

Selection of Agency for Digital Brand Building for Bihar foundation for two years

Bihar Foundation, Patna invites tender for the **Selection of Agency for Digital Brand Building 2015**.

Bihar Foundation has been conceived to act as a platform to facilitate interaction between the Government of Bihar and the Diaspora at multiple levels. Bihar Foundation solicits ideas, investments and knowledge resources across sectors and verticals that can help in the development of Bihar. The Foundation strives to build a better Bihar by embracing three initiatives supporting our core values:

- a. Bonding
- b. Branding
- c. Business

Sealed tenders are invited on behalf of Bihar Foundation, for “Comprehensive Social Media Campaign” for promotion of the Brand Bihar. The campaign should be directed to elicit positive responses from the chapters in India and abroad having the potential to invest in Bihar.

The Chapters in India include:

- a. Mumbai (Maharashtra)
- b. Bangalore (Karnataka)
- c. Chennai (Tamil Nadu)
- d. Hyderabad (Andhra Pradesh)
- e. Nagpur (Maharashtra)

The Chapters abroad include:

- a. Sydney, Australia
- b. Seoul, South Korea
- c. West Coast, United States of America
- d. East Coast United States of America
- e. Manama, Bahrain
- f. Dubai, United Arab Emirates
- g. Doha, Qatar
- h. Saudi Arabia
- i. Canada
- j. Hongkong

While these are the target chapters, the Bihar Foundation shall have the right to modify, add or delete from the list of the chapters mentioned above, during the tenure of the tender.

1. Objectives of the Digital Branding for Bihar Foundation are as follows

The objective of the Digital Branding should be to strive to fulfill the core values of Bihar Foundation.

- a. **Bonding** – The campaign should be targeted to elicit responses throughout the country as well as across the globe to build network with Diaspora of Bihar.
- b. **Branding** – The campaign should be designed in innovative and creative way to bring out a positive and brighter image of Bihar among the masses.
- c. **Business** – The campaign should be aimed to identify and build USP of Bihar. It should be directed to target audience and create preference for destination Bihar.

2. Scope of Work

The scope of work for the agency comprises management of Bihar Foundation's social media promotion on turnkey basis having following broad activities:-

- a. **Selection of the social media networking sites** - The agency must determine which social networking sites are most popular on the basis of parameters like, number of visitors and frequency of visits etc, and thereafter submit their suggestions on the selection of the sites which will best serve the purpose of Bihar Foundation.
- b. **Strategy Formulation** - The agency, in consultation with Bihar Foundation, must formulate a result-oriented comprehensive social media promotion strategy on the selected sites.
- c. **Content Management** – In order to develop the content, the lead role has to be played by the agency, but before finalizing upon the content, and posting it in the Social Media sites, it has to be verified by the Bihar Foundation officials. This is particularly more important in case of contents that are subjective in nature.
 - Upload at least 1 posts everyday on Social Media Properties such as Facebook, Twitter or You Tube etc.
 - Post at least one original Blog/Article related to Bihar Foundation every week.
 - While creating content platform limitation should be given due care (e.g. - 140 character limitation on Twitter).
 - General compilation and coordination of Bihar Foundation news, events and community involvement postings within Social Media umbrella sites.
 - Select and upload images that increase curiosity amongst NRBs.
 - Language to be used should be either English or Hindi
 - Design creative piece in accordance with campaigns and adapt them to platforms.
 - Curate Topics on relevant Hash (#) tags on Digital Platforms.
 - Schedule updates for weekends, managing content publishing.
 - Use any platform, deemed necessary to distribute content.
- d. **Conversations Management**
 - Set up monitoring services for Bihar Foundation based on the goals set by Team.
 - Monitoring will be done using proper tracking mechanism to capture conversation relating to Bihar.
 - To tap existing or initiate newer conversation on regular basis.
 - Run Hash (#) tag based discussions with Twitter users, once every week.
- e. **Influencer Marketing**
 - Use influencers from Bihar (suggested by Bihar Foundation) and invite them to be endorsers.
 - Maintain a rapport with digitally influential people having a large follower base.
 - Target influencers for Bihar Foundation.
- f. **Event Management**

Amplify Major events through the following activities.

 - Deployment of Twitter Amplification tool.

- Share Live updates of events.
- g. Viral Promotion on the Internet** - The agency must formulate and operationalize viral projects for Bihar Foundation that will provide maximum brand impact in minimal time. For this purpose, the agency must create effective viral messages on Bihar Foundation that appeal to individuals with high Social Networking Potential (SNP).
- h. Response Management** - The agency shall provide accurate, complete, polite and prompt feedback mechanism to user via Social Media Platforms. The agency shall seek input from user and respond back according to his Service Request. User interactions shall be done in English/Hindi languages only.
- The agency shall also moderate the sites to avoid spam, advertisements and inappropriate content.
 - The agency is also expected to track on the social media networks for key words related to Business in particular, and response them in a big way to initiate positive conversations on social media sites.
- i. Monitoring & Reporting**
- Tracking conversations, links and blogs about Bihar.
 - Tracking Sentiments – Positive, Neutral & Negative
 - Use effective third party tracking tools to track the progress of each network facilitating us to set benchmarks on the monthly basis
 - Draft a mechanism to channel negative content with the Foundation
 - Reporting of any discrepancy in sentiments
 - Channelizing & drafting a plan to workout negatives sentiments relating to the state of Bihar
 - Submit Effectiveness Analysis Reports to Bihar Foundation on a weekly or monthly basis, as agreed.
- j.** The agency should send SMSs targeted to NRBs, during relevant occasions (Like Bihar Diwas, Chhath etc.)
- k.** The agency should also advise Bihar Foundation, how to create photo-rich & video-rich, original, factual and grammatically correct advertisement, video etc.
- l.** To remove or add any platform during the project duration, if the popularity of any platform ceases to exist or there is a more popular platform available respectively. However, the final decision regarding removing or adding any of the social media platforms will be taken by Bihar Foundation.
- m.** The facts and figures must be derived from authentic sources and vetted by Competent Authority of Bihar Foundation.
- n.** The content/blogs/articles/news shall be hosted at different social media platforms along with domain management.
- o.** The agency should host the content in such a way that it encourages users on such social media sites to express their love for Bihar Foundation.
- p.** The agency must integrate social media with the official portal (web-based) and vice-versa; as well as integrate with each other wherever possible.
- q.** The agency shall ensure that the content & activities on the social media platforms do not restrict accessibility of the platform on various mobile devices and different browsers.
- r.** The agency must mark all electronic content (text, photo, video or otherwise) as Copyright of Bihar Foundation, wherever applicable; and monitor & report unauthorized use. This responsibility includes but is not limited to the following activities:
- Content sanitization, formatting, uploading and management.
- s.** Use of SEO friendly clean permalink structure.
- Tagging & Categorization of posts and articles.
 - Feedback mechanism to accept & display hierarchical user comments.
 - Develop and update the FAQ bank based on user feedback.

5. Bidding and Eligibility Criteria

Sealed proposals with innovative design are invited from reputed firm for Brand Building as per prescribed scope of work and as per selected, innovative design and layout. The goods required, bidding procedures and contract terms are prescribed in the Bid Documents. The Bid Documents include:

- A. Technical Bid of tenders should be submitted in separate sealed envelope, super-scribing "TECHNIAL BID for Social Media Campaign - Bihar Foundation 2015" and must contain following:
- a. Completely Filled-in Technical Bid (Annex I)
 - b. Agreement to 'General Terms and Conditions' of Contract (Annex III)
 - c. Documents supporting work experience of similar work for not less than 3 years.
 - d. IT Return for last three consecutive financial years viz. 2011-12, 2012-13 and 2013-14
 - e. Document supporting Average Annual Turnover (along with audited balance sheet) of Rs 50 lacs or above for the last three consecutive financial years viz. 2011-12, 2012-13 and 2013-14
 - f. Undertaking from Court/Notary Public that the firm has not been blacklisted by government of India or in any state of India.
 - g. CD containing presentation.
 - h. Tender Amount - A non - refundable DD of Rs. 1000/- (One Thousand) in favor of Bihar Foundation payable at Patna.
 - i. EMD Amount - An amount of Rs 20,000/- (Twenty Thousand) should be given by the vendor as EMD for the project in favor of Bihar Foundation payable at Patna which could be forfeited in case of failure to execute the project.
- B. Financial Bid should be submitted in separate sealed envelope, super-scribing "FINANCIAL BID for Social Media Campaign - Bihar Foundation 2015" quoting the rates in the enclosed format Annex II.
The bidder should mention Item wise realistic breakup cost of each and every item in Financial Bid. However, selection will be made on the basis of total amount (In words & figure both) of the Financial Bid of Technically qualified Bidders. Financial Bid of Technically qualified bidders will only be opened.
- C. The two sealed envelopes viz. Technical Bid and Financial should be placed in an envelope, super-scribing "Bihar Foundation: Social Media Campaign Tender for 2015" and sealed too and submitted to the CEO, Bihar Foundation.
- The sealed proposals will be received up to 04:00 PM on 30th April, 2015 at Bihar Foundation, 6th Floor, Indira Bhawan, RCS Path, Patna, Bihar. The tender will be opened at 05.00 PM on the same date in the presence of the Tenderers or their authorized representatives.
- D The criteria for awarding "Work Order": The Bidder who quotes the lowest amount in "Total Tender Amount" in the Financial Bid (Annex II) will be awarded with the "Work Order"

- E. The Bidders are required to inspect the Bihar foundation website and it's social media sites as well as present Design/ Layout before submitting the tender.
- F. CEO, Bihar Foundation reserves the right to reject part or full bid without assigning any reason (s) thereof.
- G. After completion of bidding process a work order will be issued in the name of the selected bidder. Selected bidder has to Start Brand Building Activity from the date as specified in the Contract agreement for a period of two years.
- H. The vendor shall submit the security deposit/performance bank guarantee of amount equivalent to 5% of the contract value. The BG should be valid for 27 months from the date of signing the agreement. The penalty imposed on the agency, if any will be deducted from BG.
- I. The contract will be valid till the contract ends or last date of completion of work, whichever is earlier.
- J. Pre-Bid meeting will be held at 4:00 PM on 20th Apr, 2015 at Bihar Foundation, 6th Floor, Indira Bhawan, RCS Path, Patna, Bihar.
- K. For further queries interested firms may contact Sri Vikash Sarkar, Manager - PR, Bihar Foundation, Contact no. +91 8406002423.

TECHNICAL BID (Annex I)

A) TECHNICAL BID (Technical Bid should be submitted in separate envelope super-scribing "Technical Bid for Social Media Campaign - Bihar Foundation 2015")

| | | |
|----------|---|---|
| 1 | Name of the Work | Selection of agency for Social Media Campaign Management for Bihar foundation – 2015 |
| 2 | Name and Address of Tenderer/ Agency | |
| 3 | Company Profile | |
| 4 | Documents supporting 3 years experience of similar work | Enclosed [] Yes [] No |

| | | |
|----|--|---|
| 5 | IT Return for last three consecutive financial years viz. 2011-12, 2012-13 and 2013-14 | Enclosed <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 6 | Document supporting Average Annual Turnover (along with audited balance sheet) of Rs 50 lacs or above for the last three consecutive financial years viz. 2011-12, 2012-13 and 2013-14 | Enclosed <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 7 | Undertaking from Court/Notary Public that the firm has not been blacklisted in Center or in any state of India | Enclosed <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 8 | CD for Presentation | Enclosed <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 9 | Tender Amount (Rs 1000/-) | DD No. Date _____ (Bank Name) |
| 10 | EMD Amount (Rs 20,000/-) | DD No. Date _____ (Bank Name) |

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

| SI. | Criteria | | Marks |
|-----|---|----|---------------|
| 1 | Prior similar Experience to Advertisement in Social Media - preferably for Government Sector. Minimum amount of work order executed for any client should be INR 1 lakh | | Max. marks 15 |
| | 1 to 4 clients | 5 | |
| | 4 to 7 clients | 7 | |
| | 7 to 10 clients | 12 | |
| | 10 + clients | 15 | |

| | | | |
|---------------|--|--------------------|------------------|
| 2 | Average annual turnover for three years: | | Max. marks 30 |
| | 50 lakh – 75 lakh p.a. | 10 | |
| | 75 lakh – 100 lakh p.a. | 20 | |
| | 100 lakh + | 30 | |
| 3 | Lead member's experience: | | Max. Marks 15 |
| 0 - 5 Years | 5 | | |
| 5 – 10 Years | 10 | | |
| 10 – 15 Years | 15 | | |
| 4 | Presentation (of 30 minutes) in front of Chief Executive Officer, Bihar Foundation describing the approach for Brand Building of Bihar Foundation through Social Media campaign. | | Max. Marks 40 |
| | | Total Marks | 100 |

Mandatory requirement:

In order to facilitate efficient face to face interaction on a regular basis the bidder is required to keep at least one representative to work as a PRO with Bihar Foundation in order to coordinate with Bihar foundation, media person and manage PR related work and ensure massive brand building over leading portals like Google, Twitter, Facebook and You Tube etc. The PRO is also expected to be updated with the news related to Bihar and proficient in “story telling” in order to execute the Social Media Campaign. The Vendor PRO will work from Bihar Foundation premises and be involved in review and update meetings on regular basis.

Bidders securing a minimum of 70% marks in the technical evaluation will only be considered for further financial bid evaluation. Bids which don't secure the minimum specified technical score will be considered technically non-responsive and hence will not be considered for financial evaluation.

I /We declare that I/We have examined the terms and conditions mentioned in the Tender and accordingly agree and accept the same for tender/bid filing.

Seal of the firm/company

Signature of the Authorized
Representative of Bidder/ Tenderer

Date:

Note: The above tender cum bid format should be typed on the official letter head of the bidder. Separate sheet is to be enclosed if the space provided is not sufficient for the data to be provided.

FINANCIAL BID (Annex II)

B) FINANCIAL BID - (Financial Bid should be submitted in separate envelope super-scribing "FINANCIAL BID for Social Media Campaign - Bihar Foundation 2015".)

(To be submitted on the letterhead of bidder)

To,
The Chief Executive Officer,
Bihar Foundation,
6th Floor, Indira Bhawan, RCS Path, Patna, Bihar (INDIA).

Subject: Selection of Digital Brand Building for Bihar Foundation

Sir,

With reference to tender for **Selection of Digital Brand Building for Bihar foundation**, we submit our financial bid as under.

| Sl. | Work Description | Requirement | Quoted Amount (In Rs) for two years |
|---------------------|--|--|-------------------------------------|
| 1. | SMSs on Mobile | Approx 10 lacs for two years | |
| 2. | Coverage in Electronic/ Social Media covering maximum visitors from Websites/social media platforms visited by people of Bihar (Fake Likes, views and Followers of irrelevant nature, if found to be done deliberately, will be discounted and penalized) | Target minimum approx. 10,000 Facebook Page Likes every month | |
| | | Target approx. 500 twitter followers every month | |
| | | Target approx. 10,000 video views on You tube every month for relevant posts | |
| 3. | PRO | To coordinate with media person and manage PR related work and ensure massive brand building over leading portals like Google, Twitter, Facebook and You Tube etc. | |
| Total Amount | | | |
| Tax (As Applicable) | | | |
| Total Tender Amount | | | |

Note: Any variation (up to +/- 10%) in the requirement will be billed on Pro-rata basis.

1. I/we hereby submit our financial bid of Rs. ----- (In Words) for the Social Media campaign of Bihar Foundation for the contract duration as per prescribed Scope of work.

2. I / We agree and undertake to abide by all the terms and conditions of the tender. In witness thereof, I/We submit this Bid under and in accordance with the terms of the bid document.

Date: (Signature of the Authorised Signatory)

Place: (Name and designation of the Authorised Signatory)

Name and seal of Tenderer/ Agency

General Terms and Conditions (Annex – III)

- a. The vendor should strictly ensure that nothing offensive is posted on any social media platform which hurts the sentiments of any community and if any such incidence is observed then it should be removed as soon as possible from the posts.
- b. It is the responsibility of the vendor to regularly update itself of all the key initiatives of the Govt. of Bihar, Bihar Foundation, Chapters of Bihar Foundation and other Bihari Diaspora. Ideally the key updates should be posted no later than 2 hours from occurrence of the important events.
- c. Payment to the vendor will be released within 30 days of submission of proper invoice on pro-rata basis every month.
- d. The payments shall be made in proportion to the targets achieved, as mentioned in the financial bid. However no extra payment or incentive shall be given in case of exceeding the target.
- e. Any non-compliance in the scope of work will lead to proportionate penalties.
- f. Termination of Contract: Repeated non-compliance and unsatisfactory work shall lead to termination of contract and 30 days notice will be served for the same. All such decisions will be sole discretion of Bihar Foundation and no liabilities should be claimed by the vendor in this regard. In case of termination of contract the bidder should satisfactorily handover all the user name and passwords and other Intellectual property rights of the related content to Bihar Foundation. Non-compliance to the same would lead to legal action.

(Authorized Signatory)