

Request For Proposal For Selection of Vendors For Social Media Agency

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1. Introduction

1.1 M/s. Stark Communications Pvt Ltd has been mandated the creative's duties including Marketing, Media and Promotions of Department of Tourism, Government of Karnataka. With regard to the same, M/s Stark Communications Pvt Ltd wishes to select vendor for the execution/implementation of the identified tasks for an initial period of 1 year (the "Service) in the 'Social Media Agency' category. In case the performance of the agency is satisfactory then the contract shall be extendable for a period of another 1 year on the agreed Technical and Financial terms and conditions (Contract Conditions for the 1 year shall be replicated for the 2nd year) .

1.2 The scope of services to be provided by the Agency as described below is general but is not exhaustive i.e. does not mention the entire incidental services required to be carried out. The services shall be provided all in accordance with true intent and meaning, regardless of whether the same may or may not be particularly described, provided that the same can be reasonably inferred there from.

1.3 M/s Stark Communications Pvt Ltd invites proposals for selection of the eligible Social Media agency fulfilling the eligibility criteria as specified in this Selection document for the Services to be rendered for Dept of Tourism, Government of Karnataka.

1.4 M/s Stark Communications Pvt Ltd shall upon evaluation of the proposals submitted by the interested Agencies. M/s Stark Communications Pvt Ltd after due consideration of all relevant factors, shall finalize an agency for social media promotion in various platforms (like Facebook, Twitter, YouTube, Instagram, Pinterest, blogs and the like) for Department of Tourism.

1.5 The Agency selected in accordance with this Document will be invited to perform the Services with respect to promotion of Department of Tourism in various social media platforms.

2. Scope of work: The selected agency shall perform the following activities/tasks but not limited to

2.1 Create and maintain social media platforms for Department of Tourism

The selected agency shall create/ take over existing platforms for Department of Tourism not limited to Facebook, Twitter, You Tube, Flicker, Instagram, blogs etc and newer platforms that is deemed fit.

2.2 New and improved look

The selected agency will adopt all social media platforms with a new look and feel, updating with new creatives, event participation, etc.

2.3 Updates

The selected agency will be responsible for daily updates and disseminating informative/ promotional updates in the form of data, pictures, unique trivia's, interviews, quiz for subscribers, contest, TVCs, videos, etc in consultation with Stark Communications/ Department of Tourism and both English & Kannada and any other additional languages prescribed by DoT based on need. There should be minimum of 4 posts/ tweets per day in Facebook/Twitter/Instagram platforms (not less than 100 posts/ tweets per month cumulatively).

2.4 User engagement

The selected agency will be responsible for daily engagement with user/ subscribers with respect to answering queries, surveys, quizzes etc in consultation with M/s Stark Communications/ Department of Tourism and both English & Kannada and any other additional languages prescribed by DoT based on need. All queries received across all platforms, which needn't require inputs from M/s Stark Communications/ Department of Tourism to be replied within 12 hours; all queries that require more information/ consultation must be replied to within 2 working days.

2.5 Campaign management

The selected agency shall set and manage publicity campaigns/ ads/ fairs and festivals as required by M/s Stark Communications/ Department of Tourism. There will be minimum of 2 campaigns per month (not less than 20 campaigns per year).

2.6 Security

The selected agency shall moderate all platforms with regular frequency in order to deal with spam, illegal ads, inappropriate content etc.

2.7 Media tracking

The selected agency shall use a good industry standard monitoring tool to analyze user comments/ remarks about Karnataka in various other media like newspapers, blogs, magazines etc

2.8 Result Oriented

The selected agency shall under take all activities on the social media platforms such that they are result oriented. All works should show a positive outcome like likes, shares and reviews on other 3rd party sites.

2.9 Social Media Report

The selected agency must submit monthly reports on the works undertaken in various platforms and the effectiveness of such social media strategy. Submit a detailed analysis on the steps undertaken for overall promotion of Department of Tourism and the subsequent results achieved.

2.10 Team

The selected agency must Selected agency must assign one staff for DoT who will be responsible for coordination.

3. Submission of Proposals:

3.1 The proposals shall be submitted in two parts viz., "Technical" and "Financial" and should generally follow the Forms given in clause 14 (Formats to be submitted).

3.2 The "Technical" and "Financial" proposals must be submitted in two separate sealed envelopes (with respective marking in bold letters) following the formats/schedules given in clause 14 (Formats to be submitted). The first envelope marked "**Technical Proposal**" should include the description of the firm/organization, the firms' general experience in the field of assignment, the qualification and competency of the personnel proposed for the assignment and the proposed work plan, methodology and approach in response to suggested terms of reference. The first envelope should not contain any cost information whatsoever. The second envelope marked "**Financial Proposal**" and warning: "**Do Not Open with the Technical Proposal**" must also be sealed with sealing wax and initialed across the seal and should contain the detailed price offer for the services. In case the financial proposal is enclosed in the technical proposal then the proposals submitted by the agency shall be rejected.

3.3 The interested Applicants meeting the eligibility criteria specified in **clause 5.1 prequalification criteria** may submit their Technical and Financial proposals along with requisite documents. Both the sealed envelopes should again be placed in a sealed cover (marked as **proposal for Social Media Agency**) which will be dropped in the tender box placed in the Office of the Department of Tourism, No.49, 2nd Floor, Khanija Bhavan , Race Course Road, BANGALORE - 560 001, **up to 1500 hours on 24th April 2017** . The tenders received by Post/e-mail or any other mode, other than in person submission shall not be considered for evaluations and no such claims will be entertained.

3.4 For any queries/ clarifications, please mail to **patodirectortourism@gmail.com**.

4. Opening of Proposal

The proposal (first envelope containing Technical Proposal only) will be opened by the Client or his authorized representative in his office at **1530 hours on 25th April 2017** in presence of such agencies or their authorized representative who may choose to be present. It may please be noted that the second envelope containing the Financial Proposal will not be opened until evaluation of Technical Proposal has been completed and approved.

5. Evaluation of Proposals

A two-stage procedure will be adopted in evaluating the proposals with the technical evaluation being completed prior to opening of financial proposals. The technical proposals will be evaluated using the following criteria:

5.1 Prequalification Criteria:

The Applicants must read carefully the minimum conditions of eligibility/ the Conditions of Eligibility provided herein. Applications of only those Applicants who satisfy the following Conditions of Eligibility will be considered for evaluation.

1. The Applicant should be a "Single Business Entity". A Single Business Entity shall mean

- A company incorporated under Companies Act, 1956/2013. If so furnish copy of the certificate of incorporation and memorandum of association as a proof of identity.
- A sole proprietorship firm registered under the Proprietorship Act, 1908. If so furnish copy of the registration certificate, Sales/VAT registration/Service tax or IT returns for the last three financial years
- Partnership firm registered under the Indian Partnership Act, 1932. If so furnish a copy of the IT returns for the last three financial years, copy of the registration certificate under the registrar of firms and a copy of the partnership deed
- Limited Liability Partnership Firm registered under Limited Liability Partnership Act, 2008. If so furnish copy of the registration certificate, Sales/VAT registration/Service tax or IT returns for the last three financial years

2. The Applicant should have an office in Bengaluru. Documentary support such as copy of the latest telephone bills, ownership/lease/rental agreement or any other documentary proof has to be submitted for having an office in Bengaluru. In case the selected agency does not have an office in Bengaluru then, within 30 days of issue of letter of award shall establish a branch office in Bengaluru.

3. The Applicant should not be barred from performing any service by any Government body/ judiciary (local/ state/ central). It should have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Applicant, nor been expelled from any project/provision of service or contract nor have had any contract terminated for breach by such Applicant.

4. The Applicant should demonstrate financial capacity of having a minimum Average Annual Turnover of at least Rs.1,00,00,000/- (Rupees One Crore Only) over a period of 3 (three) completed financial years preceding the Application Due Date (i.e FY 2013-14, 2014-15, 2015-16).

- Financial Capacity of parent/subsidiary/associate company (ies) of the Applicant would not be considered for the purpose of evaluation
- Audited annual financial statements for the financial year i.e FY 2013-14, 2014-15, 2015-16 to be attached
- Certificate from an Independent/ Statutory Auditor to be attached

5. Experience

- The agency should have experience of managing at least three Social media platforms in undertaking promotion works for clients.
(Proof such as work orders/ completion certificate with grabs of actual promotional works in social media platforms soft copy have to be mandatorily attached to the Technical Proposal)

6. Key Personnel

- The agency should also provide the CVs of key personnel (as per Form 5) of the Project Manager, Content, Social media analysts and any other relevant personnel if needed. Minimum education qualification

Sl No	Position	Educational Qualification	Experience
1	Project Manager	He/She should be at least be a Graduate	Should have experience of minimum 5 years in this domain
2	Content Developer	He/She should be at least be a Graduate	Should have experience of minimum 3 years as content writer
3	Social Media Analyst	He/She should be at least be a Graduate	Should have experience of minimum 3 years as Social Media Analyst

Note: 1. Curricula Vitae of key personnel in each discipline for assessing the qualifications and experience of the personnel proposed to be deployed for the assignment should be included with the proposal in the format of the sample curricula vitae.

2. The CV shall be signed by the corresponding key personnel and authorized representative of the agency.

The agencies meeting the requisite pre qualification criteria shall be considered for further evaluation and awarding of marks.

5.2 Evaluation of Experience of the Applicant

Sl No	Parameter	Criteria	Marks
1	Annual Average Turnover (2013-14, 2014-15, 2015-16)	At least 1 Crore = 10 marks. More than 1 Crore = 2.5 marks for each additional 1 crore subject to the maximum of 10 marks	20
2	Experience of managing different social media platforms for clients. (Cumulative value of assignment (in Rs) to be Minimum 25 Lakhs) (2013-14, 2014-15, 2015-16)	At least 3 (Facebook, Twitter and any other platform)= 20 marks More than 3 = 5 marks for each additional Social Media Platform subject to maximum of 10 marks	30
3	Experience of managing social media platforms for tourism related clients. (2013-14, 2014-15, 2015-16)	At least 1 Tourism related client = 10 marks More than 1 Tourism related clients = 5 marks for each additional Tourism related clients subject to maximum of 10 marks	20
4	Key people	Project manager, Social media analysts, Content developer	30

5.3 M/s Stark Communications Pvt Ltd reserves the right to seek original documents for verification of any of the documents or any other additional documents upon opening of the Applications.

6. Deciding the Award of Contract

The decision of the award of the contract would be made as under:

(i) Technical proposals scoring not less than 70% of the total points/marks will only be considered for further evaluation.

(ii). The Client shall notify the consultants that have secured the minimum qualifying mark, indicating the date and time set for opening of the Financial Proposals. The notification may be sent by electronic mail only;

(iii) The Financial Proposals shall be opened publicly in the presence of the agencies/representatives who choose to attend. M/s Stark Communications Pvt. Ltd will select the lowest proposal ('evaluated' price). The selected agency will be invited for award of work.

7. Notwithstanding anything contained in this Document, M/s Stark Communications Pvt Ltd reserves the right to accept or reject any Application and to annul the Selection Process and reject all Applications, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof with consent of DoT.

8. You are requested to hold your proposal valid for 90 days from the date of submission without change in the personnel proposed for the assignment and your proposed price. M/s Stark Communications Pvt Ltd will make its best efforts to select a firm within this period.

9. Please note that the cost of preparing a proposal including visits if any is not reimbursable as a direct cost of the assignment.

10. Terms of Payment:

- i) The selected agency shall submit of invoice to M/s Stark Communications Pvt. Ltd along with the report on the activities undertaken on the social media platform. The selected agency shall be paid after verification of invoice and report.
- ii) In case the posts/tweets on three Social Media Platforms (Facebook, Twitter, Instagram) exceeds the targeted cumulative 100 posts/tweets per month, then the cost per additional tweets shall be paid on prorata basis.
- iii) Please note that the remuneration which you receive from this assignment will be subject to normal tax liability as per rules.

11. Termination

The M/s Stark Communications Pvt. Ltd may terminate this Contract, by not less than thirty (30) days' written notice of termination to the selected agency, to be given after the agency is unable to perform any of the Services /material portion /Service in full as described in the RFP .

12. Obligations of the Selected Agency:

The selected agency shall perform the Services and carry out their obligations here under with all due diligence, efficiency and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The selected agency shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to the Client, and shall at all times support and safeguard the Client's legitimate interests in any dealings with Sub- Consultants or third parties.

13. Indemnify the Client:

The selected agency shall indemnify and hold harmless the Department of Tourism , Government of Karnataka against any and all claims, demands and/or judgments of any nature brought against the Department of Tourism , GoK arising out of the Services by

the selected agency and its staff under the Contract with M/s Stark Communications Pvt. Ltd. The obligation under this Clause shall survive the termination of the Contract.

14. Formats to be submitted:

The agency must submit the below formats

a) Technical Proposal

- Form 1 – Letter of Proposal
- Form 2 – Details of Applicant
- Form 3 – Experience of Applicant
- Form 4 – Financial Capacity
- Form 5 – Key personnel

b) Financial Proposal

- Form 6 – Financial Proposal Submission Form
- Form 7 – Summary of Costs

Form I – Letter of Proposal

(In the letterhead of the applicant)

Date:

To,
M/s Stark Communications Pvt Ltd
1142, 1st Cross, 12th Main, HAL 2nd Stage,
Indiranagar
Bengaluru 560008

Dear Sir,

Sub: Selection Of Vendor (Social Media Agency) For Social Media Agency – regarding technical proposal.

1. With reference to your RFP document dated 1st April 2017, We, having examined the Documents and understood their contents, hereby submit our Proposal for the aforesaid Service. The Proposal is unconditional and unqualified.
2. All information provided in the Proposal and in the Appendices is true and correct.
3. We shall make available any additional information necessary or required to supplement or authenticate the Bid.
4. We acknowledge the right of M/s. Stark Communications Pvt Ltd to reject our Proposal without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
5. We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to invite the Bidders to bid for the Services, without incurring any liability to the Bidders.
6. We hereby irrevocably waive any right which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by M/s. Stark Communications Pvt Ltd in connection with the selection of the Bidder, or in connection with the Selection Process itself, in respect of the above mentioned activities and the terms and implementation thereof.

7. We agree and undertake to abide by all the terms and conditions of the Bidding Document.

In witness thereof, we submit this Proposal under and in accordance with the terms of the RFP document.

Yours faithfully,

Date:

(Signature)

Place:

Name and designation of the signatory)

Name and seal of Bidder

Form 2- Details of Bidder
(In the letterhead of the applicant)

Name of the Applicant	:	
Status of Applicant	:	Company/ Sole Proprietorship/ Partnership
Address of the corporate headquarters and its branch office in Bengaluru	:	Headquarters Bengaluru:
Income Tax PAN No.	:	
Service Tax/ Sales/ VAT Registration No	:	
Experience (in years)	:	
Manpower Details	:	
Details of any law suits in India/ Abroad	:	

Brief description of the Company including details of its main lines of business and proposed role and responsibilities in this Project.

Particulars of the Authorised Signatory of the Bidder:

Name :
Designation :
Company :
Address :
Phone Number :
Email :
Fax Number :

Note: 1. All fields above need to be mandatorily field

2. Please attach the relevant documents as below

A company incorporated under Companies Act, 1956/2013. If so furnish copy of the certificate of incorporation and memorandum of association as a proof of identity.

A sole proprietorship firm registered under the Proprietorship Act, 1908. If so furnish copy of the registration certificate, Sales/VAT registration/Service tax or IT returns for the last three financial years

Partnership firm registered under the Indian Partnership Act, 1932. If so furnish a copy of the IT returns for the last three financial years, copy of the registration certificate under the registrar of firms and a copy of the partnership deed

Limited Liability Partnership Firm registered under Limited Liability Partnership Act, 2008. If so furnish copy of the registration certificate, Sales/VAT registration/Service tax or IT returns for the last three financial years

A copy of the latest telephone bills, ownership/lease/rental agreement or any other documentary proof for showing office in Bengaluru

Income Tax PAN

Service Tax/ Sales/ VAT Registration certificate

Form 3 – Experience of the Bidder
For Assignments during 2013-14, 2014-15, 2015-16

(In the letterhead of the applicant; separate forms for each assignment)

Name of the Assignment	
Name of the Client	
Address of the Client and contact details	
Value of the Assignment (in Rs)	
Date of commencement of Service	
Date of completion of Service	

Note: Proof of work orders/ completion certificate with screen grabs of actual promotional works in social media platforms soft copy would have to be attached

Form 4 – Financial Capacity/ Turnover

2013-14, 2014-15, 2015-16

(In the letterhead of the applicant)

Type of Bidder	2013-14	2014-15	2015-16	Total
Company/ Sole Proprietor / Limited Liability Partnership Firm				

- Note: 1. Financial Capacity of parent/subsidiary/associate Company (ies) of the Applicant would not be considered for the purpose of evaluation.
2. Audited annual financial statements for the financial year i.e FY 2013-14, 2014-15, 2015-16 to be attached.
3. Certificate from a Independent/ Statutory Auditor to be attached.

Form 5 – Curriculum Vitae of Key Personnel

1	Name of Personnel	
2	Date of Birth	
3	Nationality	
4	Educational Qualifications	
5	Employment Record: (Starting with present position, list in reverse order every employment held.)	
6	List of assignments on which the Personnel has worked and the role/ designation of the personnel (details of the name of assignment and Description of responsibilities)	
7	Details of any awards received by the personnel	
8	Details of the current assignment and the time duration for which services are required for the current assignment.	

Certification:

- I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications and my experience.

Date: _____

Place: _____

(Signature and name of the Key Personnel)

Seal

FORM 6. FINANCIAL PROPOSAL SUBMISSION FORM

[Location, Date]

FROM: (Name of Consultant)

To,

M/s Stark Communications Pvt Ltd
1142, 1st Cross, 12th Main, HAL 2nd Stage,
Indiranagar
Bengaluru 560008

Sir/Madam,

Subject: **Selection Of Vendor (Social Media Agency) For Social Media Agency**– regarding Financial Proposal.

We, the undersigned, offer to provide the services for the above in accordance with your Request for Proposal. Our attached financial proposal is for the sum of[Amount in words and figures] only.

- a) The Contract amount for the Services to be incurred by the Agency in carrying out the Services as per the TOR.
 - b) The contract amount is inclusive of service tax and all other applicable taxes.
1. I/ we agree that my/our Financial Proposal shall remain valid for a period of 90 (Ninety) days from the Bid Due Date prescribed for submission of Proposal.
 2. I / we confirm that our Financial Proposal is unconditional and that we accept all terms and conditions specified in the RFP.
 3. I / we agree to be bound by this offer if we are the Selected Bidder for the aforementioned Project.

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations.

We understand you are not bound to accept any Proposal you receive.

We remain,

Authorised Signatory:
Name and Title of Signatory:

Name of the Agency:

Address:

Form 7 – Summary of Costs
(In the letterhead of the applicant)

Particular	Amount
Retainer fee per month	
Service Tax	
Total	

Note:

- Financial bid amount will be considered only if the applicant is eligible in all criteria mentioned in the tender document
- All amount should be in INR

Date: _____

Authorised Signatory:
Name and Title of Signatory:

Name of the Agency: