

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

(AN ACADEMIC INSTITUTION UNDER MINISTRY OF INFORMATION & BROADCASTING, GOVT. OF INDIA) E. M. Bypass Road, P.O. Panchasayar, Kolkata 700 094, Phone: (033) 24329300, 24328355, 24328356, FAX: (033) 2432-0723 / 9436

Tender Notice for Engaging Social Media Agency for SRFTI, Kolkata

Tenders in prescribed forms are invited from reputed Agencies/Companies for handling Social Media Account of Satyajit Ray Film and Television Institute, Kolkata for the period of 2 years in Two Bid systems. Technical Bid and Financial Bid.

For details, SRFTI's website <u>www.srfti.ac.in</u> may be seen. Tender documents, duly completed in all respect, should be submitted by 17.00 hrs. on 18.09.2019

Director

SATYAJIT RAY FILM & TELEVISION INSTITUTE E. M. Bypass Road Panchasayar Kolkata - 700 094

TENDER NOTIFICATON

Tender No: 29030/01/2006-Admn

Subject: Tender for Engaging Social Media Agency for SRFTI, Kolkata

Tenders in prescribed forms are invited from reputed agencies having experience in for handling Social Media Account of various reputed organization for Satyajit Ray Film and Television Institute, Kolkata [in Two Bid systems] for the period of 2 years. Technical Bid and Financial Bid.

ii) Security Deposit 5% of the contractual value without the cost of paid service.	i)	Earnest Money	Rs. 4,800/-
	ii)	Security Deposit	5% of the contractual value without the cost of paid service.

(a)	Date of uploading of N.I.T. & other	Date: 23/08/2019, Time: 11.00 hrs
	Documents (website) (Publishing Date)	
(b)	Pre-bid Clarification Start Date & Time	Date: 24/08/2019, Time: 02.00 hrs.
(c)	Pre-bid Clarification End Date & Time	Date: 11/09/2019, Time: 03.00 hrs.
(d)	Bid Submission [Physical] Start Date & Time	Date: 12/09/2019, Time: 17.00 hrs
(e)	Bid Submission [Physical] Last Date & Time	Date: 18/09/2019, Time: 17.00 hrs.
(f)	Technical presentation Date & Time	Date: 12/09/2019, Time: 11:00 hrs.
	Time and Date of Opening of	
(g)	Technical Bid (Bid will be opened by the Authorized Officers)	Date: 19/09/2019, Time: 11.30 hrs.
(h)	Date for opening of Financial Proposal	To be communicate latter

The procurement shall be carried through submission of off-online tenders only. In addition to that, physical copies of documents as mentioned in Clause no. 4 (a) to (p) under "general instruction to tenderers the part of tender document" are required to be submitted within the due submission date of tender.

The tender will be liable to be rejected if all requisite information/documents are not furnished [In physical as mentioned in the Clause no. 4(a) & 4(p)] under General instruction to tenderers the part of tender document and all columns are not properly filled up and duly signed by the tenderer.

SRFTI reserves the right to reject any or all the tenders fully or partly without assigning any reason thereof.

Director

Tender for Engaging Social Media Agency for SRFTI, Kolkata <u>GENERAL INSTRUCTION TO TENDERERS</u>

To M/S

.....

..... Dear Sirs,

Tender No: 29030/01/2006-Admn

SUBJECT: Tender for Engaging Social Media Agency for SRFTI, Kolkata.

Proposals are invited from reputed Agencies/Companies for handling Social Media Account of Satyajit Ray Film and Television Institute, Kolkata for the period of 2 years in Two Bid systems. Technical Bid and Financial Bid.

1. Earnest MoneyDeposit (EMD)

Each tenderer shall have to deposit a sum of Rs 4,800/- in cash/Banker's cheque/Draft from any scheduled Bank, drawn in favour of 'Satyajit Ray Film & Television Institute', payable at Kolkata as Earnest Money Deposit. Any tender, which is not accompanied by Earnest Money deposit, shall be summarily rejected. No interest shall be paid for the period during which the Earnest Money lies in deposit with the Institute.

2. Refund/Adjustment of EMD & Security Deposit (SD)

The amount of Earnest Money will be refunded to the unsuccessful tenderer(s) without interest, through A/C payee cheque/ECS, after finalization of the tender and against surrender of the original Money Receipt (MR) towards EMD. In case of successful tenderer, this amount will be converted into the Security Deposit and the balance amount of the security deposit will have to be deposited either in Banker's cheque or in Draft from any scheduled bank drawn in favour of "Satyajit Ray Film & Television Institute" payable at Kolkata, within 15 days from the date of receipt of intimation in this regard. A fresh MR will be issued (against surrender & cancellation of the original MR toward EMD). In case the successful tenderer fails to deposit the balance amount of the Security Deposit within this stipulated date or fails to execute the Contract Agreement within seven days from the date of issue of "Work Order", the EMD/SD amount, as applicable, deposited by the firm, will be liable to be forfeited.

However, in case, any damage is deducted from the aforesaid SD during the warranty period, the same amount will have to be replenished within 15 days from the date of intimation in this regard.

3. Retention of SD

The Security Deposit will be retained by Satyajit Ray Film & Television Institute (SRFTI) without interest, till 02 year from the date of the completion of the project. In the event of the contractor failing to execute the contract without sufficient reason acceptable to SRFTI during the contract period, the Security Deposit will be forfeited along with cancellation of the contract.

4. Documents for Techno-Commercial Bid and Financial Bid should be submitted to the institute physically in the following manners.

The tenderer shall submit the following documents along with the Techno - Commercial part of the tender:-

- a. NIT/Tender document (Downloaded and signed copy of the NIT/Tender document).
- b. Letter of application as per Schedule"A".
- c. General information as per Schedule "B"
- d. Scanned copy of Earnest Money Deposit in the form of Bank Draft/Banker's Cheque in favour of SRFTI, Kolkata.

e. The organization/agency/proprietor should have a minimum 3 Years of experience in Social Media Activities [Work order / completion certificate for the works carried out]

- f. The Tenderer should not have been blacklisted by any Government department / PSU / Bank in the last three years. A self-declaration to this effect is to be produced
- g. A separate forwarding letter of acceptance of SRFTI's Terms & Conditions.
- h. The details of time schedule for the completion of the job as per Schedule "C".
- i. Reputed registered firms/agencies having average annual turnover of not less than Rs.5 (Five) Lakhs each per year for last three financial years.
- j. EMD (Demand Draft in original)
- k. Valid & relevant Trade License
- 1. Certified copy of Memorandum of Association in case the tenderer is a company,

OR

Statement indicating the firm is a proprietorship one.

OR

Partnership Deed (duly attested) in case the tenderer is a partnership firm.

m. Valid Sales Tax Clearance certificate/ GST Registration Number.

n. Tenderer should have office including Technical Support Centre inKOLKATA. Details of proof of fully equipped maintenance set–up/service center of its' own in Kolkata are to be submitted. Documentary proof of the same is required to be submitted.

o. Price bid hard copy as per schedule-D in closed envelope.

Tenderers may please note that non-submission of any of the aforesaid documents/nonfulfillment of any of the aforesaid criteria might lead to techno- commercial disqualification of their offers. (The tenderer shall be required to produce documents as mentioned at (a) & (o), above in original, as and when called for by SRFTI).

5. The detailed scope of work includes the following:

- i. Creating, updating and continuously monitoring the presence of SRFTI on social media platforms not limited to the following;
- Facebook
- Twitter
- Instagram
- YouTube
- Vimeo
- Daily motion
 - ii. Creation of content and creative for social and online media
 - a. The content and creative shall be in English/Hindi/Marathi as per the prerogative of SRFTI
 - **b.** Content creation includes but not limited to the following;
- capture the moments of the events
- Interviewing the guests as and when instructed by SRFTI.
 - **c.** The agray may have bdevelop multiplecreative for under the supervision of SRFTI [As and when requirement basis].
 - **d.** The agency shall recreate or convert the content and repackage the available content (text/graphics/video/audio/photographs) into suitable formats and upload the same on social media platforms after approval from SRFTI. In case of compression, the quality of the video/photographs should not be compromised.
 - e. Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz, etc.
 - f. All the posts should contain appropriate watermarks of SRFTI and should focus on branding of SRFTI.
 - Engagement with SRFTI alumini and other influences on various Social Media Platform, Publicity of information on various upcoming courses of SRFTI especially under the SRFTI initiative. To mount comprehensive pre and part publicity for 2-3 Special events which are likely to conducted every month by SRFTI.
 - $iv. \quad Update all social media platforms with relevant posts/content$
 - a. Provided time-to-time recommendations to SRFTI regarding relevant content

/posts

b. Update social media platforms with latest pictures, achievements, citizen engagement

games and knowledge sharing activities.

- v. Increase the reach of the posts in the form of number of likes for Facebook, followers on Twitter, Instagram, subscribers on Youtube, create Twitter trends, promote videos on Youtube, design creatives such as templates, videos, brochures, exhibits, pamphlets/ leaflets etc.
- vi. Advertising and Promotion
 - **a.** Developanappropriate social media campaign to promote SRFTI's presence on social media platforms.
 - **b.** Develop and execute a targeted social media advertising program to reach out to target stakeholders.
 - **c.** Any revenue model from external advertising on official pages of SRFTI on social mediashouldbedone only after prior written approval of SRFTI.

- vii. Any other activities /services/requirements relevant to the allocated assignments.
- viii. Tracking and analyzing relevant media coverage using an SEO tracking tool. It shall monitor discussions about SRFTI in all national and regional newspapers, magazines, TV channels, the inter-web, blogs and other channels. The agency shall alsoensure coverage of SRFTI in these media.
- ix. Plan and execute a Social Media Monitoring Program on Social Media platforms which shall monitor up to 150-200 keywords relevant to SRFTI.
- x. Give the social media platforms a new look by putting up new creative features, theme lines, Links etc. as per SRFTI requirement
- xi. All digital content (text, photo, video or otherwise) to be marked with copyright of SRFTI, wherever applicable. The agency shall also monitor & report unauthorized use of content shared online by SRFTI. All Intellectual Property displayed on these platforms and application shall belong to SRFTI exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with SRFTI.
- xii. If any social media account or asset is disabled due to violation of its Terms of Use, it would be deemed as a breach of contract, unless stated otherwise by SRFTI based on the understanding of disablement criteria in the light of actions leading to it.
- xiii. No content shall be uploaded on the social media sites without approval from SRFTI.
- xiv. Moderation of all platforms with a frequency of at least 6 times a day, in order to deal with spam, unauthorized advertisements, inappropriate content etc. The agency shall have credible contingency plan to effectively handle crisis and emergencies.
- xv. Provide detailed weekly analytics to the SRFTI through e-mail.

Deliverables

- i. Facebook:
 - Management of the FB Page
 - Continuous Engagement and community management
 - Buzz for upcoming live streams / Events
 - Live streaming of important moments
 - Minimum of 5-6 posts per day and relevant news articles.
 - Response Management
 - Post-event AnalyticalReport
- ii. Twitter
 - Preparing the content for the tweets, appropriate tagging of official accounts of stakeholders/influences/SRFTIalumni
 - Tweetstobeupdatedbasedontrendsofthedayaswellastheactivities planned
 - Vulgarity/profanity/abuse to be handled appropriately.
 - Maintenance and indexation of archives to be done in user friendly electronic formats to facilitate easy retrieval
 - Generation of Twitter trend for whenever requires
 - Minimum of 5-6 posts per day
 - Proactive use of Twitter hash tags where applicable

- Response Management
- Post-event AnalyticalReport
- iii. YouTube
 - Uploading and management of videos/ animations.
 - Testimonials, Bytes & Interviews of personalities/dignitaries at various events organized at SRFTI.
 - Event Videos
 - Channel management
 - Organization of videos in appropriate Sets, Collections
 - Video tags / Channel tags with appropriate titles and descriptions for optimized search; Proactively tagging of videos in order to promote them
 - Post-event AnalyticalReport
 - Response management
- iv. Reporting:
 - Submission of post-event report for all social media channels
 - Submission of weekly report with sentiment analysis, demographic, gender wise, most engaging and least engaging post, etc

The agency should be equipped to provide a strong reporting structure along with measurement tools to evaluate the impact of the activity.

Technical Criteria:

Sr.No.	Criteria	Marks
1.	Profile of the Bidder	20
2.	Past Experience	20
3.	Presentation	60
	Total	100

6. Evaluation criteria of the price bids:

- a. Technical bids will carry a total of 70% Weightage.
- b. All bidders are required to necessarily make a short Power Point Presentation of total Social Media concept to be deployed. The Technical evaluation will have a weight-age of 70marks on the basis of various parameters like Innovative Strategy, approach and methodology of the project, Promotional Ideas, Virility of the Content, P.P. Presentation, conceptualization of theme creative strength like Creative Director, Copy writer, Editor Etc.
- c. The financial bids will be opened only of those bidders whose technical bids would be complete in all respects as per tender document and such bidder secure a minimum 75% (75) marks in the technical evaluation.
- d. Financial bids will carry a total of 30% Weightage. The bids with lowest cost will be given a score of 100% (30) marks that will be L-1; the other bids will be given financial score that are proportional to their price.
- e. The authority of SRFTI administration have the full power to amend any content of the tender or cancel the tender without giving any justification and notice.

The successful Tenderer will be notified through letter of intimation from the Institute, asking the successful tenderer to deposit the balance amount of security deposit which would be followed by issuance of "**Work Order**" that their offer has been accepted and the basis on which the same has been accepted. The "**Work Order**" will constitute the formation of a contract until the contract has been affected pursuant to Clause 9 of "**General Instructions to Tenderers**".

7. Rates to be fully inclusive of all expenditure

The successful bidder must have cleared all duties/taxes and otherwise complied with all rules and regulations of the Central and the State Governments, Statutory bodies, local authorities etc. SRFTI shall not be liable to pay any money to the contractor at all in way of operation of this contract except for the total amount quoted and all other charges/costs should be borne by the contractor. However, in case of variation in taxes like GST, ST, Octroi etc. in between the date of submission of tender and the original date of completion of the period of contract or extended period thereof not attributable to the contractor, the same would be considered atactual.

8. Terms of payments

It will be mandatory for the Bidders to indicate their bank account numbers and other relevant e-payment details so that e-payments could be made through instead of payment through cheques. The payment will be made as per the following terms, on production of the requisite documents:

- a. Original invoice copy
- b. Bank Details
- c. User Acceptance & Satisfactory Services Report

The payment will be made on quarterly basis.

9. Contract Agreement

The successful tenderer shall be required to execute within 07 days from the date of acceptance of the tender at his (their) own cost and expenses 'Contract Agreement' on a non-judicial stamp paper valued not less than Rs.100/- (Rupees Hundred only) signed jointly by the representatives of SRFTI and successful tenderer under official seals as per format at Schedule "E" enclosed with this tender document.

10. Not bound to accept lowest tender

SRFTI is not bound to accept the lowest tender(s) in part or in full.

11. Dispute

In the event of any dispute, question or difference arising during the contractual period or during any other time, as to any matter connected with or arising out of the contract, the decision of the Director, SRFTI shall be final and binding upon all parties.

12. Termination of Contract

The contract may be terminated any time within the currency period of the contract by SRFTI at its sole discretion for any of the following factors after giving 7 days' Notice and for such cancellation, SRFTI will under no circumstances be subject to any liability:-

a. If the firm fails to carry out the work as per desired specification and /or fails to commission the system within the stipulated period without any valid reason acceptable to Director, SRFTI.

- b. Breach of any terms and conditions of contract.
- c. Any unlawful act of the firm on any third party on behalf of the contractor entailing any damage/loss to the property/material of SRFTI or any inconvenience to SRFTI.
- d. In case SRFTI has to deduct damages from the firm due to non- fulfillment of the required service requirements, on more than two occasions during the period of 02 years.

13. Escalation

During the entire period of contract or the extended period thereafter, as the case maybe, the contractor shall not be entitled to receive any escalation for any increase in the price of labour, materials, or any other items.

14. Deviation

It is impressed upon the tenderer that the instant tender should be based on the conditions and specifications stipulated in the tender documents and that the tenderer shall not stipulate his own terms and conditions in deviation thereof, as apart from the likelihood of vitiating the tender. Such deviations will lead to nonuniformity of tender and make evaluation of tenders difficult and accordingly, will render such tender liable to rejection/cancellation. However, if the tenderer feels that deviation is unavoidable, he should enumerate the same clause-wise along with justification separately and submit the same within the stipulated time to the Director, SRFTI. The issues raised would be discussed in the Pre-bid meeting. The decision of the Tender Committee on the proposed deviation will, however, be binding on the tenderers and SRFTI.

15. Adherence to Rules & Regulations

The contractor shall strictly adhere to all rules & regulations as laid down by the Govt. of India, State Government, Local Authority and Satyajit Ray Film & Television Institute, Kolkata in this connection.

16. Certificate of Completion

Upon completion of each and every work, the bidder shall give notice [Through mail] of such completion to the Institute and within 3 working days from the date of receipt of such notice, the Committee members for the said job shall inspect the work and if there is no defect in the work, shall furnish the contractor with a certificate of completion.

In case the above mentioned officials finds any fault/defect in work, it will intimate the firm in writing and it will be the responsibility of the firm to make good such fault/defect within 1 days from the date of receipt of such communication.

17. Completion Time

The completion time of the entire work will be initially 2 years and it may be extended additional 1 year as per approval of the competent authority.

If in the opinion of the Director of the Institute completion of the work shall be delayed for any just cause not attributable to the act, default or omission of the contractor, the Director of the Institute may extend the time for the completion of the work to such date as he shall consider reasonable. Provided always that the contractor makes a written application to the Director of the Institute at or before the time when the cause of the delay is occurring or about to occur.

18. Force Majeure

In the event of the contractor or SRFTI being prevented from fulfilling its obligation in part or in full arising out of this contract due to any Force Majeure event likes acts of God (flood, earthquake etc) or war, civil commotion, strike, etc, the affected party shall forthwith but in no case later than 24 hours from the commencement of such event, intimate the other party as to the commencement of such event, intimate after every seven days during continuance of such event. The affected party shall, upon cessation of such event, promptly inform the other party and shall commence its obligation in part or in full arising out of this contact, which was kept suspended due to such event of **"Force Majeure"**.

19. Duration of the contract

The duration of the contract period will be initially 2 years and it may be extended additional 1 year as per approval of the competent authority but subject to satisfactory performance review by SRFTI every six month.

Schedule- A

Tender No: 29030/01/2006-ADMN

Tender for Engaging Social Media Agency for SRFTI, Kolkata

LETTER OF APPLICATION

Registered Business Name:	
Registered Business Address:	
Telephone:	
FAX	

To: Director Satyajit Ray Film & Television Institute E.M. Bye Pass Road Kolkata 700 094

Sir,

We hereby request to be qualified with Satyajit Ray Film & Television Institute (SRFTI) as a Tender for Engaging Social Media Agency for SRFTI, Kolkata, Tender No: 29030/01/2006-ADMN

We authorize SRFTI or its authorized representatives to conduct any investigations to verify the statements, documents and information submitted along with the tender and to verify the financial and technical aspects of this application. For this purpose, we hereby authorize (any public official, engineer, bank, depository, manufacturer, distributor. etc.) or any other person or firm to furnish pertinent information deemed necessary and requested by SRFTI to verify statements and information provided in this application or regarding our competence and standing.

1. The name and position of persons who may be contacted for further information, if required, are as follows:

Name:	
Designation:	
Telephone:	
E-mail id:	

2. We declare that the statements made and the information provided in the duly completed tender documents and in the application herein are complete, true and correct in every detail. On verification at any time in the future if it is found that information furnished in the tender documents and in this application and statements made therein are not true, incomplete or incorrect, we hereby authorize SRFTI to reject our tender along with this application.

3. I/We understand that Satyajit Ray Film & Television Institute reserves the right to reject any application for tender without assigning any reason thereof.

Yours faithfully,

Seal of firm making (Authorized representative of applicant/the application principal

tenderer) Date: Encls:

Schedule- B

Tender No: 29030/01/2006-ADMN

Tender for Engaging Social Media Agency for SRFTI, Kolkata

GENERAL INFORMATION

Company Name:	
Head Office Address:	

FAX No. :______Telephone No. _____

Regional Office Address:

FAX No. :______Telephone No. _____

Local Office Address:

FAX No. :______Telephone No. _____

Country and Year Incorporated *

Organization chart showing structure of company including names and position of Directors, General Managers and other key Personnel and total number of qualified key technical personnel in Company's current employment for execution of this project is enclosed

Schedule- C

Tender No: 29030/01/2006-ADMN

Tender for Engaging Social Media Agency for SRFTI, Kolkata

Time Schedule

Period required for all the manage Service from the date of placing the order _____ days.

Signature of Tenderer _____

Schedule- D

FINANCIAL BID

I, authorized representative of the Company, hereby quote the rates (permonth) inclusive of all incidental expenses and taxes for **Engaging Social Media Agency for SRFTI** behalf of my Firm/Organization :

Sr.No	Description of job	Rate in figures & words (In. Rs.)
1.	Consolidated cost for handing Social Media account Services, solution, applications and charges for deployment on full time basis with requisite qualification. (Monthly basis)	
2.	Total Amount for 12 months (1 x 12)	

I, undertake to abide by the terms & conditions as laid down in the tender documents of SRFTI, Government of India, Kolkata and to follow the instructions given by the Evaluation Committee (Department) as well as Expert Committee of SRFTI, Government of India, from time to time.

Signature	:
Name of the Person	
withdesignation	:
NameoftheFirm	:
Date	:
Address	:
Tel. No.	:
Fax No.	:
Mobile No.	:

Schedule- E

CONTRACT AGREEMENT

THIS AGREEMENT is made this day of, 2019 between the Satyajit Ray Film & Television Institute, Kolkata (SRFTI), an academic Institution under Ministry of Information & Broadcasting, Govt. of India (herein after called the Institute) of one part and M/s. (herein called the 'the Contractor' which expression shall unless excluded by or repugnant to the context, be deemed to include its heirs, executors, administrators, representatives and assignees or successors in office) of the other part.

WHEREAS, the Institute is desirous that certain works should be undertaken towards Tender for Engaging Social Media Agency for SRFTI, Kolkata and has accepted the Tender for the same submitted by the Contractor for execution of such works.

AND WHEREAS, the Institute issued Work Order No. Dated To the Contractor of Tender for Engaging Social Media Agency for SRFTI, Kolkata.

AND WHEREAS, as per Clause "General Instructions to Tenderers", the successful tenderer (i.e the contractor herein) is required to execute Contract Agreement to be signed jointly by the representative of the Institute and the Tenderer (i.e the contractor herein)

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

- 1. That in the Agreement, words and expressions shall have the same meanings as are respectively assigned to them in "General Instructions to Tenderers" herein after referred to.
- 2. That the following documents shall be deemed to form and be read and construed as part of this agreement viz,
- The said Tender document and the acceptance of the Tender a) The said Tender document and the acb) The General Instructions to Tenderer
- c) Special Conditions of Contract
- d) Rate Schedule
- e) All correspondences, by which the contract is added, amended, varied or modified in any way, by mutual consent.
- 3. That in consideration of the payment to be made by the Institute to the Contractor as herein after mentioned, the Contractor hereby covenants with the Institute to execute the work in conformity in all respects with the provisions of the contract and the documents described herein above at para 2.
- 4. That the Institute hereby covenants to pay the Contractor in consideration of such execution at the contract prices at the time and in the manner prescribed by the contract.

In witness whereof the parties hereto have caused their respective common seals to be hereunto affixed (or hereunto set their respective hands and seals) the day and year first above mentioned.

The Common Seal of the SRFTI, Kolkata was hereunto affixed in the presence of.

Name Address
Representative of the Institute
Signed, Sealed and delivered at Kolkata in the
presence of
Name
Address

Date:

Contract