

**Mahatma Jyotiba Phule Research & Training Institute
(MAHAJYOTI)**

(An Autonomous Institute of Government of Maharashtra)

Dr. Babasaheb Ambedkar Samajik Nyay Bhavan, MA/15/1, S Ambazari Rd, Vasant Nagar, Nagpur,
Maharashtra 440020



E-mail: mahajyotingp@gmail.com

Website : [https:// mahajyoti.org.in](https://mahajyoti.org.in)

E-TENDER No.

Date: 04/03/2021

Invitation of Proposal (Bid) for “Managing Modern Communication Channels to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other modern effective platforms”.

Online Proposal in **two bid system - Technical Bid & Commercial Bid** are invited from the eligible Agency / Firms specialized in Social Media Management and having proven track record and experience to participate in the bidding process with at-least two projects executed for management of Modern Communication Channels, preferably with Govt./Semi-Govt./Public Sector through the procedure specified in the Qualification and Bid Document. Firms having the requisite experience only are eligible to participate in the bid process.

Interested eligible agency / Firm can submit their **Technical Bid & Commercial Bid** online on website <https://mahatenders.gov.in>

Name of the Service	Tender Fee	Earnest Money Deposit (EMD)
Managing Modern Communication Channels (Social Media Management) to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other modern effective platforms	Rs. 5,000/-	Rs. 200,000/-

- The Agency / Firm shall be selected based on the selection criteria decided by the MAHAJYOTI, Nagpur as mentioned in the Bid Document.
- The detailed Bid documents are available on website <https://mahatenders.gov.in>
- The interested bidders will have to register and enroll on website <https://mahatenders.gov.in> to participate in the bid process.
- In case of any technical difficulties' bidders should contact on **0120-4001002, 01204001005, 01206277787**
- The interested bidders will have to submit all the required documents by online submission.
- The Tender fee of Rs. 5,000/-** is required to be deposited online through Credit / Debit Card / Net Banking.
- The EMD of Rs. 200,000/-** is required to be deposited online through Credit / Debit Card / Net Banking.
- Interested Agency / Firm shall submit their bid on or before 22/03/2021, 17:00 hrs.
- The advertisement is also available on MAHAJYOTI Website [https:// mahajyoti.org.in](https://mahajyoti.org.in) for information only.
- Right to reject any or all the Bids is reserved by The Managing Director, MAHAJYOTI, Nagpur.

**Managing Director,
MAHAJYOTI, Nagpur**

SECTION-1: INTRODUCTION

MAHATMA JYOTIBA PHULE RESEARCH & TRAINING INSTITUTE (MAHAJYOTI)

The great men sacrificed their lives for the creation of a modern Indian society in Samatadhishti. Mahatma Jyotiba Phule was the forerunner of this social revolution. He fought for social revolution from his own home to establish a modern society based on the trinity of equality, justice and brotherhood.

The heterogeneous and traditionalist passive Indian society was enriched by egalitarian principles and ideas. He carried out revolutionary work in various social fields like women's education, education of untouchables, prevention of child marriage, widow marriage, agricultural reform, orphanage, prevention of abortion, ban on widow's hair, etc. Not only this, by establishing a truth-seeking society, he started a humanist neo-society and became the father of modern progressive Maharashtra.

The Government of Maharashtra has taken a vow to fulfil the dream of Mahatma Jyotiba Phule of modern society. For this, an autonomous organization "Mahatma Jyotiba Phule Research and Training Institute" (**MAHAJYOTI**) was established on 8th August 2019 for the all-round sustainable development of the weaker sections of other backward classes, deprived castes and nomadic tribes and special backward classes.

It covers social, educational, economic development, research, employment orientation, skills development, self-employment, rural development, agriculture development, personality development, competitiveness development, social cohesion and harmony among other backward classes, deprived castes and nomadic tribes and special backward classes in Maharashtra. It is committed to dedicate itself to the creation of a modern egalitarian society by implementing various initiatives in similar areas.

Work space and components of MAHAJYOTI

- ❖ Agricultural research, assessment, skills development training and employment capacity building.
- ❖ Establishment and development of industrial units including self-employment, entrepreneurship, agro-industrial units.
- ❖ Establishment of data banks, libraries (development and maintenance), conducting various surveys.
- ❖ Agricultural and Cooperative Research, Guidance and Counselling Centre for students, scholars, entrepreneurs, farmers and disadvantaged sections of women.
- ❖ Coaching for various competitive exams, training for career development, etc.
- ❖ Knowledge, study and coordination circles in various fields.
- ❖ Initiatives to improve the social, educational and economic conditions of the target groups.
- ❖ Academic Scholarships, Fellowships, etc. Achieving goals through organizations and grants.

Goals and Objectives

- ❖ To raise awareness about Mahatma Jyotiba Phule Research & Training Institute (MAHAJYOTI) and all its sphere of activities.
- ❖ Widening MAHAJYOTI reach among different communities on social media and other effective platforms.
- ❖ To create a simple and user-friendly system for exchanging ideas and feedback on services online.
- ❖ To disseminate information online about engagement opportunities at grassroots, workshops and conferences and in public consultation meetings.

SECTION-2: INVITATION OF PROPOSAL

Mahatma Jyotiba Phule Research & Training Institute (MAHAJYOTI), here in after, referred to as **MAHAJYOTI** invites online proposal in two bid systems (**Technical Bid & Commercial Bid**) from Agency for Managing Modern Communication Channels to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other effective platforms.

Submission of a proposal in response to this notice shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.

The complete bid document is available on the website <https://mahatenders.gov.in> or <https://mahajyoti.org.in/> for the purpose of downloading. The downloaded bid document shall be considered valid for participation in the electronic bidding process (e-Tendering) subject to the submission of required tender/ bid document fee and EMD.

To participate in online bidding process, Bidders must procure a Digital Signature Certificate (Class - III) as per Information Technology Act-2000 using which they can digitally sign and encrypt their electronic bids.

In case of any technical difficulties' bidders should contact on 0120-4001002, 01204001005, 01206277787

SECTION-3: KEY EVENTS & DATES

1. Key Events and Dates

Sr. No.	SWD Stage	Vendor Stage	Start Date & Time	Expiry Date & Time	Envelopes
1	Release Tender	-	04-03-2021 10:00	04-03-2021 17:00	-
	Pre- Bid Meeting	-	09-03-2021 16:00	09-03-2021 17:00	-
2	-	Tender Download	04-03-2021 17:01	18-03-2021 16:00	Commercial Envelop C1, Technical Envelop T1
3	-	Bid Preparation	04-03-2021 17:01	19-03-2021 15:00	Commercial Envelop C1, Technical Envelop T1
4	Close for Technical Bid	-	19-03-2021 15:01	19-03-2021 17:00	Technical Envelop T1
5	Close for Commercial Bid	-	19-03-2021 15:01	19-03-2021 17:00	Commercial Envelop C1
6	-	Bid Submission	19-03-2021 17:01	22-03-2021 17:00	Commercial Envelop C1, Technical Envelop T1
7	Technical Bid Opening		22-03-2021 17:01	26-03-2021 17:00	Technical Envelop T1
8	Commercial Bid Opening	-	22-03-2021 17:01	26-03-2021 17:00	Commercial Envelop C1

2. Other Important Information Related to Bid

Sr. No.	Item	Description
1	Earnest Money Deposit (EMD) (To be paid online)	Rs 200,000 /- (Rs. Two Lakh only).
2	Tender Fee – (To be paid online)	Rs 5,000 /- (Rs. Five Thousand only).
3	Bid Validity Period	One-hundred-and-twenty (120) days from the date of submission of Bid.
4	Last date of signing contract	As intimated in work order of MAHAJYOTI.

SECTION- 4: SCOPE OF WORK & DELIVERABLES

1. Details of work: The selected Agency shall frame the communication policy, prepare the action plan and suggest the strategies to implement the policy in its true spirit. The key tasks involved are:

- i. Creation and Maintenance of Social Media Platforms for MAHAJYOTI:** The Agency shall create and maintain the account of MAHAJYOTI on all the popular social media platform. These social media platforms will include Facebook, Instagram, Twitter, E Mail, etc... for mass mailings and any other latest social media platform available within contract period.
- ii.** Development and maintenance of website, to provide the fresh look to the website of Mahatma Jyotiba Phule Research & Training Institute.
- iii. New Look to social media account, regular updates and engagement with users:**
 - a) Give all the MAHAJYOTI Social Media Platforms a new look every month during the period of engagement, by putting up new creative's in line with overall theme/strategy approved by the Managing Director, MAHAJYOTI.
 - b) Daily informative and promotional updates, on all working days, in the form of relevant text, photos, audio, interactive content, interviews, news, and others on all the social media platforms as instructed by Managing Director, MAHAJYOTI.
 - c) Publicize all cultural/public events including relevant days and festivals or any other event as instructed by Managing Director, MAHAJYOTI on all the social media platforms
 - d) Create relevant tagging & linkages of content on all the social media platforms of the MAHAJYOTI.
- iv.** The agency will work closely with the Knowledge Management team of the Mahatma Jyotiba Phule Research & Training Institute to develop and implement a knowledge management system for MAHAJYOTI. Promoting MAHAJYOTI's brand through knowledge and communication products will be a continuous endeavor of the knowledge management and communication process.
 - a) The agency will develop a knowledge system both online and offline. The online system will include creation of a knowledge web portal that serves as a one-stop information gateway to information about the mission, key achievements, progress, innovations, current activities and future plans, etc. The portal will be accessible from multiple devices including mobile handsets for greater outreach.
 - b) The Offline system will include designing and creation of soft copies of publications such as newsletters, booklets, brochures, pamphlets, posters, good practice documents, periodic reports, process documents, short studies, manuals, etc. The agency/firm shall be responsible to create proper formats and professional documents that will serve the purpose of information dissemination in a proper way as well as have a presentation value aimed at creating a brand of MAHAJYOTI. The printing part of any sort shall not be the responsibility of the agency.

- c) Web portal development, operation and management. It will also include, redesigning and changes required by MAHAJYOTI.

V. Query Management, Media Tracking and Reporting

- a) All the relevant queries received on all social media platforms must be brought to the notice of MAHAJYOTI within one working day and replied to within 24 working hours of getting MAHAJYOTI's social media authority's feedback on the same.
- b) Moderation of all the social media platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- c) Use a good industry standard monitoring tool for analyzing comments / remarks about MAHAJYOTI in various social media platforms at local, national & international level.
- d) The agency must submit 'Monthly Analysis Report' to MAHAJYOTI on the effectiveness of the social media strategy.

The components of the report would include:

- Social Traffic analysis
- Engagement Analysis
- Content Analysis of the most engaging type of post which led to success on brand page i.e., the most Engaging Post
- Detailed report of every post for each working day and its reach should also be reported to MAHAJYOTI in every month.

vi. Online Amplification and Social Media Campaigns

- a) Providing amplification of Digital Marketing Communication and messaging through planning and execution of a Digital Marketing activity across both Paid Social Media and Non-Paid Social Media avenues on Digital and Mobile campaign for MAHAJYOTI.
- b) Media planning & providing professional inputs and support in buying media space for Social Media Campaigns (Online and Mobile) for running banners, adverts etc. during the period of Work Order/contract on themes / subjects to be decided in consultation with MAHAJYOTI.

vii. Creative's/Photos Bank

Creative's/Photos with cataloguing needs to be developed consisting of at least 25 Creative's/Photos per month of high quality and high resolution aesthetic work of relevant activities and events.

viii. Team / Recourse / Manpower

The agency must deploy six dedicated members mainly a Social Media expert, Content Developer, a web content Editor, Graphic Designer, a Junior Content Developer and a Documentation Expert at office during the period of work.

The details of professionals to be deployed and minimum required experience of each of the Team members shall be as follows:

Sr. No.	Designation	Experience	Placement Location
1	Social Media Expert	2 + Years	Onsite
2	Content Developer	2+ Years	Onsite
3	Web Content Editor	2+ Years	Offsite
4	Graphic Designer	2+ Years	Offsite
5	Junior Content Developer	2+ Years	Offsite
6	Documentation Expert	2 + Years	Onsite

ix. Monthly Deliverables and requirements are as under

Sr.No.	Item / work	Details of Activity (Creatives for social Media Post across Platform like Facebook, Twitter, Instagram etc.)	Quantity (Tentative)
1	GIF/ Animation	GIF/ Animation for posting across Social Media Platforms like Facebook, Twitter, Instagram, WhatsApp, website, etc. or any other portal as directed by Managing Director, MAHAJYOTI.	4
2	Static Images	Static Images or posting across Social Media Platforms like Facebook, Twitter, Instagram, WhatsApp, website, etc. or any other portal as directed by Managing Director, MAHAJYOTI.	45
3	Sketches	Sketches for posting across Social Media Platforms like Facebook, Twitter, Instagram, WhatsApp, website, etc. or any other portal as directed by Managing Director, MAHAJYOTI.	2
4	Infographics	Infographics for posting across Social Media Platforms like Facebook, Twitter, Instagram, WhatsApp, website, etc. or any other portal as directed by Managing Director, MAHAJYOTI.	4
5	Video	Videos for posting across Social Media Platforms like Facebook, Twitter, Instagram, WhatsApp, website, etc. or any other portal as directed by Managing Director, MAHAJYOTI.	5
6	Facebook Boosting Charges per Month	To Ensuring maximum reach	1
7	Message Optimization		1

8	Other Promotion	SMS	3
		Voice calls	3
		WhatsApp message	1
9	Webcast/Facebook Live	Facebook Live/YouTube Live (solo camera setup & wired microphone)	1
10	Interview/Meeting event	interview of renowned person's (3 camera Setup with wireless microphone & Audio video mixer unit)	1

Note: Monthly Deliverables may change as per requirement as and when directed by Managing Director, MAHAJYOTI,

ix. Miscellaneous work

- a) Other related and miscellaneous work includes providing monthly strategic inputs for any creative campaign of MAHAJYOTI.
- b) In some special cases, a new website may be required to be created for approaching people or updating status of special missions. The agency shall have to create and maintain the same for MAHAJYOTI. The domain name charges and monthly hosting charges shall be borne by MAHAJYOTI.

x. To provide documentation and editorial support to all knowledge products / schemes and public programs of MAHAJYOTI in English, Hindi and Marathi languages.

xi. Build and promote the MAHAJYOTI's and its various initiatives brand through knowledge and communication activities and products.

xii. The agency/firm will:

- a) Understand and adhere to the mandatory policies, procedures and standards of the Government in order to create knowledge outputs suitable for various submissions and presentations.
- b) Hire full time, part-time and need based consultants with relevant expertise and experience whenever required to deliver high quality knowledge support and products.
- c) Provide quality translation of all knowledge products from English, Hindi to Marathi and vice-versa.

2. Reporting:

The Agency / firm shall work in close coordination with MAHAJYOTI's PR team and shall be assigned an officer for reporting. The monthly performance and the deliverables expected from the agency/firm shall have to be endorsed and signed by the assigned officer for processing the payments of agency.

3. Data, Services and Facilities to be provided by MAJYOTI:

- a) **Data:** MAHAJYOTI will provide all requisite data/ content/photographs etc. to be published on various platforms in raw or processed form whichever is available.
- b) **Services and facilities:** The agency/firm shall operate from MAHAJYOTI premises and shall be provided with adequate hardware support in the form of computers (equivalent to the number of professional appointed), Printer, Scanner and a dedicated internet connection.

SECTION- 5: INSTRUCTIONS TO BIDDERS

1. Purpose

Selection of Agency for Managing Modern Communication Channels to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other modern effective platforms.

2. Bid Process

The Bidder has to submit a bid on line **in two envelope systems**, one containing **Technical Bid** and other the **Commercial Bid** for “**Selection of Agency for Managing Modern Communication Channels to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other modern effective platforms**”.

3. Tender Fee (Non Refundable)

The bidders are requested to deposit the Tender fee of **Rs. 5, 000/-** online through Credit Card / Debit Card / Internet Banking. Proof of the same should be attached with the Technical Bid. It is to be noted that the Tender Fee is non- refundable, however, tender fee will be refunded in case of cancellation of overall tender process (i.e, if the tender process is cancelled) by MAHAJYOTI.

Firms, registered as MSE with MSME / NSIC with valid certificate duly issued by GOI are exempted for submitting Tender Fee. No other type of certificate is acceptable. The exemption and relaxation in Tender Fee is subject to the validity & acceptance of their registration certificate on the date of opening of tender

4. Payment through online mode only: Bidder should note than payment of Tender fee and EMD has to be made only by online mode. Payment by cheque, DD, etc. is not accepted

5. Earnest Money Deposit

The Earnest Money Deposit (EMD) of **Rs 200,000/-** is required to be deposited online through Credit / Debit Card / Net Banking / NEFT. Proof of the same should be attached with the Technical Bid. Realization of NEFT / RTGS payment takes 2 to 24 hours, so it is advised to make sure that NEFT / RTGS payment activity should be completed well before time.

- a) The EMD shall be denominated in Indian Rupees only.
- b) No interest will be payable to the bidder on the amount of the EMD.
- c) Bids submitted without adequate EMD will be liable for rejection.
- d) EMD of unsuccessful bidders will be refunded after completion of Bid process and final award of the Work Order and the EMD of successful bidders will be adjusted against Security Deposit.
- e) EMD shall be non-transferable.
- f) Firms, registered as MSE with MSME / NSIC with valid certificate duly issued by GOI are exempted for submitting Tender Fee. No other type of certificate is acceptable.

g) The exemption and relaxation in EMD is subject to the validity & acceptance of their registration certificate on the date of opening of tender

h) The EMD may be forfeited:

i. If a Bidder withdraws his bid or revises/ increases his quoted prices during the period of bid validity or its extended period, if any.

ii. If successful bidder fails to sign the Contract within time specified by MAHAJYOTI.

iii. If during the bid process, a bidder indulges in deliberate act that would jeopardize or unnecessarily delay the process of bid evaluation and finalization. The decision of the MAHAJYOTI regarding forfeiture of the EMD shall be final and binding upon bidders.

6. Security Deposit (SD):

EMD of the successful Agency will be adjusted against Security Deposit. Besides adjusting the EMD into security deposit, the amount of 4% shall be deducted from each running bill (RA) raised by the Agency. This shall be retained by MAHAJYOTI till the end of this contract and shall be released on successful execution of the work during Contract period.

Firms, availed the benefit of exemption from the payment of EMD due to its registration as MSE under MSME / NSIC, will have to pay the Security Deposit equivalent to the EMD amount, in case of award of contract.

7. Transfer of Bid

The Bid / Proposal Document are not transferable. The bidder who purchases the Bid document and submits the Bid shall be the same.

8. Preparation of Proposal / Completeness of Response:

The Bidders must comply with the following instructions during preparation of proposals:

a) Bidders are advised to study all instructions, forms, terms, guidelines, requirements and other information in the tender documents carefully. Submission of bid shall be deemed to have been done after careful study and examination of the Bid document with full understanding of its implications.

b) The response to this tender document should be full and complete in all respects. Failure to furnish all information required by the tender document or submission of a proposal not substantially responsive to the tender document will be at the Bidder's risk and may result in rejection of their Proposal.

c) The Proposal shall be in indelible ink and shall be signed by the Agency or duly authorized person(s) to bind the Agency to the Work Order. The letter of authorization shall be indicated by written power of attorney and shall accompany the Proposal.

d) No Agency is allowed to modify, substitute, or withdraw the Proposal after its submission.

e) The offer of the agency must be inclusive of all taxes payable to the various authorities, such as GST and

any other taxes levied by such authority from time to time.

9. Place of opening of Tender

The tender will be opened online in the office of **Mahatma Jyotiba Phule Research & Training Institute (MAHAJYOTI)**, Dr. Babasaheb Ambedkar Samajik Nyay Bhavan, MA/15/1, S Ambazari Rd, Vasant Nagar, Nagpur, Maharashtra 440020 on the scheduled dates.

10. Bid Preparation Costs

The bidder shall submit the bid at its cost and MAHAJYOTI shall not be held responsible for any cost incurred by the bidder. Submission of a bid does not entitle the bidder to claim any cost and rights over MAHAJYOTI and MAHAJYOTI shall be at liberty to cancel or modify any or all bids without giving any reason thereof. All materials submitted by the bidder shall be the absolute property of **MAHAJYOTI** and no copyright /patent etc. shall be entertained by **MAHAJYOTI**.

11. Amendment of EOI Document

a) If **MAHAJYOTI** deems it appropriate to revise any part of this Tender Document or to issue additional data to clarify an interpretation of provisions of this Tender document it may issue supplements to this document. Any such corrigendum shall be deemed to be incorporated by this reference into this document.

b) All the amendments made in the document would be published on the website of Government of Maharashtra

<https://mahatenders.gov.in> or and also on **MAHAJYOTI** website <https://mahajyoti.org.in/> and shall be part of the document.

c) The bidders are advised to visit the aforementioned website on regular basis for checking latest updates of this tender document. MAHAJYOTI also reserves the rights to amend the dates mentioned in this document for successful bid process.

12. Pre- Bid Meeting

a. Pre- Bid meeting is open to all prospective bidders.

b. If the agencies who have purchased tender document have any query regarding the scope of work or terms and condition of this work, they are free to submit their queries in writing, addressed to the Mahatma Jyotiba Phule Research & Training Institute (MAHAJYOTI), at least two days before the date of pre-bid meeting.

c. The Pre- Bid meeting will be held on scheduled date, in the Office of **Mahatma Jyotiba Phule Research & Training Institute (MAHAJYOTI)**, Dr. Babasaheb Ambedkar Samajik Nyay Bhavan, MA/15/1, S Ambazari Rd, Vasant Nagar, Nagpur, Maharashtra 440020.

13. MAHAJYOTI's right to Clarifications & Amendments of Tender Document / termination of the tender process.

During the process of submission or evaluation of Proposals:

- a. Managing Director, MAHAJYOTI, may, at its discretion, ask Agency for clarifications about its proposal. The Agency is required to respond within the prescribed time frame.
- b. Managing Director, MAHAJYOTI, may for any reason, modify the Tender Document from time to time. The amendment(s) to the Tender Document would be clearly spelt out and the Agency may be asked to amend its proposal due to such amendments.
- c. Managing Director, MAHAJYOTI may terminate the Tender process at any time and without assigning any reason. MAHAJYOTI shall not be held responsible for any cost incurred by the bidder in bid preparation. MAHAJYOTI reserves the right to amend/edit/add delete any clause of this Tender Document. However, this will be informed to all and will become part of the bid.

14. Language of Bids

This bid / proposal and all associated correspondence should be submitted in English language only 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.

If any supporting documents submitted are originally in Marathi or Hindi language than that will be accepted as it is.

15. Bid Submission Format

The entire proposal shall be submitted strictly as per the format specified in this bid document. Bids with deviation from this format are liable for rejection.

16. Submission of Bids

The bidder should submit the Bid online, which shall comprise of the following two envelopes (Two envelope systems shall be followed for the bid):

- A. Technical Bid (Proposal). Including relevant credentials and supporting documents
- B. Commercial Bid (Proposal).

17. Technical Bid

The **Technical Bid** should consist of all details, save and except the price as per **Annexure- I. Technical Bid** should be clearly super scribed as “**Selection of Agency for Managing Modern Communication Channels to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other modern effective platforms**”.

a) Eligibility/ Pre-qualification Requirements of the agency/ firm/ company is as under:

- i. The Agency should be registered Agencies of DGIPR/ Agencies empanelled by the Govt. of Maharashtra.
- ii. It should have its own office in the state of Maharashtra
- iii. It should have experience of at least three year form the date of registration.
- iv. It should have a minimum annual turnover of Rs 50 Lakhs in last Financial Year.
- v. It must have completed / worked on at least two Social Media Management projects in Government / ULB / Semi Govt. / Govt. Undertaking./PSU/Private Sector.
- vi. It must also have one Government project wherein it is working for the Government agency for a period of at least 12 months continuously.
- vii. It must have one Government agency project wherein the development and maintenance of a web portal is being done by the Agency.
- viii. The Agency should have a team as stated in “Details of work” mentioned in section 4
- ix. The Agency should not have been black listed by any Government agency.

b) Mandatory Documents to be uploaded with Technical Bid (Form-T1: Technical Bid (Proposal))

Sr. No	Particulars	Document
1	Technical Bid Form (Annexure I)	Signed copy of Technical Bid Form (Anne on the agency letterhead.
2	Proof of the payment of Tender Fee & EMD.	Computer generated deposit receipt for Tender Fee & EMD.
3	Copy of valid Registration Certificate as a company/partnership firm, etc, whichever may be applicable.	Certificate of Incorporation and commencement / Registration whichever may be applicable
4	The Agency should have its own office in the state of Maharashtra.	a. Certificate of Incorporation / Registration b. GST Registration Certificate c. PAN Card d. Rent / Lease agreement e. Provide all above documents.
5.	The Agency should be registered Agencies	Registration / Empanelment letter

	of DGIPR/ Agencies empanelled by the Govt. of Maharashtra	
6.	The Agency should have a minimum annual turnover of Rs 50 Lakhs in last Financial Year	a. Turnover Certificate duly certified by Chartered Accountant b. Income Tax Return and Financial statement Provide all above documents.
7.	a) The Agency must have completed / worked on at least two Social Media Management projects in Government / ULB /Semi Govt. / Govt. Undertaking./ PSU/Private Sector. b) It must also have one Government project wherein it is working for the Government agency for a period of at least 12 months continuously. c) It must have one Government agency project wherein the development and maintenance of a web portal is being done by the Agency.	Work Order / Completion certificate Work Order / Completion certificate Work Order / Completion certificate
8	The Agency should have a team as stated in “Details of work” mentioned in section C	a. Self-Certification with specific qualifications of Manpower b. Biodata of team including experience
9	The Agency should not have been black listed by any Government agency.	c. Self-Certification
10	Any of the Partner / Director / Governing member should not be having criminal case against them	d. Self-Certification
11	Technical Bid Form	Form-T1: Technical Bid (Proposal)

Note: The Commercial Bid will be opened only after the opening and scrutiny of the Technical Bid. The Commercial Bids of only those Bidders will be opened whose Technical Bids are qualified

18. Commercial Bid:

The Commercial Bid will contain only the Commercial Bid as per **Form-C2: Commercial Bid (Proposal)**, duly filled in and signed and must be clearly super scribed as Commercial Bid for “**Selection of Agency for Managing Modern Communication Channels to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other modern effective platforms**”.

19. Disqualification:

The bidder should ensure that all the required documents, as mentioned in this tender document, are submitted along with the bid. Non submission of the required documents may lead to the rejections of the bid submitted by the bidder. Besides other conditions and terms highlighted in the tender document, bids may be rejected / disqualified under following circumstances:

- In case the Bidder fails to meet the bidding requirements as indicated in this tender document or not submitted in accordance with the procedure and formats prescribed in this document.
- During validity of the Bid, or its extended period, if any, the Bidder increases his quoted price.
- Incomplete Bid or failure to furnish all information required as per tender document and failure to furnish proofs for information provided.
- Bid is received after due date and time.
- Bid is not accompanied by all the requisite documents.
- Bids submitted without or with improper EMD or Tender Fee
- Bids without signature of person (s) duly authorized on require pages of the bid.
- Bids without power of authorization and any other document consisting of adequate proof of the ability of the signatory to bind the Bidder.
- If the information provided by the Bidder is found to be incorrect / misleading at any stage / time during the Tendering Process.
- Technical Bid containing commercial details or revelation of prices in any form or by any reason before opening the commercial Bid.
- Commercial Bids that do not conform to the Tender's Commercial Bid format (Annexure- II).
- The Bidder not conforming to unconditional acceptance of full responsibility of providing services in accordance with the Agreements of this tender.
- If the bid does not conform to the timelines indicated in the bid.
- If the purchaser of the bid (i.e., who pay Tender Fee and EMD) and submitter of the bid is different.
- Any effort on the part of a Bidder to influence the bid evaluation, bid comparison or contract award decisions by unlawful/corrupt/fraudulent means at any point of time during the Bid process.
- Bidder fails to enter into a Contract within 10 Days of the date of issue of Letter of empanelment / award of contract or within such extended period, as may be specified by the MAHAJYOTI.
- While evaluating the Proposals, if it comes to the MAHAJYOTI knowledge expressly or implied, that some Bidders may have colluded in any manner whatsoever or otherwise joined to form an alliance resulting in delaying the processing of Proposal then the Bidders so involved are liable to be disqualified for this contract as well as for a further period of three years from participation in any of the tender floated by the MAHAJYOTI.
- Bidder doesn't agree to the Terms and Conditions of the Bid.

20. Opening of Bid (Proposal)

- a) **Envelope No. 1** containing the **Technical Bid (Technical Proposal)** shall be opened online in the head office of MAHAJYOTI, in the presence of the bidder/ representatives of bidder who choose to attend the opening of bids.
- b) **Envelope No. 2** containing **Commercial Bid** (Commercial Proposal) of the bidders, who have been qualified in the technical Bid, shall only be opened, in the head office of MAHAJYOTI, in the presence of the bidder/ representatives of bidder who choose to attend.
- c) Tenders will be opened on or after scheduled time specified in the tender notice in presence of the bidder who may choose to be present.
- d) Tenders will be opened by Tender Committee.
- e) Initially the payment of Tender Fee and EMD will be verified, if it is correctly paid then only the opening of technical bid will be done and evaluation of technical bid will be carried out. If the bidder has availed the benefit of exemption from the payment of Tender Fee and EMD, then the copy of Exemption Certificate will be verified. If it is found in order, the opening of technical bid will be done and evaluation of technical bid will be carried out.
- f) Commercial Bid will be opened only after the opening and scrutiny of the Technical Bid. The Commercial Bids of only those Bidders will be opened who fulfils the qualifying criteria and qualifies in Technical Bid Evaluation

21. Evaluation of Technical and Commercial Bid (Proposal):

Bid Evaluation Committee formed by Managing Director, MAHAJYOTI will evaluate the Technical and Commercial Bid and submit its recommendation to Managing Director, MAHAJYOTI. Decision of the Managing Director, MAHAJYOTI, would be final and binding upon all the Bidders.

A. Evaluation of Technical Bid (Proposal)

The evaluation of **Technical Bid (Proposal)** will be carried out in the following manner:

- i. The Bidder's Technical Bid will be evaluated as per the requirements and evaluation criteria as mentioned in this Bid document. The Bidders are required to submit all required documentation in support of the evaluation criteria.
- ii. At any time during the Bid evaluation process, the Bid Evaluation Committee may seek written clarifications from the Bidders. The Committee may seek inputs from their professional and technical experts in the evaluation process.

- iii. Managing Director, MAHAJYOTI may, at its discretion, call for additional information from the Agency/Bidder. Such information has to be supplied within the set out time-frame, otherwise the Bid Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of the agency/ bidder and the Proposal is liable to be rejected. Seeking additional information or clarifications cannot be treated as acceptance of the proposal.
- iv. For verification of information submitted by the agency, the Bid Evaluation Committee may visit agency's/ bidders' offices at its own cost. The agency shall provide all the necessary documents, samples and reference information as desired by the Committee. The Agency shall also assist the Committee in getting relevant information from the Agency references, if desired.
- v. The Committee reserves the right to do a reference check of the past experience stated by the Bidder. Any feedback received during the reference check shall be taken into account during the Technical evaluation process.
- vi. The Commercial Bid will be opened only after the opening and scrutiny of the Technical Bid. The Commercial Bids of only those Bidders will be opened whose Technical Bids are qualified. I.e., Only technically qualified Proposals / Bids shall be considered for Financial bid Opening.
- vii. The Technical Evaluation shall be based on the parameters and weightages as mentioned in the Table below.

Technical Evaluation Criteria:

Sr. No.	Criteria	Supporting Document	Description	Maximum Marks
1.	Agency / Bidder should have experience of at least three year form the date of registration in online Social Media Management projects.	<p>a. Certificate of Incorporation and commencement / Registration whichever may be applicable as a proof for date of registration.</p> <p>b. Copy of at least one work order in each year or the letter for continuation of previous work order for social media management project in each year to support the number of year of experience in social media management</p>	<p>Total number of years of experience in Social Media Management from the date of registration or commencement of business.</p> <p>a. Years of Experience < 3 Years- 0 Marks.</p> <p>b. 3 Years <= Years of Experience <= 5 Years- 5 Marks.</p> <p>c. 5 Years < Years of Experience <= 7 Years- 7 Marks.</p> <p>d. 7 Years < Years of Experience <= 10 Years- 10 Marks.</p> <p>e. Years of Experience > 10 Years- 15 Marks.</p>	15

2.	Agency / Bidder should have completed / worked on at least two online Social Media Management projects for Government/ ULB / Semi Govt./ PSUs/ Private Sector	Work Order / Completion certificate	<p>1. Number of online Social Media Management projects completed or worked on for Government/ ULB / Semi Govt./ PSUs/ Private Sector.</p> <p>a. Number of projects < 2, 0 Marks. b. 2<= Number of projects <=5, 7 Marks. c. 5< Number of projects <=7, 10 Marks. d. 7< Number of projects<=10, 15 Marks. e. Number of projects> 10, 20 Marks.</p> <p>2. Number of online Social Media Management projects completed or worked on for Government/ PSUs</p> <p>a. Number of projects < 2, 5 Marks. b. 2<= Number of projects <=5, 15 Marks. e. Number of projects>5, 20 Marks.</p>	40
3.	Agency / Bidder should have at least one social media management project of Government wherein it is working for a period of at least 12 months continuously.	Work Order	<p>Number of social media management project of Government, wherein agency / bidder is working for a period of at least 12 months continuously.</p> <p>a. 1<= Number of projects <=3, 10 Marks. e. Number of projects>3, 20 Marks.</p>	20
4.	Agency / Bidder must have at least one Government agency project	Work Order / Completion certificate	<p>Number of Government agency project wherein the development and maintenance of a web portal is being done by the Agency/ bidder.</p>	15

	wherein the development and maintenance of a web portal is being done by the Agency.		<p>a. Number of projects < 2, 5 Marks.</p> <p>b. 2<= Number of projects <=5, 10 Marks.</p> <p>e. Number of projects>5, 15 Marks.</p>	
5.	Credibility of the Agency based on Registration Category	Registration certificate.	<p>a. Agency / Bidder is registered as Public Limited company: 10 Marks</p> <p>b. Agency / Bidder is registered as Private Limited company: 7 Marks</p> <p>c. Agency / Bidder is registered as Partnership, Sole proprietorship or any other: 3 Marks</p>	10
6.	The Agency / Bidder should have a minimum annual financial turnover of Rs 50 Lakhs	Turnover Certificate duly certified by Chartered Accountant, Income tax return, Profit and Loss statement / Income and Expenditure Statement.	<p>Maximum Annual Financial Turnover of the agency / Bidder in any of the last 3 Financial Year.</p> <p>a. Financial Turnover < 50 Lakhs, 0 Marks.</p> <p>b. 50 Lakhs<= Financial Turnover <70 Lakhs, 5 Marks.</p> <p>c. 70 Lakhs<= Financial Turnover < 1 Crore, 10 Marks.</p> <p>d. Financial Turnover >= 1 Crore, 15 Marks.</p>	15
7.	Experience of Professionals to be deployed in the project.	<p>1. Bio-data of Professionals to be deployed in the project.</p> <p>2. Experience Letter / Appointment letter of Professionals to be deployed in the project.</p> <p>2. Self-declaration on letter head of the agency / bidder that it has a team as stated in “Details of work” mentioned in the tender document.</p>	<p>1. Number of years of experience of Social Media Expert deployed in the project</p> <p>a. Years of experience < 2 Years, 0 Marks.</p> <p>b. 2 years<= Years of experience <5 Years, 5 Marks.</p> <p>c. 5 years<= Years of experience <10 Years, 7 Marks.</p> <p>d. Years of experience >=10 Years, 10 Marks.</p>	35

2. Number of years of experience of Content Developer deployed in the project

a. Years of experience < 2 Years, 0 Marks.

b. 2 years<= Years of experience <5 Years, 3 Marks.

c. Years of experience >=5 Years, 5 Marks.

3. Number of years of experience of Web Content Editor deployed in the project

a. Years of experience < 2 Years, 0 Marks.

b. 2 years<= Years of experience <5 Years, 3 Marks.

c. Years of experience >=5 Years, 5 Marks.

4. Number of years of experience of Web Graphic Designer deployed in the project

a. Years of experience < 2 Years, 0 Marks.

b. 2 years<= Years of experience <5 Years, 3 Marks.

c. Years of experience >=5 Years, 5 Marks.

5. Number of years of experience of Junior Content Developer deployed in the project

a. Years of experience < 2 Years, 0 Marks.

			<p>b. 2 years<= Years of experience <5 Years, 3 Marks.</p> <p>c. Years of experience >=5 Years, 5 Marks.</p> <p>6. Number of years of experience of Documentation Expert deployed in the project</p> <p>a. Years of experience < 2 Years, 0 Marks.</p> <p>b. 2 years<= Years of experience <5 Years, 3 Marks.</p> <p>c. Years of experience >=5 Years, 5 Marks.</p>	
Total				150

Note: The minimum qualifying marks required in technical criteria is 105 Marks (i.e., 70 %). The bidders who score minimum 105 Marks shall be considered for Commercial Bid evaluation. The bidders who do not score minimum qualifying marks, their bids shall be rejected and will not be considered for Commercial Bid evaluation.

Technical Score (X)

The bidder who secures maximum marks shall be given a technical score of 100. The Technical Scores of other Bidders for the project shall be computed as follows.

$\text{Technical Score of Bidder for the Project (X)} = 100 \times \frac{\text{Marks secured by the respective Bidder}}{\text{Highest Marks received by the Bidder}}$

The score secured based on evaluation of the Technical Bid as above shall be the Technical Score of the Bidder for the project being considered for further evaluation.

B. Evaluation of Commercial Bid

Bid Evaluation Committee formed by Managing Director, MAHAJYOTI will evaluate the Commercial Bid of the bidders who score minimum 105 Marks (i.e., 70 % of total marks) in Technical Bid as stated above, and submit its recommendation to Managing Director, MAHAJYOTI. Decision of the Managing Director, MAHAJYOTI would be final and binding upon all the Bidders.

Financial Score: (Y)

The bidders shall submit their **Commercial Bid** as per the format provided in **Annexure II**. The Commercial Bid shall be evaluated on the basis of total cost submitted by the bidder. The bidder who quotes the lowest cost will be given a financial score of 100.

In cases of discrepancy between the prices quoted in words and in figures, the amount quoted in words shall be considered. For any other calculation/ summation error etc. the bid may be rejected. The financial scores of bidders whose Technical Bid is qualified for the project shall be computed as follows:

Financial score of Bidder for the project(Y)	= 100 X	$\frac{\text{Lowest cost quoted by the bidder for the project (Rs.)}}{\text{Cost quoted by Respective Bidder for the project (Rs.)}}$
--	---------	---

The marks secured as above shall be the Financial Score of the bidder for the project (Y).

C. Composite Score of the Bidders

Composite score of the Bidders for the bid shall be worked out as under:

Bidder	Technical Score (X)	Financial Score (Y)	Weighted Technical Score (60 % of X)	Weighted Financial Score (40 % of Y)	Composite Score (F=D+E)
A	B	C	D	E	F
1					
2					
3					
4					

22. Award of contract

- a) Bid Evaluation Committee formed by Managing Director, MAHAJYOTI will evaluate the Commercial Bid and Technical Bid as stated above, and submit its recommendation to Managing Director, MAHAJYOTI.
- b) The Bid Evaluation Committee may invite the selected agency for negotiations, if considered necessary.
- c) Contract shall be awarded to the Agency with the highest composite score and having at least achieved the minimum Technical score calculated as per the method stated above in the Tender Document.
- d) MAHAJYOTI may award the contract to one or more eligible bidder or cancel the bid on the basis of their composite score and recommendation of the Bid Evaluation Committee.
- e) Decision of the Managing Director, MAHAJYOTI would be final and binding upon all the Bidders.
- f) MAHAJYOTI will notify the award of work in writing to the successful bidder.

23. Signing of Contract

Once MAHAJYOTI notifies the successful bidder that it's bid / proposal has been accepted, MAHAJYOTI shall enter into a Agreement, incorporating the conditions of the tender document and its amendments and any special conditions during negotiations between the MAHAJYOTI and the successful bidder.

The contract will be entered for the period of 1 year from the date of signing of contract, However the Managing Director, MAHAJYOTI may extend the contract for the period of second year by mutual consent on the basis of performance of the bidder in first year of contract.

MAHAJYOTI may forfeit the Earnest Money Deposit (EMD) and cancel the Bid, in case the successful bidder is unable to execute contract within 10 days of the date of issue of Letter of empanelment / award of contract or within such extended period, as may be decided by the MAHAJYOTI.

SECTION-6: GENERAL TERMS AND CONDITIONS

Agency should read these Terms and Conditions carefully and comply strictly while submitting the Proposals/Bid

1. Conditional Bid (Proposals) are liable for rejection.
2. Intending bidders can have detailed information from the office of MAHAJYOTI, Nagpur during office hours.
3. Agency shall not assign or sublet the Work Order or any part thereof to any other agency, nor can the agency have arrangement with other company for bidding purpose. Joint venture is not permitted.

4. Rates quoted will be valid up to 120 days from the submission of the bid.
5. Rate shall be written both in words and figures. There should not be errors and /or over- writings and corrections, if any, should be made clearly and initialed with dates. The rates quoted in words will be considered in case of difference in the rates quoted in words and figures.
6. Direct or indirect canvassing on the part of the Agency or his representative will lead to disqualification.
7. If a Agency imposes conditions, which is in addition to or in conflict with the conditions mentioned herein, his Bid is liable to rejection. In any case none of such conditions will be deemed to have been accepted unless specifically mentioned in the letter of acceptance of Bid issued by the Director.
8. The Selection Committee constituted by Managing Director, MAHAJYOTI, reserves the right to reject any or all bids without assigning any reason and accept bid for all or anyone.
9. The Agency shall not abuse the use of the MAHAJYOTI logos in any way which may deceive the public to believe unsolicited, unauthorized or unverified content. The said MAHAJYOTI logos shall be used only in such manner as to provide credibility to the authentic web pages / applications / platforms belonging to the MAHAJYOTI. The Agency shall also monitor the virtual space for any individual or organization which may be operating platforms / applications / Webpages /websites and deceiving the public to believe that they are in anyway associated with the MAHAJYOTI. Upon discovery of such entity, the Agency shall provide necessary information of such entity to MAHAJYOTI for immediate prosecution.
10. The Agency must maintain uniformity while uploading of content on the platforms. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms instantly.
11. The Agency's Work Order shall be immediately terminated if MAHAJYOTI finds it responsible for uploading any defamatory, seditious, gender prejudiced or obscene content with notice period of 10 days. MAHAJYOTI shall terminate the work order if no reply is received from the Agency or the reply received from the Agency is unsatisfactory. The Agency shall also promptly remove any content of the aforementioned malicious nature uploaded by a member of the public, and inform MAHAJYOTI of the same to provide MAHAJYOTI with the opportunity to prosecute such an individual or group within 24 hours from the receipt of information to MAHAJYOTI.
12. The agency/firm shall operate from MAHAJYOTI premises and shall be provided with adequate hardware support in the form of computers (equivalent to the number of professional appointed), Printer, Scanner and a dedicated internet connection along with Electricity supply and adequate Furniture.
- 13. Conflict of Interest**
 - a. The selected Agency should provide professional, objective and impartial service and hold MAHAJYOTI'S interest paramount.
 - b. The selected Agency shall not downstream or outsource any part of the scope of work.
 - c. Non-disclosure of such an association will lead to termination of Contract.

14. Validity of Proposal

The following will be considered for the validity of the proposals deemed submitted:

- a. Proposals shall remain valid for a period of 120 days from the date of opening of Proposal.
- b. MAHAJYOTI reserves the right to reject a proposal valid for a shorter period as non-responsive.
- c. In exceptional circumstances MAHAJYOTI may solicit the Agency's consent to an extension of the period of validity. The request and the response thereto shall be made in writing.

15. Right to Accept or Reject any Proposal

Managing Director, MAHAJYOTI reserves the right to cancel the tender process at any stage, or to accept or reject any or all the proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Agency(s) or any obligation to inform the affected Agency(s) of the grounds for such decision.

16. Fraud & Corrupt Practice

It is required that the agency submitting proposal and Agency selected through this tender process must observe the highest standards of ethics during the process of selection and during the performance and execution of this work.

For this purpose, definitions of the terms are set forth as follows:

- a. "**Corrupt Practice**" mean offering, giving, receiving or soliciting of anything of value to influence the action of MAHAJYOTI or its personnel while executing this work.
- b. "**Fraudulent Practice**" means a misrepresentation of facts, in order to influence a Selection process or the execution of a Work Order, and includes collusive practice among Agency (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or non-competitive levels and to deprive MAHAJYOTI of the benefits of free and open competition.
- c. "**Unfair trade practice**" means supply of services different from what is ordered on, or change in the Scope of Work.
- d. "**Coercive practice**" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the selection process or execution of the Work Order.

Mahajyoti will reject a proposal even after the award, if it is found that the Agency is engaged in corrupt, fraudulent, unfair or coercive practices.

17. Penalty to be specified under the clause as per work:

Compensation of Delay:- The time allowed for carrying out the work as entered in the tender shall be strictly observed by the Agency and shall be reckoned from the date on which the order to commence work is given to the Agency.

The work shall throughout the stipulated period of the contract be proceeded with all due diligence (time being deemed to be the essence of the contract on the part of Agency) and the Agency shall pay as compensation an amount up to one percent of the estimated cost of the whole work as shown by the tender for every day that the work remains un commenced or unfinished after the proper date.

To ensure good progress during the execution of the work the Agency shall be bound in all cases in which the

time allowed for any work exceeds one month to complete one fourth of the whole of work, before one-fourth of the whole time allowed under the contract has elapsed one-half of the work, before one half of such time has elapsed, and three-fourth of the work, before three-fourth of such time has elapsed.

In the event of the Agency failing to comply with this condition, it shall be liable to pay as compensation an amount equal to one percent of estimated cost of the whole work for every day the due quality of work remains incomplete. Provided always that the entire amount of compensation to be paid under the provisions of this clause shall not exceed ten percent on the estimated cost of the work as shown in the tender.

18. Payment Terms:

- a. Advance payment will not be given in any case.
- b. The entire amount quoted for Website Development shall be paid on “Go Live” of the website.
- c. The agency will have to raise the bill before the 10th day of every month and after proper scrutiny by the department, the payment shall be made to the agency by the accounts department on the monthly basis.
- d. Payment to the agency shall be made after deducting all statutory deductions in lieu of the taxes levied by the state government, central government and other authorities.
- e. MAHAJYOTI is not liable to pay any kind of interest on delayed payment.

19. The selected Agency shall enter into a contract agreement on a non-judicial stamp paper of Rs 500, with terms and conditions as per the format specified by The Managing Director, MAHAJYOTI, Nagpur within 10 days from the receipt of written communication of acceptance of Bid, failing which the EMD will be forfeited.

20. MAHAJYOTI reserves the rights of overall monitoring of the work or project done by the Agency.

21. The contract will be for a period of one year or up to the completion of any pending project already assigned.

22. Contract may be extended for next financial years by mutual consent with the same terms and conditions of the agreement executed.

23. The base rate of charges may be increased by maximum 10% per year. However, decision of Managing director, MAHAJYOTI, in this regard, will be final.

24. The Managing Director, MAHAJYOTI, Nagpur including the authorized Officers of the MAHAJYOTI shall have the power to issue notices in writing and to instruct/direct the Agency to make alterations/variations in the assigned work.

25. Failure to abide by the Agreement:

The conditions stipulated in the agreement shall be strictly adhered to and violation of any of the conditions will entail termination of the contract without prejudice to the rights of the MAHAJYOTI with such penalties as specified in the Bidding document and the Agreement.

26. Confidentiality of the Document

This Tender Document is confidential and the MAHAJYOTI shall ensure that anything contained in this Tender Document shall not be disclosed in any manner, whatsoever.

27. Dispute Resolution Through Arbitration:

In case of any dispute arising out of the terms and conditions of contract or assignment, the matter shall be governed by the laws of India (both substantive and procedural) at that time being in force and shall be subject to exclusive jurisdiction of the District Courts of Nagpur.

Any dispute which arises out of this contract shall as far as possible be resolved mutually. If it cannot be resolved mutually, the Managing Director, MAHAJYOTI may appoint an Arbitrator and his decision shall be final.

28. Termination of Contract and withholding of payment:

a. If the Agency fails to perform as per this contract, by giving a written notice Managing Director, MAHAJYOTI may withhold payments to Agency, provided that the notice shall specify the nature of failure and request the Agency to remedy such failure within 8 working days.

b. The Agency shall on written order from Managing Director, MAHAJYOTI, suspend the progress of the works or any part thereof for such time or times and in such manner as the Managing Director, MAHAJYOTI may consider necessary and shall during such suspension properly protect and secure the work, so far as it is necessary in the interest of MAHAJYOTI.

c. Managing Director, MAHAJYOTI may give a notice in writing to the Agency by not less than 30 days to terminate contract of the Agency. The Agency will have right to represent the case and apply for withdrawal of notice to a competent authority of Director.

Notice of Termination by MAHAJYOTI: may be served for one or more of the following reasons or any other reason as the Managing director, MAHAJYOTI may think fit.

i. The Agency fails to remedy a bad performance within the period specified in the notice of suspension / termination or the period as may be extended.

ii. The Agency becomes insolvent or bankrupt or goes into liquidation or receivership whether

compulsory or voluntary.

iii. As a result of 'Force Majeure', the Agency is unable to perform its his obligations under this contract for 30 days or more.

iv. For any other reason the notice period shall be not less than 45 days.

d) Notice of Termination by Agency: Agency may give a notice of not less than 45 days to MAHAJYOTI, to terminate his contract for any of the following reason/s. MAHAJYOTI will have right to represent its case and request for withdrawal of notice.

i. If MAHAJYOTI fails to pay any money due to the Agency in pursuant to this contract and not subjected to dispute from such notice.

ii. If MAHAJYOTI is in material breach of its obligations pursuant to this contract and has not remedied the same within 45 days (or extended period as the Agency may have approved) of the notice.

iii. If as a result of 'Force Majeure', MAHAJYOTI is unable to perform services for 60 or more days.

e. Payment on Termination: On termination of the contract MAHAJYOTI shall pay the dues for which the agency is lawfully entitled.

f. Reimbursement of reasonable cost, incident to the prompt and orderly termination of the contract, if Agency is not responsible for the reasons of termination of contract.

g. If the Suspension as above is ordered for no fault of the Agency, the Agency shall be entitled to an extension of the time limit equal to the period of suspension.

h. Event of default: On the part of Agency

i. Inadequate of deployment of staff of the Agency

ii. Misbehaviour or Misconduct of the staff.

iii. Failure to perform duties as describe in the scope of work and deliverables.

i. Event of default: On the part of MAHAJYOTI

1) If MAHAJYOTI fails to provide requisite space

2) If it Fails requisite information/ requisite document

3) If it fails to provide data, services & facilities as agreed.

SECTION-7: PROPOSAL FORMATS

Mahatma Jyotiba Phule Research & Training Institute invites online proposal in two bid systems (**Technical Bid & Commercial Bid**) from Agency for “Managing Modern Communication Channels to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other effective platforms”.

Agency are required to submit Proposals in the formats as given under:

Sr.No	Form	Description
Forms		
1	Form A1	Covering Letter
Technical Forms		
1	Form T1	Technical Bid (Proposal)
Financial Forms		
1	Form C1	Covering Letter Commercial Bid (Proposal)
2	Form C2	Commercial Bid (Proposal)

FORM-A1: COVERING LETTER

[Agency is required to submit the covering letter as given under on their letterhead, duly stamped and signed by authorized person]

To,

**The Managing Director
Mahatma Jyotiba Phule Research & Training Institute
Nagpur .**

Sub: Proposal for Selection of Agency for “Managing Modern Communication Channels to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other effective platforms”.

Dear Sir,

1. We have read all the provisions of Tender Document and confirm that these are acceptable to us.
2. We agree to abide by this Proposal, consisting of this letter, our Technical and Commercial Proposals, the duly notarized written power of attorney, and all attachments, for a period of 120 days from the date fixed for submission of Proposals as stipulated in the Tender Document and modifications resulting from Work Order negotiations, and it shall remain binding upon us and may be accepted by you at any time before the expiration of that period.
3. Until the formal final Work Order is prepared and executed between us, this Proposal, together with your written acceptance of the Proposal and your notification of award, shall constitute a binding Work Order between us.
4. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation or misinterpretation contained in it may lead to our disqualification.
5. We understand you are not bound to accept any proposal you receive, not to give reason for rejection of any proposal and that you will not reimburse any expenses incurred by us in bidding.
6. We have paid the EMD of Rs 200,000 and Tender fee of Rs 5000 and the proof of the same is submitted along with the proposal.

7. We are aware that Tender fee Of Rs 5000 is non refundable.
8. We are aware the EMD of Rs 200,000 will not bear any interest and the EMD of successful bidder will be adjusted towards security deposit.
9. If our Bid (Proposal) is accepted, I/We agree to abide by and fulfill all the terms and conditions of the contract.
10. We hereby distinctly and expressly declare and acknowledge that before submission of this tender (Proposal) we have carefully followed the instructions.
11. We distinctly agree that, we would hereafter make no claim or demand upon the Managing Director, MAHAJYOTI based upon or arising out of any alleged misunderstanding or misconceptions or mistake on my / our part of the said contract, agreements, stipulations, restrictions and conditions.
12. Any notice required to be served on me / us shall be sufficiently served on me / us by post (registered or ordinary), email or courier or left at my / our address given herein.

I / We fully understand the terms and conditions of the contract to be entered into between me/us and the MAHAJYOTI, Nagpur and the written agreement shall be the foundation of the rights of both the parties and the contract shall not be deemed to be complete until an agreement has been signed by me/us and the S MAHAJYOTI, Nagpur.

Yours faithfully,

Date

Signature of Authorized Representative

Designation

FORM-T1: TECHNICAL BID (PROPOSAL)

[Agency is required to submit the Technical Bid as given under on their letter head, duly stamped and signed by authorized person]

**To,
The Managing Director
Mahatma Jyotiba Phule Research & Training Institute
Nagpur.**

Subject: Technical Proposal for Selection of Agency for “Managing Modern Communication Channels to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other effective platforms”.

Reference: Tender No. Dated

Respected Sir,

I / We hereby offer to submit the Technical Proposal for “Managing Modern Communication Channels to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other effective platforms.

I / We have read, and understood the contents of the tender/bid document and further state that I / We unconditionally accept and abide by the terms & conditions specified therein.

I / We submit the Technical Bid (Proposal) as under:

1.	Name and address of the head office / registered office of the Organization Note:- Certificate of Incorporation / Registration, Rent / Lease agreement should be submitted along with technical bid	
2.	Address and contact details of office in the state of Maharashtra. Note:- Rent / Lease agreement should be submitted along with technical bid	

3.	a) Name of Managing Director / CEO/ Chairperson / President/Partner/Director	
	b) Name of Secretary	
4.	Contact Person's Name and Designation	
	Contact No. and Email Id	
5.	Date of Establishment or incorporation of organization as per Documents of establishment/ certificate of incorporation / registration of the organization Note:- Certificate of Incorporation / Registration, should be submitted along with technical bid	
6.	Date of Commencement of Business as per certificate of commencement of business or any other relevant document. Note:- Certificate of commencement of business or any other relevant document as applicable should be submitted along with technical bid	
7.	Whether the organisation is registered Agencies of DGIPR/ Agencies empanelled by the Govt. of Maharashtra (Yes/ No). Submit the document of registration if the organisation is registered Agencies of DGIPR/ Agencies empanelled by the Govt. of Maharashtra Note: organization is not eligible to submit the proposal if it is not registered Agencies of DGIPR/ Agencies empanelled by the Govt. of Maharashtra	
8.	a) Whether the organization is registered under relevant Act. Such as Company Act, Partnership Act, or	

	any other Act.(Yes/No)			
	b) If Yes, under which Act. organization is registered (Legal status)			
	c) Specify, whether the organization is a Public Limited Company, Private Limited Company, Partnership firm, any Other			
	d) Registration Number			
	e) Date of Registration			
	f) Date of Expiry if any			
9.	a) Whether GST payee (Yes / No).			
	b) If Yes, Mention GST number Note: Submit GST Registration Certificate along with technical bid.			
10.	a) Whether Income tax payee (Yes / No).			
	b) Mention Permanent Account Number (PAN) of the organization. Note: Submit Copy of PAN card along with technical bid.			
11.	Total financial turnover for the last 3 financial years as per income tax return and financial statement.	2017-18	2018-19	2019-20
12.	Total years of experience of the organization in Managing Modern Communication Channels including Social Media Management. (Period before the date of registration of the organization is not considered).			
13.	Details of Work /Assignments / Projects			
	Details of work	Name of Organization for which work is performed	Number of projects	Date of work order and date of completion of project
	1. Online Social Media Management projects completed or worked on for Government/ ULB / Semi Govt./ PSUs/ Private Sector.			
	2. Online Social Media Management projects completed or worked on for			

Government/ PSUs			
3. Online Social media management project of Government, wherein agency / bidder is working for a period of at least 12 months continuously.			
4. Government agency project wherein the development and maintenance of a web portal is being done by the Agency/ bidder.			

Provide the details in following table separately along with Technical Bid (Proposal) for each of the above Assignment / Project.

Assignment / Project Name	
Name of Client	
Address & Contact Details of Client	
Services Provided in the Assignment	
Brief Description of the Project	
Duration of the project	
Start Date of Project	
Completion Date of project (If Completed)	
Date of work order / completion certificate	

Note: Relevant Work order, Completion Certificate to be submitted along with technical bid to support the above Work /Assignments / Projects. Without these documents it will not be considered for Technical Evaluation

14. **Details of Professionals to be deployed in the project.**

Designation	Name of Professional	Qualification	Total years of experience	Details of project previously done
Social Media Expert				
Content Developer				
Web Content Editor				
Web Graphic Designer				
Junior Content Developer				
Documentation Expert				

Note: Detailed Biodata of above professional should be submitted together with the documents, certificate, appointment letter, etc. to support the details of qualification, experience, etc.

15.

Whether the agency has availed the benefit of exemption from the payment of Tender fee and EMD, due to its registration as a MSE under MSME Act. (YES / NO)	
Amount of Tender Fee Paid (Rs)	
Amount of EMD Paid (Rs)	
Proof of payment of Tender Fee & EMD is submitted along with Technical bid (Yes / No)	

Note: Submit the copy of registration certificate, if the agency has availed the benefit of exemption from the payment of Tender fee and EMD, due to its registration as a MSE under MSME Act.

16. Stability of the Agency / Firm and Credibility of the management

Constitution of the organization and Vision and mission statement should be submitted

17. Whether the Agency is black listed by any Government agency/organization (Yes / No)

Note: Self-Certification, that the Agency is not black listed by any Government agency/organization should be submitted along with Technical Bid

18.	Whether any of the Partner / Director / Governing member is having criminal case against them (Yes / No) Note: Self-Certification that any of the Partner / Director / Governing member is not having criminal case against them should be submitted along with Technical Bid	
19.	Any other details/ Award / Recognition / Certification :	

Yours faithfully,

Date

Signature of Authorized Representative

Designation

FORM-C1: COVERING LETTER COMMERCIAL BID (PROPOSAL)

[Agency is required to submit the covering letter as given under on their letter head, duly stamped and signed by authorized person]

**To,
The Managing Director
Mahatma Jyotiba Phule Research & Training Institute
Nagpur .**

Subject: Commercial Proposal for Selection of Agency for “Managing Modern Communication Channels to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other effective platforms”.

Reference: Tender No. Dated

Dear Sir,

Enclosed herewith is our Financial Bid for Selection of our Agency for Social Media Management as per the Tender Document. We agree to abide by the offer for 120 days from the date of opening of the Financial Proposal and after signing of Work Order our offer shall remain binding upon us till completion of the project. **We also agree to a hike of 10% Year on Year on the rates quoted by us for the first year of contract in form 2C.**

We understand that MAHAJYOTI is not bound to accept the lowest offer and it reserves the right to reject any or all offers without assigning any reason.

I / We have read, and understood the contents of the tender/bid document and further state that I / We unconditionally accept and abide by the terms & conditions specified therein.

Yours faithfully,

Date

Signature

Designation

FORM-C2: COMMERCIAL BID (PROPOSAL)

[Agency is required to submit the Commercial Bid as given under on their letter head, duly stamped and signed by authorized person]

To,
The Managing Director
Mahatma Jyotiba Phule Research & Training Institute
Nagpur .

Subject: Commercial Proposal for Selection of Agency for “Managing Modern Communication Channels to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other effective platforms”.

Reference: Tender No. Dated

Respected Sir,

I / We hereby offer to submit the Commercial Proposal for “Managing Modern Communication Channels to raise awareness about MAHAJYOTI and its all sphere of activities among different communities on social media, website and other effective platforms.

I / We have read, and understood the contents of the tender/bid document and further state that I / We unconditionally accept and abide by the terms & conditions specified therein.

I / We submit the Commercial Bid (Proposal) as under:

MONTHLY DELIVERABLES					
Sr.No.	Item / work	Details of Activity (Creatives for social Media Post across Platform like Facebook, Twitter, Instagram etc.)	Quantity	Rate per unit (Excluding taxes)	Total Amount (Excluding taxes)
1	GIF/ Animation	GIF/ Animation for posting across Social Media Platforms like Facebook, Twitter, Instagram, WhatsApp, website, etc. or any other portal as directed by Managing Director, MAHAJYOTI.	4		
2	Static Images	Static Images or posting across Social Media Platforms like	45		

		Facebook, Twitter, Instagram, WhatsApp, website, etc. or any other portal as directed by Managing Director, MAHAJYOTI.			
3	Sketches	Sketches for posting across Social Media Platforms like Facebook, Twitter, Instagram, WhatsApp, website, etc. or any other portal as directed by Managing Director, MAHAJYOTI.	2		
4	Infographics	Infographics for posting across Social Media Platforms like Facebook, Twitter, Instagram, WhatsApp, website, etc. or any other portal as directed by Managing Director, MAHAJYOTI.	4		
5	Video	Videos for posting across Social Media Platforms like Facebook, Twitter, Instagram, WhatsApp, website, etc. or any other portal as directed by Managing Director, MAHAJYOTI.	5		
6	Facebook Boosting Charges per Month	To Ensuring maximum reach	1		
6	Facebook Boosting Charges per Month	To Ensuring maximum reach	1		
7	Manpower	onsite	3		
8	Agency fees	Message Optimization	1		
TOTAL CHARGES MONTHLY					
ADDON ITEMS RATE AS AND WHEN REQUIRED					
1	Other Promotion	SMS	3		
		Voice calls	3		
		WhatsApp message	1		
2	Webcast/Facebook Live	Facebook Live/YouTube Live(solo camera setup & wired microphone)	1		
3	Interview/Meeting event	interview of renowned person's (3 camera Setup with wireless microphone & Audio video mixer unit)	1		

Note: 1. Above rates are excluding GST. GST at the applicable rates as may be in force from time to time will be in addition to the above Rate.

2. Rate should be quoted for each of the above items, combined rate should not be quoted

3. The rates quoted above are for 1st year of operations. The contract may be extended by another one year, based on conclusions arrived at mutually between Mahatma Jyotiba Phule Research & Training Institute and the Agency.

4. There will be a hike of 10% on these rates year on year basis.

5. For evaluation purpose the Total Amount excluding Taxes as quoted above shall be taken into consideration.

Yours faithfully,

Date

Signature of Authorized Representative

Designation