder fails to execute the agreement, the SD of the Successful Bidder will be forfeited and their tender will be held as non-responsive.
- c) The expenses incidental to the execution of the agreement should be borne by the Successful Bidder.
- d) The conditions stipulated in the agreement should be strictly adhered to and violation of any of the conditions will entail termination of the contract without prejudice to the rights of CEO and CEO also have the right to recover any consequential losses from the Successful Bidder.

Release of Work Order

After execution of the Contract and payment of Security Deposit, **Firm Work Order** for the work shall be issued by the CEO.

Refund of EMD

The EMD amount paid by the Successful Bidder will be adjusted towards Security Deposit payable by them. The EMD amount of the Unsuccessful Bidder will be refunded after finalization and signing of Contract Agreement with the Successful Bidder.

Release of SD

The Security Deposit will be refunded to the Successful Bidder on completion of entire supply of service, and at the end of the contract period, including extended period, if any, subject to satisfaction of CEO. Such completion would be arrived at when the entire service is rendered by the Successful Bidder(s) as per the Contract Agreement and as per Work Order(s) issued by CEO.

4.4 Forfeiture of EMD and SD

- a) If the Successful Bidder fails to remit the SD, the EMD remitted by them will be forfeited to CEO and the tender will be held void. This is in addition to any steps taken for blacklisting of the company from providing services to CEO and/or other state government entities.

- b) If the Successful Bidder fails to act up on to the tender conditions or backs out from the contract, the SD mentioned above will also be forfeited to CEO. . This is in addition to any steps taken for blacklisting of the company from providing services to CEO and/or other state government entities.

4.5 Termination of Contract

(a) Termination of default

CEO may without prejudice to any other remedy for breach of contract, by written notice of default with a notice period of 7 days, sent to the Successful Bidder, terminate the contract in whole or part, (i) if the Successful Bidder fails to deliver any or all of the items or services within the time period(s) specified in the Contract, or fails to supply the items/service as per the Delivery Schedule or within any extension thereof granted by CEO; or (ii) if the Successful Bidder fails to perform any of the obligation(s) under the contract; or (iii) if the Successful Bidder, in the judgment of CEO, has engaged in fraudulent and corrupt practices in competing for or in executing the Contract, or has indulged in actions to the breach of the security and confidentiality of the electoral data base and sharing of the private information of the electors, be it textual or photographic.

(b) Termination for Insolvency

CEO may at any time terminate the Contract by giving written notice with a notice period of 7 days to the Successful Bidder, if the successful bidder becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the Successful Bidder, provided that such termination will not prejudice or affect any right of action or remedy that has accrued or will accrue thereafter to CEO.

4.6 Execution of Work Order

The Successful Bidder should nominate and intimate the CEO for a Manager for Single Point of Contact (SPOC), who should be responsible for effective delivery of work complying with all the terms and conditions. The Successful Bidder should ensure that the said Manager fully familiarizes herself/himself with the Tender Conditions, Scope of Work and deliverables.

4.7 Assigning of Tender whole or in part

The Successful Bidder shall not assign or make over the contract, the benefit or burden thereof to any other person or persons or body corporate. The Successful Bidder **should not** under-let or sublet to any person(s) or body corporate for the execution of the contract or any part thereof.

4.8 Other Conditions

- a) The final decision would be based on the technical capacity and pricing of the Bidder.
- b) CEO reserves the right to reject any or all the tenders without assigning any reason, to relax or waive any of the conditions stipulated in the terms and conditions of tender as deemed necessary in the best interests of CEO for good and sufficient reasons.

TECHNICAL BID FORMAT

(To be submitted in Envelope- "A")

The Technical Evaluation shall be based on the parameters and weightages as mentioned in the Table below.

Sr. No.	Particulars	Particulars to be filled by the Bidder
1.	Name of the firm and Registration No.:	
2.	Correspondence Address	
3.	Telephone/ Mobile No. With STD code/ E-mail ID wherever applicable	
4.	Registered office location (Please enclose of municipal certificate/electricity bill/ telephone bill in the name of company)	
5.	PAN/ TAN details	
6.	Bank Account No. And name of the Bank Branch.	
7.	Number and date of receipt vide which tender form was purchased. (Attach copy of receipt)	
8.	Bank Draft No. And Date for Rs. 500/- towards tender fee in case downloaded from official website.	
9.	Proof of annual turnover duly certified by chartered Accountant firm for 2013-14, 2014-15 and 2015-16.	
10.	EMD details (DD No., dated and name of the issuing bank)	
11.	Attach self declaration on Rs. 5/- stamp paper by the bidder that he or this firm has not been black listed by any Central/ State Government.	

In addition to above, the following parameters must be filled by the bidder:-

Sr. No. (a)	Parameters (b)	Detail of work & experience (c) [Related to (b)]
1.	The Bidder should have had minimum 5 projects in the last three years that were serviced with the social media management taken to the scope of work here. (20 marks 5 project; 1.5 marks for each additional project over and above 5)	

2.	<p>Approach & Methodology including but not limited to the following:</p> <ul style="list-style-type: none"> • Understanding of Project and Scope of Work as in how the strategy would aim to achieve <ul style="list-style-type: none"> ✓ High Electoral Registration ✓ Ethical voting ✓ Exercising democratic right etc. • innovativeness of advertisement campaign • Ideation and Moderation Strategy with media platforms 	
3.	<p>Team Composition(<i>Experience of the team members pledged for the work:</i> <i>25 marks for more than 5 years experienced resources, in case less than 5 years experience, 5 marks for each completed year of experience will be awarded) Attach necessary documents for this.</i></p>	
	<p>TOTAL MARKS (*TECHNICAL SCORE)</p>	

Signature of the Tenderer /
Bidder along with Stamp

FINANCIAL BID FORMAT
(To be submitted in Envelope- "B")

a.	b.	c.	d.	e.
Sr. No.	Parameters	Unit	Cost	Total Cost including service tax (for 2 months)
1.	Media Communication strategy	Lump sum		
2.	Charge as a retainer	Monthly		
	TOTAL PROJECT COST			

Signature of the Tenderer /
Bidder along with Stamp

