

**REQUEST FOR PROPOSAL (RFP) (2<sup>nd</sup> Call)**

**FOR**

**Selection of Agency for engaging  
Manpower for implementation of MyGov – Tripura**

**Tender No. 7(12)/TSCA/MyGov/2018**

**Tripura State Computerisation Agency (TSCA)  
A society of Directorate of Information Technology (DIT),  
Govt. of Tripura  
IT Bhavan, ITI Road, Indranagar  
Agartala-799006**

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**1. Section - A****1.1 Important dates in connection with this bid**

| <b>SL</b> | <b>Information</b>                                 | <b>Details</b>  |
|-----------|--|---|
| 1         | Tender No.   | Tender No. 7(12)/TSCA/MyGov/2018  |
| 2         | Tender Publication Detail                          | The tender form can be seen and downloaded from the website <a href="http://www.tripuratenders.gov.in">http://www.tripuratenders.gov.in</a> . |
| 3         | Date of commencement of Bid                        | 04.07.2020  |
| 4         | Last Date & Time of Receiving Queries              | 07.07.2020 3.30 PM  |
| 5         | Pre-Bid Meeting Date & Time                        | 09.07.2020, 11.30 AM  |
| 6         | Corrigendum (if any)                               | 15.07.2020  |
| 7         | Last Date and Time for Receipt of e-Bid            | 21.07.2020, 3.30 PM   |
| 8         | Date and Time of Opening of Tenders                | 23.07.2020, 11.30 AM  |
| 9         | Date & Time for opening of commercial bids         | Will be intimated later   |
| 10        | Bid Validity Period                                | 180 days from the last date for submission of bids.   |
| 11        | Tender Fee   | Tender document should be downloaded from <a href="http://www.tripuratenders.gov.in">www.tripuratenders.gov.in</a> free of cost.              |
| 12        | EMD Amount   | Rs. 1,20,000/-  |
| 13        | Performance Bid Security (PBG) Amount              | 10% of work order value   |
| 14        | Address for communication/Pre-Bid / Opening of Bid | IT Bhavan, Indranagar, Agartala, 799006   |
| 15        | Contact person                                     | Sri Suprakash Jamatia, Jt. Director, Directorate of Information Technology, Govt. of Tripura  |
| 16        | Contact email                                      | <a href="mailto:suprakash.jamatia@nic.in">suprakash.jamatia@nic.in</a> , <a href="mailto:dir.itdept-tr@gov.in">dir.itdept-tr@gov.in</a>       |
| 17        | Contact Phone No.                                  | 9402169272  |

## **2. Section – B**

### **2.1 Introduction**

The Government of Tripura, considering the popularity and effectiveness of MyGov, has decided to maintain MyGov Tripura instance and also decided to manage Social media accounts of Government of Tripura. The MyGov State instance has the entire feature available in central MyGov instance and same has been customized for the Government of Tripura as per requirements. In order to implement, promote and manage the content, the Government of Tripura has decided to engage a 'Digital Media Agency' through Open Tender for engagement of suitable Manpower and service for implementation MyGov Tripura and social media accounts of State Government.

### **2.2 Invitation of Bids and Terms & Conditions**

e-Tenders (2<sup>nd</sup> call) are invited by Tripura State Computerisation Agency, a society under the Directorate of Information Technology, Govt. of Tripura (hereafter termed as TSCA / DIT) from reputed and experienced Companies/Firms/Agencies under Two Bid System i.e. Technical Bid and Financial Bid for engagement of Manpower for implementation of MyGov Tripura for one year, which is extendable on satisfactory performance and mutual consent of the Competent Authority and the agency on the terms and conditions mentioned in the tender document or unless terminated in accordance with the terms and conditions mentioned herein.

### **2.3 Name and address of the authority**

Member Secretary,

Tripura State Computerisation Agency,

Directorate of Information Technology

IT Bhavan, ITI Road, Indranagar, Agartala, Tripura, PIN – 799006

### **2.4 Distribution of tender document**

The tender document can be downloaded from [www.tripuratenders.gov.in](http://www.tripuratenders.gov.in) portal free of cost.

### **2.5 Contact person**

For any Clarifications

Mr. Suprakash Jamatia, Joint Director,

Directorate of IT, Phone: 9402169272, e-mail: [suprakash.jamatia@nic.in](mailto:suprakash.jamatia@nic.in)

### **2.6 Instruction to the bidders for pursuing the e-tender.**

2.6.1 Eligible bidders shall participate in tender online through the government e-procurement portal only at <http://tripuratenders.gov.in>. No need to submit any hard copy of any document to TSCA / DIT office. Tender shall be a two-stage bidding system:

- Technical bid
- Financial bid

2.6.2 Bidders willing to take part in the process of e-tendering are required to obtain a valid Class 2/Class 3 Digital Signature certificate (DSC), from any of the certifying authorities, enlisted by Controller of Certifying Authorities (CCA) at <http://cca.gov.in>.

2.6.3 Bidding will be conducted through the domestic competitive bidding procedures as per the provisions of Bid Document and the contract shall be executed as per the provisions of the terms of Contract.

2.6.4 Bid Security shall be paid online through e-tender portal. Payment can be made by either online banking facility or credit card or debit card facility.

2.6.5 The Bidding Documents are meant for the exclusive purpose of bidding against this specification and shall not be transferred to any other party or reproduced or used otherwise for any purpose other than for which they are specifically issued.

2.6.6 Downloaded NIT, Bid Document are to be uploaded back and digitally signed as a part of technical bid, and as a proof of acceptance of all terms and conditions in NIT and Bid Document.

## **2.7 Submission of Technical Bids**

Bids are to be submitted online through the e-tender portal as prescribed in this document. All the documents uploaded by the bidder form an integral part of the contract. Bidders are required to upload all the bidding documents along with the other documents, as asked for in the Bid, through the above website and within the stipulated date and time mentioned in the Tender.

Tenders are to be submitted in two COVERS at a time for the work, one for Technical Proposal and the other for Financial Proposal. The Bidder shall carefully go through the requirements and prepare the required documents to be uploaded. The bidder shall scan all the documents before uploading and all scanned documents shall be of 100 dpi resolution in Portable Document Format (PDF). The scanned documents shall be uploaded in the designated locations of Technical Bid and Financial Bid, as prompted by the e-Procurement website.

The Bidder should ensure that the documents uploaded are virus scanned and digitally signed using the Digital Signature Certificate (DSC). Bidders shall specially take note of all the addendum/corrigendum if any related to the tender and upload the latest updates as part of the tender.

The Technical Bid should contain scanned copies and/or declarations in the following standardized formats.

### **My Document**

All the required and appropriate documents /certificates related to minimum eligibility criteria and Technical Scoring sheet are to be uploaded with digital signature in the 'My Document' COVER option available after login in the e-procurement portal <http://tripuratenders.gov.in> . Bidders are requested to scan the necessary documents in 100 dpi resolution into PDF. 'My Document' shall be populated prior to real time bidding so that the uploaded documents/certificates stored in 'My Document' could be appropriately clubbed / Checked for incorporation in the Bid during real time bidding.

An indicative organization of 'My Document' COVER and the related documents are indicated here under.

## **2.8 Submission of Financial Bids**

### **2.8.1 Financial Bid**

The Bidder needs to fill up their name and rates for all the items and in the designated Cells of the downloaded BOQ for the related work, and upload the same in the designated location of Financial Bid.

Documents to be submitted in the Financial Bid is are:

- i) BoQ in .xls format

Note: Bill of Quantity (BoQ) i.e. Price schedule, which is the Rate quoting sheet in MS-Excel shall be downloaded, filled up properly and uploaded in the financial bid after digital signing. The Bidder shall always open the BoQ sheet with Macros Enabled. The Bidder shall quote rates in figures only, for all items in the Bill of Quantity (BoQ).

### **2.8.2 BoQ (Price Schedule) Tampering**

The BoQ (Price schedule) as specified in this document is meant for downloading by the Bidders for filling up the relevant fields stipulated for rates & bidder's particulars that leads to eventual uploading as Financial Bid. The BoQ Excel Sheet is Macro enabled and working with the Sheet requires the Macro to be allowed/ enabled to run.

Bidders are hereby requested not to tamper the Excel Sheet, make copies and work in a copied Sheet or break through the default Work-Sheet Security. Such BoQs with stated violations will be treated as Tampered BoQs and Bids uploaded with Tampered BoQs will be summarily rejected.

### **2.9 Pre-bid Meeting**

All prospective Bidders, requiring clarification on the RFP shall notify the Tripura State Computerisation Agency on e-mail [suprakash.jamatia@nic.in](mailto:suprakash.jamatia@nic.in), [dir.itdept-tr@gov.in](mailto:dir.itdept-tr@gov.in). A Pre-bid Meeting would be held as per notified in this RFP in the Conference Room of the Tripura State Computerisation Agency, IT Bhavan, Indranagar, Agartala, Tripura-799006, to clarify queries, if any, regarding the RFP. All queries would be addressed only during the Pre-bid meeting. Interested agencies may attend the pre-bid meeting on the said date/time.

### **2.10 Addendum/amendments/corrigendum**

Before the last date for uploading of Tenders, the authority may modify any of the Contents of the Tender Notice, Tender documents by issuing amendment / Addendum/corrigendum.

Any addendum/amendments/corrigendum issued by the authority shall be part of the tender Document and it shall be published in the e-procurement portal at <http://www.tripuratenders.gov.in>. Registered Bidders shall be notified of the related Corrigendum(s) by e-mail. However, the TSCA / DIT shall bear no responsibility or liability arising out of non-receipt of the same in time or otherwise. Bidders are requested to visit the site frequently in order to keep themselves updated for taking further course of action from their end.

### **2.11 Important Instruction to the Bidder**

- 2.11.1 Bidder shall take separate printout of all Appendixes and shall fill the necessary information & put signature with stamp/seal, and then scan them into PDF (in 100 dpi resolutions). Finally, those documents should be uploaded (with digital signing) in Bidder's COVER "My Document". If any of the certificates/documents furnished by the Bidder, found to be false / fabricated / bogus, the bidder will be liable blacklisting and their E.M.D. will be forfeited.
- 2.11.2 The concerned company/firm who stands blacklisted/banned /debarred either by Tender inviting authority or Govt. of Tripura or by any other State/ Central Govt and its procurement agencies on the date of bid submission shall not be eligible to participate in the tender.
- 2.11.3 Bid Opening: The Bid will be opened online by the designated Bid Openers at the office of TSCA / DIT, Agartala, Tripura at the Time, Date and Venue as specified in the Bid Documents.
- 2.11.4 Bid will be evaluated against the specified parameters / criteria set out in this document. The result of bids evaluation can be seen in the e-Procurement application <https://tripuratenders.gov.in> by all the bidders who participated in the bid.
- 2.11.5 Tendering Authority reserves the right to cancel/withdraw this tender without assigning any reason and shall bear no liability whatsoever consequent upon such a decision.

## 2.12 Minimum Eligibility Criteria

The prospective bidder must have the below listed minimum eligibility criteria to participate in the bidding process.

- 2.12.1 The bidder must be a registered company/ firm/ agency and must be at least 5 years old (as per corporation/ registration date).
- 2.12.2 The bidder must have PAN and GST registration.
- 2.12.3 The bidding agency must have at least Rs 3 Cr average turn over in Financial Year 2018-19, 2017-18, 2016-17. The bidder should upload 3 years audited balance sheet or a single page consolidated report signed by chartered accountant indicating the year wise turn over.
- 2.12.4 The bidder must have work experience of at least 3 similar projects in last 3 years for Central Govt./ State Govt./ Public Sector undertaking/ Private organizations with minimum value of Rs. 5 Lakh or more. The bidder must upload work order or work completion certificate. Similar project means Digital Media Promotion / Campaign or Social Media Management/Campaign including (but not limited to) content (audio/ visuals and graphics) development.
- 2.12.5 The Bidder should not be under a Declaration of Ineligibility for corrupt or fraudulent practices with any Government departments/ agencies/ ministries or PSU's and should not be blacklisted by any government departments/agency/ Ministries or PSUs. The bidder must upload a self-certified declaration.

## 2.13 Period of Contract

The Social Media Agency would be initially appointed for a period of one year. The contract is extendable up to for 2 more years on satisfactory performance and mutual consent of the Competent Authority and the agency on the terms and conditions mentioned in the tender document or unless terminated in accordance with the terms and conditions mentioned herein.

## 2.14 Documents to be uploaded

| Sl. | Documents to be uploaded   |
|-----|--|
| 1   | Certificate of Incorporation / Registration certificate.   |
| 2   | RFP Documents including Corrigendum, if published  |
| 3   | Tax related document: copy of PAN and GST registration   |
| 4   | Financial details: "Audited Balance Sheets of last three financial years (2016-17 to 2018-19) or consolidated auditor's certificate regarding annual turnover from the business. |
| 5   | Experience: all relevant work orders/ work completion certificated as per minimum eligibility criteria and Technical score conditions  |
| 6   | Appendixes   |
| 7   | Self-declaration of non-blacklisting   |
| 8   | Proof of office in Tripura if so.  |
| 9   | Approach & Methodology as indicated in Technical score parameters  |
| 10  | Any other document relevant to minimum eligibility and Technical score sheet   |
| 11  | In case the bidder is consortium, agreement between consortium partners (max 2 partner) indicating the lead bidder should be uploaded.   |

Section - C

**3.1 Scope of Work**

The selected Agency shall execute the below mentioned tasks, but not limited to: -

- A. The agency shall be required to manage the complete social media presence of MyGov, Tripura.
- i. Providing the roadmap of social media campaigns (Online) as per MyGov protocol, during the period of agency's tenure, on themes/ subjects to be decided in consultation with MyGov Tripura.
  - ii. Executing the digital campaigns on the basis of overall Social Media strategy and undertake activities like optimization of campaign, reporting etc.
  - iii. New Look, Updates and Engage with users:
    - Give all the Social Media Platforms a new look every week by putting up new creative's in line with overall theme/strategy approved by for the period of engagement.
    - Informative and promotional updates in the form of relevant text, photos, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation. Publicize all cultural events on all the social media platforms.
  - iv. Engage all various government departments to conduct all the public engagement through MyGov Tripura.
  - v. Field activities, like
    - Discussion with the students in various schools, colleges, universities etc.
    - Run awareness programme on city cleanliness, prevention of diseases.
    - Audio and video coverage of all these campaigns.
  - vi. Create relevant tagging & linkages of content on the all platforms.
- B. Query Management, Media Tracking and Reporting
- i. All the queries received on the platforms must be replied to and addressed within 24 Working hours in consultation with the department s social media team.
  - ii. Use a good industry standard monitoring tool (like Hoot suite, Buffer, Local Response, Brand watch, Across or similar monitoring tool) for analyzing comments / remarks about mygov.mp in various online media like e-newspapers, e-magazines, blogs, social media platforms at national & international level.
  - iii. Regular watch on effectiveness of social media strategy for publicity of mygov.tr page.
  - iv. The agency must submit a detailed analysis on the steps undertaken for overall promotion of page on the Social Media Platforms and the results achieved.
- C. The components of the report would include
- i. Mygov-Tripura Social Media presence analysis
    - Social channel analysis
    - Social Traffic analysis
    - Fan / follower growth Comparative FB/Twitter Engagement Analysis
    - Content Analysis of the most engaging type of post which led to success on brand page
    - Engaging Post



- Social Page Analysis
- Any other relevant
- Social Media platform wise target

| Platform      | Year-end target   | Avg. subscriber Target for each quarter | Minimum content to be uploaded in each quarter |
|---------------|-------------------|---|--|
| Facebook      | 102000 followers  | 25500                                   | 36   |
| Twitter       | 6000 followers    | 1500                                    | 36   |
| Instagram     | 30000 followers   | 7500                                    | 36   |
| YouTube       | 21000 subscribers | 5250                                    | 6  |
| MyGov Tripura | 20000 subscribers | 5000                                    | 36   |
| <b>Total</b>  | <b>179000</b>     | <b>44750</b>                            | <b>150</b>                                     |

ii. Buzz Report

- Share of voice
- Source Analysis
- Trend analysis
- Topic analysis
- Sentiment & Perception analysis
- Any other relevant

iii. Providing feedback on best practices in marketing and promotion in countries across the world and in Indian States on Social Media as and when required by the department.

iv. Creative /Photo Bank

Creatives/Photos with cataloguing needs to be developed consisting of Creatives/Photos of high quality and high-resolution aesthetic work of relevant activities and events.

v. Other miscellaneous Work

Other related and miscellaneous work includes providing monthly strategic inputs for creative campaigns. Provide feedback on best practices in marketing and promotion in countries across the world on the digital space. Assistance to be provided by MyGov Tripura would be as under:

- Provide the necessary information on events / festivals being conducted under Digital India Program from time to time.
- The Social Media Team will provide relevant (basic information/approvals) content as available from time to time.
- Provide all the necessary information such as logo of Department / event / press releases issued for traditional media and updates etc.
- Assist in obtaining any other permissions / information as required.
- Co-ordinate with Central team for implementation of successful MyGov portal for Tripura Govt.
- Give technical guidance to the Officials as nominated by Govt. of Tripura, who will maintain MyGov Tripura.

- All Intellectual Property displayed on these platforms shall belong to MyGov Tripura exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with MyGov Tripura.
- The selected Agency shall actively engage in Content Creation & Management for a period of 12 months and all such content created will be the property of MyGov Tripura. Content creation will be in Bengali, Kakborok and English languages.
- Project management activities such as co-ordination with different stakeholders, on-boarding of departments, support in file movement, support in taking necessary approvals, progress reporting and other related and miscellaneous work includes providing monthly strategic inputs and support for creative campaign of MyGov Tripura.

### **3.2 Facilities for undertaking the assignment**

**The following facilities/ Infrastructure will be provided by the Govt. of Tripura:**

- i. Seating space with furniture including power, cooling. The Project location will be at Agartala, Tripura
- ii. Internet
- iii. Printing facility
- iv. Laptops / desktops and associated software to undertake the work specified in this RFP
- v. Software required to undertake the job/ project for designing, animation, basic tools for audio-video (A-V) editing and any other infrastructure required for delivering the assignment will be provided from Govt. of Tripura.
- vi. Manpower wise tentative Hardware and software to be supplied by DIT to the selected agency. If any more Hardware and software are required, those has to be arranged by the selected agency on their own cost.

| <b>Designation</b>  | <b>Hardware and software to be provided</b>  |
|---------------------|--|
| Project Manager     | <ul style="list-style-type: none"> <li>• Laptops with genuine Windows</li> <li>• MS Office</li> <li>• Original Antivirus</li> <li>• Adobe Acrobat Reader</li> <li>• Win RAR</li> </ul> |
| Social Media Expert | <ul style="list-style-type: none"> <li>• Laptops with genuine Windows</li> <li>• MS Office</li> <li>• Original Antivirus</li> <li>• Adobe Acrobat Reader</li> <li>• Win RAR</li> </ul> |

|   |  |
|---|--|
| Graphic Designer                            | <ul style="list-style-type: none"> <li>• Laptops/Desktop with genuine Windows with i7 or similar processor, 8-16 GB RAM, HDD: 1TB, DDR3 or Higher, GPU: 2GB or above</li> <li>• Adobe Suite</li> <li>• Pen Tab if required</li> <li>• Corel Draw</li> <li>• Plugins as required</li> <li>• MS Office</li> <li>• Original Antivirus</li> <li>• Win RAR</li> </ul> |
| Content Writer – English, Bengali, Kokborok | <ul style="list-style-type: none"> <li>• Laptops with genuine Windows,</li> <li>• MS Office,</li> <li>• Original Antivirus,</li> <li>• Adobe Acrobat Reader</li> <li>• Win RAR</li> </ul>  |

### 3.3 Manpower Requirement

| Sl. | Designation             | Job Role   | Qualification  | Skill Set  |
|-----|-------------------------|--|--|--|
| 1   | Project Manager (1)     | <ol style="list-style-type: none"> <li>1. Relationship management</li> <li>2. Content management</li> <li>3. Reporting</li> <li>4. Requirement gathering</li> <li>5. Conduct regular meetings with IT Nodal officer</li> </ol> | MBA or Masters in Mass Communication / Journalism from recognised university.  | <ol style="list-style-type: none"> <li>1. The candidates must have 04 years' experience in Leading and handling social media teams in media houses or national &amp; international research organizations of repute or any digital media agency</li> <li>2. The candidate should have knowledge in running blog, FB and Twitter feed etc.</li> </ol> |
| 2   | Social Media Expert (1) | <ol style="list-style-type: none"> <li>1. Management of Social Media</li> <li>2. Editor Blogs</li> </ol>   | Post- Graduation/ Graduation from the recognized university. Social Media Marketing Certification or Google Analytic Certified | <ol style="list-style-type: none"> <li>1. The candidate should have knowledge and expertise in social media including running blog, FB and Twitter feed.</li> <li>2. The candidate must have at least 03 years' experience in data analytics, Google Analytics and report writing etc.</li> </ol>  |

|   |                               |   |  |   |
|---|-------------------------------|---|--|---|
| 3 | Graphic Designer (1)          | <ol style="list-style-type: none"> <li>1. Graphics Designer</li> <li>2. Video Editor</li> </ol> | <p>Bachelor Degree in IT / Computer Science / MCA<br/>OR Diploma in Graphics Designing &amp; Animation / Video Editing.</p>  | <ol style="list-style-type: none"> <li>1. The candidate must have extensive knowledge in Coral Draw, In Design, Adobe Premiere, Adobe Photoshop, Z-brush etc.</li> <li>2. The candidate should have 3-5 years of experience in designing info-graphics, banners, social media posts, GIFs, animated content, video editing, software like Final Cut Pro, Adobe Premier Pro and any other relevant tools and software</li> <li>3. Realtime work done should be produced in CD or link of the work is required</li> </ol> |
| 4 | Content Writer - English (1)  | <ol style="list-style-type: none"> <li>1. Content Writer</li> <li>2. Translator</li> </ol>      | <ol style="list-style-type: none"> <li>1. Graduation in English from recognized university</li> <li>2. Computer certification of not less than 3 months' course</li> </ol>               | <p>Overall 2+ years of experience in creating content in English for websites /newspaper</p>  |
| 5 | Content Writer - Bengali (1)  | <ol style="list-style-type: none"> <li>1. Content Writer</li> <li>2. Translator</li> </ol>      | <ol style="list-style-type: none"> <li>1. Graduation in Bengali from recognized university</li> <li>2. Computer certification of not less than 3 months' course</li> </ol>               | <p>Overall 2+ years of experience in creating content in Bengali for websites /newspaper</p>  |
| 6 | Content Writer - Kokborok (1) | <ol style="list-style-type: none"> <li>1. Content Writer</li> <li>2. Translator</li> </ol>      | <ol style="list-style-type: none"> <li>1. Graduation from recognised university with Diploma in Kokborok</li> <li>2. Computer certification of not less than 3 months' course</li> </ol> | <p>Overall 2+ years of experience in creating content in Kokborok for websites /newspaper</p>   |

### 3. Section - D

#### 4.1 Guidelines for Preparation of Proposals.

The Bidder must comply with the following instructions during preparation of Proposals:

- The Bidder is expected to carefully examine all the instructions, guidelines, terms and condition and formats of the RFP Document. Failure to furnish all the necessary

information as required by the RFP Document or submission of a proposal not substantially responsive to all the requirements of the RFP Document shall be at Bidder's own risk and may be liable for rejection.

- ii. The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the Proposal.
- iii. The Proposal shall be in indelible ink and shall be signed by the Bidder or duly authorized person(s).
- iv. In addition to the identification, the envelopes containing the Proposals shall mention the name and address of the Bidder to enable the Proposal to be returned in case it is declared late pursuant, and for matching purposes.
- v. No Bidder is allowed to modify, substitute, or withdraw the Proposal after its submission.

#### **4.2 Bid Security (Earnest Money Deposit)**

The Bidder shall pay a Bid Security for an amount of **Rs. 1,20,000/- (Rs. One Lakh Twenty Thousand only)** at time of uploading the bids in e-tender portal. The bidder has to pay EMD amount through e-tender portal either by online net banking or credit card or debit card facility. Without paying EMD amount, bid cannot be uploaded in the e-tender portal.

The Bid Security of unsuccessful Bidders, except the second ranked Bidder will be returned automatically to the bank account from where the MD amount was paid at the time of submission of bids through e-tender portal. However, the Bid Security of first and second ranked Bidder shall be returned on signing of the Concession Agreement by the Successful Bidder through the portal only.

#### **4.3 Forfeiter of EMD by TSCA / DIT**

- i. The Bidder withdraws its Bid after the Proposal Due Date
- ii. Preferred Bidder fails to accept Letter of Intent within the time provided for the same and pay the specified amount payable at the LoI Stage.
- iii. Preferred /Successful Bidder fails to pay the Bid Value within the time specified for it.
- iv. Successful Bidder fails to execute the Agreement within the stipulated time period.

#### **4.4 Validity of Proposal**

Proposals shall remain valid for a period not less than 180 days from the Proposal Due Date. TSCA / DIT reserves the right to reject any Proposal, which does not meet this requirement

#### **4.5 Number of Proposals**

Each Bidder shall submit one and only one (1) Proposal in response to this RFP. Any Bidder, which submits or participates in more than one Proposal will be disqualified from all its bids and will also cause the disqualification of the Bids as a Bidder / Consortia of which it is a member, as the case may be.

#### **4.6 Language**

The Proposal and all related correspondence and documents should be written in the English language. Supporting documents and printed literature furnished by Bidder with the Proposal in any other official language should be accompanied by appropriate translations of the pertinent passages in the English language duly and appropriately certified. Supporting materials, which are not translated into English, may not be

considered. For the purpose of interpretation and evaluation of the Proposal, the English language translation shall prevail.

#### **4.7 Currency**

The currency for the purpose of the Proposal shall be the Indian Rupee (INR).

#### **4.8 Evaluation of bids**

##### 4.8.1 Part 1 (Bid Security)

Bidders who have paid EMD shall be considered for further evaluation.

##### 4.8.2 Part 2 (Pre-Qualification Criteria)

The Tender Committee would evaluate the pre-qualification criteria. Bidders should be ready to give any clarification asked by the Tender Committee. If the Bidder does not fulfil all the conditions mentioned in the pre-qualification criteria, his Technical bid will not be considered for evaluation.

##### 4.8.3 Opening and Evaluation of Technical Bids

The Tender Committee would evaluate the technical bids. Bidder should be ready to give the presentation on their proposed solution and the queries raised by the tender committee in front of the Tender Committee at a date, time and venue determined by Member Secretary **if desired**. They are expected to reply to all the queries from the Tender Committee during the presentation. The presentation would be part of technical evaluation process.

In order to facilitate the Technical Bid evaluation, the technical criteria laid down along with the assigned weights have been presented in Technical Evaluation criteria. The marking scheme presented is an indication of the relative importance of the evaluation criteria.

Bidders securing a minimum of 80% marks in the technical evaluation will only be considered for further Commercial bid evaluation. Bids which do not secure the minimum specified technical score will be considered technically nonresponsive and hence debarred from being considered for Commercial evaluation.

##### 4.8.4 Opening and Evaluation of Commercial Bids

Financial bids of only technically qualified bidders shall be evaluated. The bids, found lacking in strict compliance to the commercial bid format (BOQ Template) shall be rejected straightaway. On opening the financial bids, the Evaluation Committee shall read out the financial bids to all the technically qualified bidders and note the same. All the financial bids shall then be ranked according to the financial bid in increasing order with the bidder quoting the least amount ranked L1, bidder quoting next higher figure as L2 and so on. In case there is any tie in financial bids of one or more bidders, the bidder having the higher technical score will be given better ranking. In case the technical scores are also equal, all the technically qualified bidders shall be asked to resubmit the financial bid. However, in this case, the revised financial bids should be less than the lowest financial bid quoted earlier by the technically qualified bidders. L1 will be declared as successful bidder and his offer will be processed further.

4.8.5 **Technical Bid Evaluation Criteria**

| Sr. | Parameters   | Max Score |
|-----|--|-----------|
| 01  | Existence of the bidder as per company incorporation certificate / trade license<br>From 5 years to 8 years = 5 marks.<br>Beyond 8 years and up to 11 years = 8 marks.<br>Beyond 11 years = 10 marks.  | 10        |
| 02  | Cumulative average turnover for the last three financial year (2016-17, 2017-18 & 2018-19).<br>From Rs 5 Cr to Rs. 8 Cr = 5 marks.<br>Beyond Rs. 8 Cr and up to Rs. 11 Cr = 8 marks.<br>Beyond Rs. 11 Cr = 10 marks  | 10        |
| 03  | Digital Media Promotion / Campaign or Social Media Management/Campaign including (but not limited to) content (audio/ visuals and graphics) development Projects undertaken for Government / PSUs in the last 3 years (2016-17, 2017- 18 & 2018-19).<br>Up to 2 projects = 5 marks<br>Beyond 2 project and up to 5 projects = 8 marks<br>Beyond 5 projects = 10 marks<br>(Work order / work completion certificate should be uploaded)                       | 10        |
| 04  | Digital Media Promotion / Campaign or Social Media Management/Campaign including (but not limited to) content (audio/ visuals and graphics) development development Projects undertaken for Private Sector in any field in the last 3 years (2016-17, 2017- 18 & 2018-19).<br>Up to 2 projects = 5 marks<br>Beyond 2 project and up to 5 projects = 8 marks<br>Beyond 5 projects = 10 marks<br>(Work order / work completion certificate should be uploaded) | 10        |
| 05  | Digital Media Promotion / Campaign or Social Media Management/Campaign including (but not limited to) content (audio/ visuals and graphics) development Projects undertaken in Tripura in the last 3 years (2016-17, 2017- 18 & 2018-19)<br>Up to 2 project = 5 marks<br>Beyond 2 project and up to 5 projects = 8 marks<br>Beyond 5 projects = 10 marks<br>(Work order / work completion certificate should be uploaded)                                    | 10        |
| 06  | The bidder having office in Tripura<br>If Yes = 5 marks<br>No = 0 marks<br>(Trade license should be uploaded)  | 5         |

|              |  |            |
|--------------|--|------------|
| 07           | The bidder having experience in English, Hindi, Bengali and Kakborok language<br>1 language = 4 marks<br>2 languages = 8 marks<br>3 languages = 12 marks<br>4 languages = 15 marks<br>The bidder must give link or scan copy of blog post/ audio visual/ written content (Articles/ Literature/ Magazine/ Print Media) /Electronic media content of each language commissioned by Government organization in last three years. Documentary proof must be uploaded along with.  | 15         |
| 08           | CVs of the offered Manpower<br>Project Manager= 4 (2 marks for profile and 2 marks for work experience)<br>Social Media Expert = 4 (2 marks for profile and 2 marks for work experience)<br>Graphics Designer = 3 (1 mark for profile and 2 marks for work experience)<br>Content Writer English = 3 (1 mark for profile and 2 marks for work experience)<br>Content Writer Bengali = 3 (1 mark for profile and 2 marks for work experience)<br>Content Writer Kakborok = 3 (1 mark for profile and 2 marks for work experience) | 20         |
| 09           | Innovative Ideas and Suggestions related to MyGov Tripura<br><i>*presentation schedule will be intimated in due time</i>   | 10         |
| <b>Total</b> |  | <b>100</b> |

**Note:** For each section, separate work order/ work completion certificate should be uploaded. Work Experience produced by the agency for one evaluation parameter of the technical bid evaluation criteria will not be considered for another evaluation parameter.

#### 4.8.6 Selection of Manpower

The selected agency will submit resumes/ bio-data of prospective Manpower to TSCA/ DIT as per the man power minimum eligibility criteria, work experience etc mentioned in this RFP. TSCA / DIT may take final interview of the prospective Manpower among the resume shared by the selected agency and may finalize the Manpower who will be deputed at TSCA / DIT. During the engagement of the Manpower, if it is found that any Manpower's performance is not satisfactory, TSCA/ DIT will request the selected agency for replacement of that particular Manpower within one month starting from the intimation sent.

#### 4.8.7 Contract / Work Order

On selection of the agency and acceptance of financial quote submitted by the selected agency, a Letter of Intent (LOI) would be issued to the agency by TSCA or DIT. On receipt of LOI, the agency would submit a letter of acceptance along with a performance guarantee as detailed in this tender document within 7 working days of receiving LOI. Thereafter, a detailed work order will be issued to the selected agency by TSCA / DIT.

#### 4.8.8 Submission of Performance Guarantee



The selected agency will execute a Performance Guarantee for 10% of the total contract value, in the form of Bank Guarantee from a Scheduled Bank in acceptable form to the Tripura State Computerisation Agency, Agartala. In case of any deficiency and unsatisfactory performance by the consultant, the Performance Guarantee is liable to be invoked and the payment due to the agency would be withheld. No interest will be paid by the TSCA / DIT on the Performance Guarantee.

#### 4.8.9 Terms of Payment

- i. Advance payment will **not** be allowed.
- ii. Payment to the selected agency would be made on quarterly basis.
- iii. On completion of three month, the agency would submit an invoice in triplicate with supporting documents, if any, to the TSCA or DIT for payment. After completion of the due procedures, in the TSCA or DIT, payment will be made by electronic transfer of funds to the bank account of the agency concerned in Rupees.
- iv. Payment for Video content and Social Media Boosting component will be related to target achievement. Payment will be proportionally released to target achieved of that particular Billing cycle. In case, in first billing cycle the agency has achieved more followers than the targeted followers and in second billing cycle the achieved is less than the target number, than average of two billing cycle will be considered. This process will consider for all billing cycle. Detailed target for this component is given at Scope of work section.
- v. Taxes / GST as applicable will be paid on actual.
- vi. For facilitating Electronic Transfer of funds, the selected agency will be required to indicate the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the agency.

#### 4.8.10 Additional Information to the Bidders

- i. Period of validity of the Tender is 180 days from the closing date of the Proposal. If need be necessary extension would be considered by the TSCA / DIT.
- ii. TSCA or DIT is however not bound to accept any tender or assign any reason for non-acceptance. **Conditional, erroneous and incomplete Bids will be rejected outright.**
- iii. TSCA /DIT reserves its right to summarily reject offer received from any Media Planning Agency on national security considerations, without any intimation to the bidder.
- iv. Agencies submitting proposals will not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.
- v. TSCA / DIT reserves its right not to accept bids from Agencies resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government Investigating Agencies / Vigilance Cell.
- vi. TSCA / DIT reserves the right to place an order for the full or part quantities under any items of work under scope of work.
- vii. Any amendments / corrigendum to the RFP document would be uploaded on [www.tripuratenders.gov.in](http://www.tripuratenders.gov.in).
- viii. The agency would indemnify TSCA / DIT against any claim of copyright violation / plagiarism etc.

#### 4.8.11 Force Majeure

Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or

catastrophe, epidemics or disturbances in the State. Force Majeure shall not include any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations here under. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.

A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

#### 4.8.12 **Penalty**

The Performance Guarantee submitted by the agency shall be liable to be forfeited in full or part in case of underperformance by the agency, besides other action, including blacklisting of the agency as may be deemed fit by the TSCA / DIT, Agartala as per the details given below:

i. Penalty clause for achieving Subscriber base on social media platform:

| Deviation of achieving quarterly target | Penalty clause  |
|---|---|
| Up to 10% deviation                     | 5% of billing cycle's non salary component amount           |
| More than 10% but less than 20%         | 10% of billing cycle's non salary component amount          |
| More than 20% but less than 30%         | 20% of billing cycle's non salary component amount          |
| More than 30%                           | TSCA/ DIT may cancel the order and may take suitable action |

ii. Penalty clause for uploading content on social media platform:

| Deviation of achieving quarterly target | Penalty clause  |
|---|---|
| Up to 10% deviation                     | 5% of billing cycle's non salary component amount           |
| More than 10% but less than 25%         | 10% of billing cycle's non salary component amount          |
| More than 25%                           | TSCA/ DIT may cancel the order and may take suitable action |

iii. In case of any inordinate delay in execution of activities / items in the Scope of Work, a Committee of officers of appropriate level decided by the competent authority will decide on penalty and / or other action be taken, after examining all aspects of the case.

iv. TSCA / DIT reserves the right to deduct the penalty either from Performance Bank Guarantee or from pending invoices submitted for the work already performed by the agency.

#### 4.8.13 **Termination**

TSCA / DIT may terminate the Contract of the agency in case of the occurrence of any of the events specified below:

i. If the Agency becomes insolvent or goes into compulsory liquidation.

- ii. If the Agency, in the judgment of TSCA / DIT, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- iii. If the Agency submits TSCA / DIT a false Statement which has a material effect on the rights, obligations or interests TSCA / DIT.
- iv. If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest TSCA / DIT.
- v. If the Agency fails to provide the quality services as envisaged under this Contract. Reasons for the same would be recorded in writing.
- vi. In case of such an occurrence TSCA / DIT shall give a written advance notice, not exceeding one (1) month before terminating the Contract of the Social Media Agency.

4.8.14        **Arbitration**

- i. In event of any dispute or difference between the TSCA / DIT and the Agency, such disputes or differences shall be resolved amicably by mutual consultation. If such resolution is not possible, then the unresolved dispute or difference shall be referred to arbitration of the sole arbitrator to be appointed by the Member Secretary, TSCA / DIT on the recommendation of the Secretary, Department of Legal Affairs ('Law Secretary') Government of Tripura. The provision of Arbitration and Conciliation Act, 1996 (No.26 of 1996) as amended in 2015 shall be applicable to the arbitration. The Venue of such arbitration shall be at Agartala or any other place, as may be decided by the arbitrator. The language of arbitration proceedings shall be English. The arbitrator shall make a reasoned award (the "Award"), which shall be final and binding on TSCA / DIT and the Agency to the agreement. However, expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.
- ii. Pending the submission of and /or decision on a dispute, difference or claim or until the arbitral award is published; TSCA / DIT and the Agency shall continue to perform all of their obligations under this Agreement without prejudice to a final adjustment in accordance with such award.

4.8.15        **Jurisdiction**

The contract shall be governed by laws of the State of Tripura and all Government rules on purchase matter issued from time to time and are in force for the time being.

**4. Section – E**

**5.1 Appendix - 1**

**Details of Bidder**

1. Bidder's information:

(a) Name:

(b) Country of incorporation:

(c) Address of the corporate headquarters and its branch office(s), if any, in India:

(d) Date of incorporation and/ or commencement of business:

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

3. Details of individual(s) who will serve as the point of contact/ communication for TSCA / DIT:

(a) Name:

(b) Designation:

(c) Company:

(d) Address:

(e) Mobile Number:

(f) E-Mail Address:

4. Particular of Agartala Address (if available):

**5.2 Appendix - 2**

**Bid-Undertaking**

To  
The Member Secretary,  
Tripura State Computerisation Agency,  
A Society under Directorate of Information Technology,  
Govt. of Tripura  
IT Bhavan, Indranagar,  
Agartala, Tripura-799006

Madam / Sir,

This has reference to the Tripura State Computerisation Agency's RFP No..... dated ..... for selection of agency for engagement of manpower for implementation of MyGov Tripura.

In this context, I/we, as an authorized representative(s) of company, I/We certify that the agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the agency in the financial proposal.

Thanking you,

Name of the Bidder: .....

Authorized Signatory: .....

Name: Seal:

Date: Place:

**5.3 Appendix - 3**

**Certificate for Providing Qualified Manpower**

To,  
The Member Secretary,  
Tripura State Computerisation Agency,  
A Society under Directorate of Information Technology,  
Govt. of Tripura  
IT Bhavan, Indranagar,  
Agartala, Tripura-799006

Subject: - Certificate for providing qualified manpower.

Madam / Sir,

This has reference to the Tripura State Computerisation Agency's RFP No..... dated ..... for selection of agency for engagement of manpower for implementation of MyGov Tripura.

In this context, I / We as an authorized representative(s) of company, certify that we shall be able to provide qualified dedicated manpower for undertaking the work related to MyGov Tripura for the Tripura State Computerisation Agency, as per Scope of Work detailed in the above RFP. The social media team would work closely with the Tripura State Computerisation Agency.

Thanking you,

Name of the Bidder: .....

Authorized Signatory: .....

Name:

Seal:

Date:

Place:

**5.4 Appendix - 4**

**Details of Unpriced Bill of Materials (BoM)**

| Sl | Item                                      | Estimated numbers |
|----|---|-------------------|
| 1  | Project Manager                           | 1                 |
| 2  | Social Media Expert                       | 1                 |
| 3  | Graphic Designer                          | 1                 |
| 4  | Content Writer English                    | 1                 |
| 5  | Content Writer Bengali                    | 1                 |
| 6  | Content Writer Kakborok                   | 1                 |
| 7  | Video Content (average 1-minute duration) | 24                |
| 8  | Social Media Boosting                     | 1                 |

(\*This is an estimation of the volume of work. Actual volume of work may vary during implementation.)