**Proposed Tender for**

**Hiring of Agency for Conversion of Training Content to Various Media/Social Media Platforms**

# Haryana Institute of Public Administration, Gurugram

**Subject: Inviting for Expression of Interest (EOI) for Hiring of Agency for Conversion of Training Content to Various Media/Social Media Platforms**

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The HIPA, Gurugram invites EOI for **Hiring of Agency for Conversion of Training Content to Various Media/Social Media Platforms.** Key Dates and information pertaining to this NIT are as under:

|  |  |
| --- | --- |
| Name, Designation, and address of the authority to whom the bids have to be submitted | Director General,HIPA, Gurugram |
| Mode for submitting the bids | Online Submission only |
| Venue, date and Time of the Pre-bid Meeting |  |
| Start Date |  |
| Closing date & time for submission of bids. |  |
| Venue, date & time for opening of Technical Bids | HIPA, Gurugram |
| Venue, date & time for Technical Presentation by all bidders | HIPA, Gurugram |
| Date of publication of names of technically qualified Bidders after examination of Technical Bids | After 3 working days from completion of technical presentations  |
| Opening of Financial Bids | Haryana Institute of Public Administration,76, HIPA Complex, Sector 18, Gurugram-122015 |
| Bid Amount |  |
| Amount of Earnest Money Deposit  | Rs. 30000/- |
| Bid Validity Period | 120 days from the date of opening of the Bids |

Technical Bids and Financial Bids, as per the instructions contained in the Tender Document must be submitted separately through online only.

**Proposed Tender Document for**

**Hiring of Agency for Conversion of Training Content to Various Media/Social Media Platforms**

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1. **Scope of Work:** Details of Scope of Work, Deliverables and Timelines are as per this Tender Document.
2. **Submission of Tenders**: Two bid (Technical & Financial) system.
3. Technical and Financial bids should be submitted separately.
4. **Technical Bid** should be submitted in the prescribed format as per **Annexure IV** containing Earnest Money Deposit as prescribed and information/documents as mentioned in this Tender Document duly completed in all respects, signed and stamped at all pages but without indicating the rates quoted.
5. **Financial Bid** containing price bid should be submitted in the prescribed format as per **Annexure V.** Further information relating to submission of Financial Bids may be referred of this Tender Document.
6. Bid is to be submitted online only.
7. Tenders received after prescribed closing time shall not be accepted under any circumstances.
8. Bids received in the format prescribed in this tender document shall only be considered. Bidders have to furnish the Technical and Financial Bids only in the prescribed forms as per Annexure IV and Annexure V, respectively. Bids not received in prescribed format shall be rejected and no correspondence in this regard will be entertained.
9. **Earnest Money Deposit**
10. An amount of Rs. 30000/- (Rupees Thirty thousand Only) shall be submitted by online
11. Bids received without EMD shall be summarily rejected.
12. EMD has to remain valid for a period of 45 days beyond the final bid validity period.
13. EMD of the successful tenderer shall be released only after submission of Performance Security of specific amount prescribed in this Tender Document.
14. EMD of the tenderers who fail to honour the bid in prescribed time limit shall stand forfeited. No representation in this regard shall be entertained by the Department.
15. No interest will be paid by the Department for not releasing the EMD amount within the tender validity period or at any circumstances.
16. EMD will be returned to unsuccessful tenderers immediately after the completion of the tendering process.
17. Exemption from submitting EMD: Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) will be exempt from submission of the EMD. However the MSE bidder has to enclose the documentary proof of its SME status.
18. **Eligibility, Essential Competencies & Details to be furnished in the Technical Bid**
19. Agency should have experience in the field of social media communications management as well as experience of content writing and Graphic design & creative work.
20. Strong creative and content writing team with communications skills to write clearly and compellingly in English and Hindi.
21. Knowledge of the mandate and work of a Government Department/PSU communication cell would be highly desirable
22. Agency/bidders should enclose brief organizational profile including background, availability of resource and experience of the firm.
23. The Bidders should have office in Delhi-NCR. Address, Telephone number of the office along with proof of the office at Delhi-NCR should be attached.
24. Agency/bidders should have at least 3 years’ experience in the field of the subject matter of this Tender Notice and should have provided/have been providing services in the field of social media communication and management to any one of the Govt. Departments/organizations/ PSUs/ Pvt. organizations etc. Documentary proof of satisfactory services in this regard should be attached.
25. Agency should have executed at least one social media management and assignment exceeding INR 50 Lakhs per annum each.
26. The Bidder’s average annual turnover should not be below Rs.50 Lac for the last three years. Copies of Audited Balance Sheet for the last three years (2018-19, 2019-20, 2020-21) be attached.
27. The Bidder should have media planning capability and in-house multi media/ graphic design capabilities Details & proof of service facilities for Technical Support on services, maintenance and availability of multi media lab components and manpower are to be attached. Declaration by the bidder should be submitted.
28. The firm should be registered under the Goods and Services Tax Rules. The Tenderer should submit a copy of registration certificate to this effect.
29. The firm should be income tax assesse for last three years. Copies of Income tax returns for last 3 years and PAN/TAN Card should be enclosed.
30. All documents/proof should be attached as per technical bid form.
31. The firm should not be black listed by any Public Sector/Government Agency. A certificate in this regard may be enclosed by the bidder.
32. **Validity of bids**

Bids should be kept valid for acceptance by HIPA for a period of 120 days after the tender opening date.

1. **Pre-bid meeting with the prospective bidders**

Pre-Bid meeting will be held on prescribed date and time as per details given in the Tender Notice. The tenderers shall visit HIPA, Gurugram before submission of their bids and shall get familiarized with the scope of work and other terms & conditions of the tender during the pre-bid meeting.

1. **Date & Time of receipt and opening of bids**

Closing date & time for receipt of bids and opening of technical bids has been specified in the Tender Notice. Bidders shall note that if the date of tender opening given in the Tender Notice is declared a closed holiday by the State Government, the tenders shall be opened on the next working day at the same time. In such an event the closing hours for receipt of tenders in HIPA will stand automatically extended up to same hours of the next working day.

1. **Evaluation and comparison of proposals**

The technical bids will be evaluated on the basis of its responsiveness to the requirements to be fulfilled at the technical stage and Presentations in the presence of Technical Evaluated Committee.

* 1. **Criteria for Technical Evaluation**

Technical Bids will be evaluated as per the criteria detailed below:

**Technical Bid Form**

Technical bid containing the information/documents as specified of this tender Document and other details should be submitted properly page numbered as the format given below:

|  |  |  |
| --- | --- | --- |
| **S.No** | **Particulars** | **Page Number** |
| **1.** | Organizational profile including background, experience, track record and credentials of the firm. Describe organization knowledge about social media management (HumanResource skill set and profiles) |  |
| **2.** | Copy of the Registration Certificate of the company and Articles of Association |  |
| **3.** | Copy of the MSME certificate |  |
| **4.** | Brief profile and experience of the key personnel available with firm particularly of those who would to be involved in themanagement of this programme. |  |
| **5.** | Proof of having office in Delhi-NCR. Address, **email and** Telephone number of the office and details of infrastructure / server available may be indicated. |  |
| **6.** | Name, Designation and contact details Mobile/ telephone no. and email of the authorized contact person in connection with this Tender Notice |  |
| **7.** | Details of having 3 years’ experience in Communication and Media management, creative support services, graphics design & editing etc. (please attach proof/copy of work orders). |  |
| **8.** | Copies of Satisfactory Performance Certificates of having completed at least 3 contracts similar to the subject matter of this Tender Notice during the period of last 5years in Govt. Departments/organizations/ PSUs/ Pvt. Organizations etc. |  |
| **9.** | The Bidder’s average annual turnover should not be below Rs. 50 Lac for the last three years. Copies of Audited Balance Sheet for the last three years ( 2018-19, 2019-20, 2020-21) be attached. |  |
| **10.** | Copy of GST Registration certificate. |  |

1. **Financial Bids**
2. The Technically qualified bidders invite for presentation before opening the financial bid in the presence of committee members.
3. All the bids which qualify in the technical evaluation stage will only be considered for opening of their financial bids.
4. Venue, date and time for opening of the financial bids will be informed to the selected bidders by e-mail to the concerned person authorized by the firm.
5. Financial bids will be opened in the presence of technically qualified bidders who wish to present on the occasion.
6. The financial bid must be submitted as per the format given at **Annexure V**.
7. The rates quoted should be inclusive of GST. The rate at which the GST has been included should be clearly mentioned in the bid. In case nothing is mentioned, it will be assumed that taxes/other levies are included in the rates quoted.
8. Rate should be quoted on comprehensive basis for carrying out all works as mentioned in the tender document.
9. **Contract period**
10. The successful bidder shall sign a contract /agreement with HIPA as per terms conditions specified in this NIT. The format of agreement will be provided after finalization of successful bidder. The contract also shall include non-disclosure agreement.
11. The total period of the contract will be for one year from the date of commencement of contract. The contract is extendable to 2nd year based on the satisfactory services and certified as required. However, contractor has to comply with the time schedule given for deliverables.
12. This period can be extended/ shortened at the discretion of the HIPA. There shall be an option to renew the empanelment for a further additional period of 1 year based on satisfactory performance and with the existing Terms and conditions. The HIPA will have the right to drop the agency from the said assignment without assigning any reason whatsoever.
13. **Payment Terms**
14. No advance payment will be made.
15. Payment shall be made on Monthly basis as felt appropriate by HIPA after analyzing the monthly reports as submitted by the agency at end of the month.
16. Tax Deduction at Source (TDS): TDS shall be deducted from each bill/invoice (as applicable) of the contractor under the statutory rules of Union Govt. in respect of Income Tax & other Taxes etc.
17. The documents required for processing of payments are:-
18. Invoice.
19. Certificate of completed work, for which the invoice has been raised, from the authority designated to oversee the progress/execution of the contract.
20. **Applicable law**

The contract shall be interpreted in accordance with the laws of Union of India. For judicial adjudication, the disputes, if any, arising out of the Contract shall be subject to the jurisdiction of the Courts in Haryana only and will be settled accordingly.

1. **Disputes & Arbitration**
2. All disputes arising out of execution of the contract shall be settled through arbitration. Both the parties shall first try to resolve the disputes amicably by mutual consultation. If they fail to resolve the disputes by such mutual consultation within 21 days, then, depending upon the position of the case, either of the party shall give notice to the other party of its intention to commence arbitration as per the Indian Arbitration and Conciliation Act, 1996.
3. Sole Arbitrator shall be appointed by HIPA, Gurugram within 30 days of notice regarding appointment of Arbitrator.
4. The arbitration shall be conducted in accordance with the provisions of the Arbitration & Conciliation Act 1996.
5. Notwithstanding any dispute between the parties, the agency shall not be entitled to withhold, delay or defer his obligation under the contract and the same shall be carried out strictly in accordance with the terms & conditions of the contract.
6. **Liquidated Damages**

In case the firm does not comply to the terms & conditions mentioned in the contract, action shall be taken against the firm to recover liquidated damages including administrative expenses which shall be a sum equivalent to 1% of the total contract amount per week for unfinished work and the total damages so claimed shall not exceed 10% of the total contract amount.

1. **Penalty Clause**

In case any of the onsite manpower resource remains absent, a penalty of Rs. 6000/- (Rupees SIx Thousand only) per day for Team Lead and Rs. 2500/- per day for any of professional resource will be imposed.) The firm has to complete the job assigned / as listed in the Key Deliverables section in Annexure I, within the joint agreement time and if the job is not completed within the stipulated time, a penalty @ 1% of the contract value for any uncompleted job as per the key deliverables for each day of delay will be imposed on the firm.

# GENERAL TERMS AND CONDITIONS:

1. Any conditional offers made by the tenderer or any alternations/ corrections made in the tender form shall not be considered. Similarly incomplete and unsigned tender documents will be summarily rejected.
2. Bids submitted by fax/email or after the due date and time will not be accepted.
3. This Notice Inviting Tender and the Tender Document shall be duly signed and stamped will be submitted with technical bid.
4. While submitting the tender for this work the tenderers shall be deemed to have read, understood and accepted all the terms and conditions stated in the tender document. Any doubts or clarifications with regard to the interpretation of the Terms & Conditions stipulated in this Tender Notice, shall be got clarified in the **pre-bid meeting**. Requests for postponing the tender opening date for the same shall not be accepted.
5. The bidder should be a company registered under the Indian Companies Act 1956/2013 or firm. Joint Ventures & Consortiums are not allowed to participate in the bid.
6. Tenderer shall treat the tender specifications and contents thereof as confidential.
7. The rates should be quoted inclusive of the cost of Services, Manpower cost, Transportation, maintenance for a minimum period of 1 year, Printing of Questionnaires and report generation and also inclusive of charges of GST/VAT and other taxes/charges as applicable.
8. Agency/Firm shall attend the Pre-Bid Meeting as per schedule through its authorized representative at its own cost.
9. The Contractor and his staff must abide by various rules, regulations and instructions of HIPA as prevalent/issued from time to time.
10. The contract once awarded can be terminated by either party after giving one months’ notice to the other party. Nevertheless, HIPA would have the right to terminate the contract without notice before the expiry of the term, in case the work performance is not found up to the standard, or in case there is any violation of the terms and conditions of the contract or if there is any incident of indiscipline on the part of the Contractor or his staff. The decision of Director General, HIPA in this regard would be final and binding on the Contractor.
11. If the service of the agency continuously remains deficient, the Performance Security of the agency would be forfeited.
12. Non-compliance of any terms and conditions enumerated in the contract shall be treated as breach of contract.
13. Frequent changes of contract employees shall not be preferred but any changes shall be done with prior notice and to the satisfaction of HIPA.
14. HIPA reserves the right to reject any or all tenders and to cancel the process at any time prior to award of contract without assigning any reason.
15. The contractor shall not divulge any information that is made known to him or he may come across during execution of the contract to any person not authorized to receive such information.
16. All information, document, photos and data coming in the possession of firm as a result of the execution of the job shall all at time remain the property of HIPA. The firm shall not make or allow making an unauthorized copy, use, access or other utilization of these materials commercially or otherwise, directly or indirectly except as agreed to by the HIPA. The firm shall also ensure complete confidentiality of the information and data provided to carrying out the job.
17. The firm has to complete the job assigned within the joint agreement time and if the job is not completed within the stipulated time, a penalty @ 10% of the cost of the uncompleted job for each day of delay will be imposed on the firm.
18. The HIPA will have no liability regarding transportation, boarding and lodging of firm and their staff.
19. The agency/Firm shall be responsible to make payment to the Manpower deployed at HIPA site on monthly/regular basis.
20. Suitable space with Furniture/PC/Internet Connection will be provided by HIPA to the onsite support staff for social media management and services related activities only. All design & development work shall be carried out by the agency at their own site. Any specific s/w tool with required license will be arranged by the contractor from their own resources and any work should not delay for such reasons.
21. The support manpower deployed at HIPA site will be the sole liability of the contractor and any issues regarding the same will be the sole responsibility of contractor only.

(w) There shall be no relationship of employer-employee between the HIPA and Staff deployed by the Agency and they should be governed by the Agency.

1. Working hours and days will be as per the norms followed at HIPA.
2. Tenderer shall provide the backup of support manpower in case of non-availability of the any of the resource manpower deployed at HIPA..
3. Under no circumstances the firm shall appoint any 3rd party or sub-lease/sub-let the contract.

aa) The rate quoted shall remain firm during the period of contract. ab) The firm shall provide backend support from their office.

ac) The Tenderer shall be solely responsible for compliance to provisions of various Labour,

Industrial and any other laws applicable and all statutory obligations, such as, Wages, Allowances, Compensations, EPF, Bonus, Gratuity, ESI, etc relating to personnel deployed onsite at HIPA. HIPA shall have no liability in this regard.

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**Online Bidding System**

1. The Applicants/bidders have to complete ‘Application/Bid Preparation & Submission’ stage on scheduled time as mentioned above. If any Applicant/bidder failed to complete his/her aforesaid stage in the stipulated online time schedule for this stage, his/her Application/bid status will be considered as ‘Applications / bids not submitted’.
2. Applicant/Bidder must confirm & check his/her Application/bid status after completion of his/her all activities for e-bidding.

**Envelope 1: Technical Bid**

The bidders shall upload the required eligibility & technical documents online in the Technical Bid.

**Envelope 2: Commercial Bid**

The bidders shall quote the prices in price bid format under Commercial Bid.

**Instructions to bidder on Electronic Tendering System**

**These conditions will over-rule the conditions stated in the tender documents, wherever relevant and**

**applicable.**

1. **Registration of bidders on e-Procurement Portal: -**

All the bidders intending to participate in the tenders process online are required to get registered on the centralized e-Procurement Portal i.e. https://etenders.hry.nic.in Please visit the website for more details.

2. **Obtaining a Digital Certificate:**

**2.1** The Bids submitted online should be encrypted and signed electronically with a Digital Certificate to

establish the identity of the bidder bidding online. These Digital Certificates are issued by an Approved

Certifying Authority, by the Controller of Certifying Authorities, Government of India.

**2.2** A Digital Certificate is issued upon receipt of mandatory identity (i.e. Applicant’s PAN Card) and Address proofs and verification form duly attested by the Bank Manager / Post Master / Gazettes Officer. Only upon the receipt of the required documents, a digital certificate can be issued

**2.3** The bidders may obtain Class-II or III digital signature certificate from any Certifying Authority or Sub certifying Authority authorized by the Controller of Certifying Authorities or may obtain information and application format and documents required for the issue of digital certificate from.

**2.4** Bid for a particular tender must be submitted online using the digital certificate (Encryption &

Signing), which is used to encrypt and sign the data during the stage of bid preparation. In case, during the process of a particular tender, the user loses his digital certificate (due to virus attack, hardware problem, operating system or any other problem) he will not be able to submit the bid online. Hence, the users are advised **to keep a backup of the certificate** and also keep the copies at safe place under proper security (for its use in case of emergencies).

**2.5** In case of online tendering, if the digital certificate issued to the authorized user of a firm is used for

signing and submitting a bid, it will be considered equivalent to a no-objection certificate /power of attorney / lawful authorization to that User. The firm has to authorize a specific individual through an authorization certificate signed by all partners to use the digital certificate as per Indian Information Technology Act 2000. Unless the certificates are revoked, it will be assumed to represent adequate authority of the user to bid on behalf of the firm in the department tenders as per Information Technology Act 2000. The digital signature of this authorized user will be binding on the firm.

**2.6** In case of any change in the authorization, it shall be the responsibility of management / partners of the firm to inform the certifying authority about the change and to obtain the digital signatures of the new person / user on behalf of the firm / company. The procedure for application of a digital certificate however will remain the same for the new user.

**2.7** The same procedure holds true for the authorized users in a private/Public limited company. In this case, the authorization certificate will have to be signed by the directors of the company.

3.**Online Viewing of Detailed Notice Inviting Tenders:**

The bidders can view the detailed N.I.T and the time schedule (Key Dates) for all the tenders floated through the single portal eProcurement system on the Home Page at https://etenders.hry.nic.in

4.**Download of Tender Documents:**

The tender documents can be downloaded free of cost from the eProcurement portal https://etenders.hry.nic.in

5. **Key Dates:**

The bidders are strictly advised to follow dates and times as indicated in the online Notice Inviting Tenders. The date and time shall be binding on all bidders. All online activities are time tracked and the system enforces time locks that ensure that no activity or transaction can take place outside the start and end dates and the time of the stage as defined in the online Notice Inviting Tenders.

https://etenders.hry.nic.in

**NOTE:-** Bidders participating in online tenders shall check the validity of his/her Digital Signature Certificate before participating in the online Tenders at the portal <https://etenders.hry.nic.in>.For help manual please refer to the ‘Home Page’ of the e-Procurement https://etenders.hry.nic.in.,

**Annexure IV**

**Hiring of Agency for Conversion of Training Content to Various Media/Social Media Platforms**

**Context**

* HIPA is actively engaged in teaching and learning activities across many verticals including Gender Studies, Revenue Management, Disaster Management , Management Development , Policy Studies etc
* Progressively there is a felt need to provide content rich in audio and video formats
* It is thus desirable that to start with video should be made to cover a wide range of topics covering multiple areas

**Scope of Work**

* Need to develop videos coving multiple areas and topics that will be provided by the Faculty and Experts from time to time
* To start with videos which will cover the following.
	1. **10 numbers of videos from multiple areas, in a month**
	2. **Duration of videos, up to maximum of 30 minutes**
	3. **Maximum of 5 hours of video content per month**
	4. **Initial work allocation for a period of 1 year**
* The partner agency must have the capability to take up the following.
	1. Convert the Video Idea (To be given by HIPA Team Members) into story
	2. Take the story into a story board stage, with creative leap
	3. Shoot the video into multiple duration formats, multiple use
	4. Provide the music and graphics in the overall story of the video

**Use of the Video Content**

1. The content will be used as a teaching -learning aid in the classroom
2. Content will be used for showcasing Centre/HIPA capability to multiple audiences
3. Content will be used for promoting HIPA equity in various social and digital channels
4. Partner agencies will help promote this AV content on various platforms

**Experience of Partner Agency**

* **Team Experience :** The team should have demonstrated evidence of experience in story boarding, animation, video shooting , video editing, making films for You-tube, creating music and sound effects
* **Work Evidence:** Team must have ample number of such videos for other Government and Private organisations
* **Amplification using Social/ Digital Media:** Team must have promoted AV content for organisations, both in Government and Private space on various media formats

**Process of Selection**

* **Pre-Bid Discussion**
* **Initial Work Order for a Month, with commitment for an Annual Contract**
* **Evidence of Team Experience**
* **Evidence of Work /Reference from Client Organisations**

**Annexure V**

**Format for Hiring of Agency for Conversion of Training Content to Various Media/Social Media Platforms**

**(To be submitted online only)**

Please provide detail financial implication to the organization with break up. All prices/rates quoted must comply to the Scope of Work and other terms and conditions specified in this Tender Document.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr.****No.** | **Items of work** | **Bid Amount (in Rs)** | **GST** | **Total Amount with GST** |
| 1. | Charges for **Conversion of Training Content to Various Media/Social Media Platforms** inclusive of travelling and other expenses for one year. |  |  |  |
|  | Total Bid Amount |  |  |  |
|  |  |  |  |  |

Total Bid amount (in words)

**Declaration:**

This is to certify that I/We before signing this Financial Bid have read and fully understood all the terms and conditions contained in the document and undertake myself/ourselves to strictly abide by them.