

# **Request for Proposal (RFP) for Selection of Social Media and Digital Marketing Agency**

**September 2023**



**सत्यमेव जयते**

**Gujarat Livelihood Promotion Company Limited**

(A Government of Gujarat undertaking)

Block No. 18,3rd Floor, Udyog Bhavan, Sector-11, Gandhinagar 382 011

Tel: +91 91 79 2324 8512.

Website: [www.glp.c.co.in](http://www.glp.c.co.in)

<b>Circle</b>	Gujarat Livelihood Promotion Company Ltd., Block No. 18, 3 <sup>rd</sup> Floor, Udyog Bhavan, Sector- 11, Gandhinagar-382011
<b>Division</b>	Head office
<b>IFB No./ Tender Notice No.</b>	
<b>Name of Project</b>	Social Media and Digital Marketing Agency
<b>Name of Work</b>	Selection of Social Media and Digital Marketing Agency
<b>Period of Completion</b>	-
<b>Bidding Type</b>	Open
<b>Bid Call (Nos.)</b>	-
<b>Class of Bidder</b>	Not Applicable
<b>Tender Currency Type</b>	Single
<b>Tender Currency Settings</b>	Indian Rupee (INR)
<b>Joint Venture</b>	Applicable
<b>Rebate</b>	Not Applicable
<b>Amount Details</b>	
<b>Tender fee / Bid document fee.</b>	NA
<b>Tender fee / Bid document fee Payable to</b>	NA
<b>Bid Security /EMD (INR)</b>	Rs. 1,00,000 /- (One lakh rupees only) in form of Demand Draft
<b>Bid Security/ EMD in favor of</b>	Gujarat livelihood Promotion Company Limited" Gandhinagar.
<b>Tender Dates</b>	
<b>Bid Document Downloading Start Date</b>	5/09/2023
<b>Bid Document Downloading End Date</b>	29/09/2023
<b>Last Date &amp; Time for Receipt (Submission) of Bids online</b>	29/09/2023 3:00 pm
<b>Last Date &amp; Time for Receipt (Submission) of Bids physical Document</b>	29/09/2023 3:00 pm
<b>Date of Tender opening (Technical bid)</b>	29/09/2023 3:30 pm
<b>Date of Financial bid opening</b>	Financial bid opening date will be informed only to the technically qualified bidders before 4 days of financial bid opening.
<b>Pre-bid Meeting Date</b>	15/09/2023 3:00 pm
<b>Bid Validity Period</b>	180 days from opening of price bid
<b>Bid Inviting &amp; Opening Authority</b>	Managing Director, Gujarat Livelihood Promotion Company Ltd., Block No. 18, 3 <sup>rd</sup> Floor, Udyog Bhavan, Sector- 11, Gandhinagar-382011

General Terms and Conditions:-

- Bidders can download the tender document from the [www.gem.gov.in](http://www.gem.gov.in) website.
- Bidders have to follow the two bids System as requirement in tender.
- Bidders have to submit Price-bid in Electronic form only on GeM website till the Last Date& time for submission.
- Bidders who wish to participate in online tenders will have to procure/ should have legally valid Digital Certificate as per Information Technology Act-2000 using which they can sign their electronic bids. Bidders can procure the same from any of license certifying Authority of India or can contact GeM (Government E Marketplace).
- All bids should be digitally signed, for details regarding digital signature certificate related training involved the below mentioned address should be contacted:

### **GeM (Government E Marketplace)**

E-mail: [helpdesk-gem@gov.in](mailto:helpdesk-gem@gov.in)

Website: <https://gem.gov.in/>

TollFree: 1800-419-3436, 1800-102-3436

Other Terms and Conditions are as per detailed tender documents.

Disclaimer .....	5
Interpretation .....	6
1. Information to Bidders .....	8
1.1 General Conditions .....	8
1.2 Clarifications and Amendment of RFP Documents .....	9
1.3 Bidding Schedule .....	10
1.4 Preparation of Bids.....	11
1.5 Submission, Receipt and Opening of Bids .....	13
1.6 Bid Evaluation .....	14
1.7 Negotiations .....	18
1.8 Award of Work.....	18
1.9 Confidentiality.....	18
1.10 Right of Rejection.....	19
1.11 Liquidated Damages and Penalties.....	20
1.12 Documents prepared by the Agency to be the property of the Authority .....	20
2. Terms of Reference.....	21
2.2 Scope of Work.....	22-25
2.3 Payment Terms .....	26
3. Technical Bid Forms.....	27
3.1 Technical Submission Checklist.....	27
Form 1: Technical Bid Submission Form .....	28-30
Form 2: Format for Power of Attorney for Authorised Representative .....	31-32
Form 3: Format for Financial Summary of the Bidder .....	33
Form 4: Format for Letter of Undertaking.....	34-35
Form 5: Format for Showcasing Experience .....	36-37
Form 6: Format for Bank Guarantee .....	38-40
Annexure 1: Financial Bid Submission Form.....	41-42
Annexure 2: List of Banks .....	43
Annexure 3: “NOCLAIM”CERTIFICATE.....	44
Annexure 4: Self Declaration Form .....	45

## Disclaimer

1. The Request for Proposal (RFP) is issued by **Gujarat Livelihood Promotion Company Limited (GLPC)** or the “**Authority**”.
2. The information contained in this RFP is selective and is subject to updating, expansion, revision and amendment. It does not, and does not purport to, contain all the information that a Bidder may require. Neither **Authority** nor any of their officers; employees nor any of its advisors / consultants undertakes to provide any prospective bidder with access to any additional information or to update the information in this RFP or to correct any inaccuracies therein which may become apparent. Each prospective bidder must conduct its own analysis of the information contained in this RFP or to correct any inaccuracies therein that may this RFP and is advised to carry out its own investigation into the proposed Project, the legislative and regulatory regime which applies thereto and by and all matters pertinent to the proposed Project and to seek its own professional advice on the legal, financial, regulatory and taxation consequences of entering into any agreement or arrangement relating to the proposed Project.
3. This RFP is neither an agreement nor an offer by the Authority to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in making / submitting their Bids (technical and financial bids) pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisors to consider the investment objectives, financial situation and particular needs of each Bidder who reads or uses this RFP. The assumptions, assessments, statements and information contained in the Bidding Documents, may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.
4. Information provided in this RFP to the Bidder(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.
5. The Authority, its employees and advisors make no representation or warranty and shall have no liability to any person, including any applicant or Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way for participation in this bid stage.

6. The Authority also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP.
7. The Authority may in its absolute discretion prior to the Bid Due Date, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP at any time during the Bidding Process.
8. The issue of this RFP does not imply that the Authority is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, for the Project and the Authority reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever. Mere submission of a responsive Bid does not ensure appointment of the bidder as Preferred / Selected Bidder.
9. The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

### **Interpretation**

In the interpretation of this RFP, unless the context otherwise requires:

1. The singular of any defined term includes the plural and vice versa, and any word or expression defined in the singular has the corresponding meaning used in the plural and vice versa.
2. Reference to any gender includes the other genders;
3. Unless otherwise stated, a reference to a Clause, Sub-Clause, Paragraph, Sub-paragraph, Annex, Exhibit, Attachment, Schedule, or Recital is a reference to a Clause, Sub-Clause, Paragraph, Subparagraph, Annex, Exhibit, Attachment, Schedule or Recital of this RFP;
4. A reference to any agreement is a reference to that agreement and all annexes, attachments, exhibits, schedules, appendices, and the like incorporated therein, as the same may be amended, modified, supplemented, waived, varied, added to, substituted, replaced, renewed, or extended, from time to time, in accordance with the terms thereof;
5. The terms "include" and "including" shall be deemed to be followed by the words "without limitation", whether or not so followed;
6. Any reference to a person shall include such person's successors and permitted assigns;
7. A reference to a "writing" or "written" includes printing, typing, lithography and other means of reproducing words in a visible form;

8. Any date or period set forth in this RFP shall be such date or period as may be extended pursuant to the terms of this RFP;
9. A reference to "month" shall mean a calendar month, a reference to "week" shall mean a calendar week and a reference to "day" shall mean a calendar day, unless otherwise specified.
10. The terms "hereof", "herein", "hereto", "hereunder" or similar expressions used in this RFP mean and refer to this RFP and not to any particular Article, Clause or Section of this RFP. The terms "Article", "Clause", "Paragraph" and "Schedule" mean and refer to the Article, Clause, Paragraph and Schedule of this RFP so specified;
11. In the case of any conflict, discrepancy or repugnancy between the provisions of the RFP documents, provisions of the Agreement shall prevail over and supersede the provisions of other documents;
12. The descriptive headings of Articles and Sections are inserted solely for convenience of reference and are not intended as complete or accurate descriptions of content thereof and shall not be used to interpret the provisions of the Agreement; and
13. All capitalized words and expressions used in the RFP but not defined therein shall have the same meaning as ascribed to them in the Agreement.

riteria

## 1. Information to Bidders

### 1.1 General Conditions

Bidders who wish to participate in online tender will have to procure / should have legally valid Digital Certificate as per Information Technology Act - 2000 using which they can sign their electronic bids. Bidders can procure the same from any of the license certifying Authority of India or can contact GeM ( Government E Marketplace).

In case Bidders need any clarifications or if training required to participate in online tenders, they can contact GeM Support team: -

#### **GeM (Government E Marketplace)**

E-mail: [helpdesk-gem@gov.in](mailto:helpdesk-gem@gov.in)

Website: <https://gem.gov.in/>

TollFree: 1800-419-3436, 1800-102-3436

- Bidders shall furnish all relevant information, as per the formats provided in the Request for Proposal (the “**RFP**”).
- Bids, as submitted by the Bidders, shall have a Bid Validity of **180 Days** (or “**Calendar Days**”) from the last date of Financial Bid Submission. During this period, Bidders shall maintain the availability of Professional staff nominated in the Bid. The Authority will make its best effort to complete negotiations within this period. Should the need arise, however, the Authority may request Bidders to extend the validity period of their Bids.
- Bidders who agree to such extension shall confirm that they maintain the availability of the resources nominated in the Bid, or in their confirmation of extension of validity of the Bid, Bidders could submit details of new staff, being proposed in replacement, who would be considered in the final Agreement. Bidders who do not agree have the right to refuse to extend the validity of their Bids.

## 1.2 Clarifications and Amendment of RFP Documents

Bidders may request clarification on any of the points contained in RFP documents up to the number of days as indicated below. Any request for clarification must be sent in writing by paper, mail, facsimile, or electronic mail to the Authority's address as indicated. The Authority will upload response to all such requests received by it on the websites of (i) <https://gem.gov.in>, (ii) [www.glpc.co.in](http://www.glpc.co.in)

Queries, if any, proposed to be raised at the pre-bid conference by the Bidder/s should be submitted in writing (over email or a letter) least two (2) working days before the date of the Pre-Bid Conference to the Official as below:

**Address:        To**

**General Manager ( Marketing),**  
Gujarat Livelihood Promotion Company Limited  
Block No. 18,3rd Floor, Udyog Bhavan, Sector-11,  
Gandhinagar – 382 011  
Email. : [gmmarketing@glpc.co.in](mailto:gmmarketing@glpc.co.in)

A maximum of two representatives of each Bidder shall be allowed to participate on production of Authorization letter from the Bidder.

At any time before the submission of Bids, the Authority may for any reason, whether at its own initiative or in response to a clarification requested by a Bidder, modify the RFP documents by amendment. Any such amendment shall be issued in writing through Corrigenda. Corrigenda shall be uploaded in **GeM** and shall be binding on all Bidders. The Authority may at its discretion extend the deadline for the submission of Bids.

### 1.3 Bidding Schedule

S. No	Event	Key Date and Time
1	Issue of RFP (Bid) Document	5/09/2023
2	Pre-Bid Meeting	15/09/2023 at 3:00 pm <b>Venue:</b> Committee Room, Gujarat Livelihood Promotion Company Limited Block No. 18, 3rd Floor, Udyog Bhavan, Sector 11, Gandhinagar – 382011
3	Last date for sending Bid Queries	13/09/2023 up to 6:00 pm
4	Last Date for Online Submission of Technical and Financial Bid	29/09/2023 up to 15:00 Hrs.
5	Last Date for Submission of Physical Copy of Technical Bid	29/09/2023 up to 15:00 Hrs.
6	Opening of Technical Bid	29/09/2023 at 15:30 Hrs.
7	Presentation by the Bidders	Will be intimated to the Qualified Bidders
8	Opening of Financial Bids	Will be intimated to the Qualified Bidders

## 1.4 Preparation of Bids

The Bidders are required to submit the Bid in two parts in two separate envelopes / parts and put together in one single outer envelope. The two parts shall be captioned as follows on the respective envelopes:

- (a) Part 1: EMD and
- (b) Part 2: Technical Bid
- (c) Part 3: The Financial Bid needs to be submitted online on gem.gov.in only

The Bid shall be written in English only.

The Part-1 submission (Cover-1) shall contain the following information as described in ensuing sections

### **PART 1: EMD** (as per details provided in RFP).

Bids submitted without EMD shall be summarily rejected and will not be evaluated.

**Earnest Money Deposit:** Bidder has to furnish, as part of its proposal, Bid Security (EMD) amounting to **Rs. 1,00,000/-** (i.e. **Rupees One Lakh only**). The Bidders will have an option to provide the Bid Security in the form of a Demand Draft drawn in the favour of **“Gujarat Livelihood Promotion Company Limited.”** payable at Gandhinagar or an unconditional, irrevocable bank guarantee, from a bank acceptable to the Authority in favour of **“Gujarat Livelihood Promotion Company Limited.”** as per the format at **Annexure 3** of RFP, which can be invoked at any of the bank’s branch located at Gandhinagar. The validity period of the Bid Security, in case of DD shall not be less than 85 (eighty-five) days from the Bid Due Date (which shall be extended on mutual agreement) and in case of a Bank Guarantee, shall not be less than 180 (one hundred and eighty) days from the Bid Due Date, inclusive of a claim period of 60 (sixty) days, and may be extended as may be mutually agreed between the Authority and the Bidder from time to time. The Bank Guarantee shall be **payable** at any Scheduled Bank having its Branch at Gandhinagar and in the form of Bank Guarantee issued by any Bank acceptable to the Authority (List of applicable banks placed at **Annexure 2**). The EMD of the unsuccessful bidders shall be returned by the Authority preferably within 15 days of the signing of the Agreement with the **Successful Bidder**. The EMD of the successful bidder shall be returned upon submission of the Performance Guarantee.

### **PART 2: TECHNICAL BID**

In preparing the Technical Bid, Bidders are expected to examine the submission documents /format /enclosures etc., comprising this RFP in detail. Material deficiencies in providing the information requested may result in rejection of the Bid.

During preparation of the Technical Bid, Bidders must give particular attention to the following:

- a) The Bid evaluation is based on the parameters **as indicated in the Financial Bid Format**

and not based on the number of professional staff months estimated by the Bidder.

- b) A good working knowledge of the local language, that is Gujarati, **is preferable for the staff to be deputed to the office of Authority under this mandate**. Reports must be in English and / or Gujarati language only.

The Technical Bid must provide the following information, using but not limited to the formats as indicated below:

- Form 1: Technical Bid Submission Form
- Form 2: Format for Power of Attorney for Authorised Representative
- Form 3: Financial Summary of the Bidder
- Form 4: Format for Letter of Undertaking
- Form 5: Format for Showcasing Experience
- Form 6: Format for Bank Guarantee

The **Technical Bid must not include any financial information.**

### **PART 3: FINANCIAL BID – to be strictly submitted online only**

In preparing the Financial Bid, Bidders are expected to take into account the requirements and conditions of the RFP documents. It should include all costs associated with the Project, including (a) Salary and (b) rentals / fixed rates / reimbursable such as subsistence (per diem, housing), transportation (for mobilization and demobilization), services and equipment (vehicles, office equipment – Laptop, Internet facility etc), insurance, training, other overhead etc. as components of this Project.

The Financial Bid should clearly identify and include all the taxes, duties, fees, levies and other charges imposed under the applicable law, on the Bidders, and their personnel, and include as part of their offer, and show **only GST separately**.

Bidders have to express the price of their services in the format as indicated in the sample format placed at **Annexure 1: Financial Bid Submission Form (to be submitted online only on GeM website)**.

The financial bid, as approved by the client shall be fixed and shall not be increased under any circumstances.

**Conditional Tenders / bids shall not be accepted.**

## 1.5 Submission, Receipt and Opening of Bids

- The bid shall be prepared in indelible ink. It shall contain no inter-lineation or overwriting, except as necessary to correct errors made by the Bidder. Any such corrections must be initialled by the person who signs the Bids.
- Each of the bids, along with their relevant enclosures should be bound, paginated, with an index of submission on the first page.
- An authorized representative of the Bidder shall initial all pages of Technical Bid. The representative's authorization shall be in the form of a written power of attorney accompanying the Bid, or in any other form demonstrating that the representative has been duly authorized to sign.
- EMD must be in one Envelope (Cover-1) and Technical Bid must be in another Envelope (Cover-2). The envelope must be clearly marked on top as "**Technical Bid**". **A soft copy of Technical Bid, in PDF format on pen drive, should also be placed in the cover containing the Technical Bid.**
- The two separate envelopes containing EMD and Technical Bid, should be placed in one cover and addressed to **Authority** (as per the given detailed address) and labelled the Project name clearly. The Bid shall be sent at the following address:

### The Managing Director,

Gujarat Livelihood Promotion Company Limited

Block No. 18, 3rd Floor, Udyog Bhavan,  
Sector 11, Gandhinagar – 382 011

- The completed Bids must be delivered / submitted on or before the submission time and date as stated in Bidding Schedule. The Authority shall not be responsible for misplacement, losing or pre-matured opening, if the outer envelope is not sealed and / or not marked as stipulated.
- After the deadline for submission of Bids, the Technical Bid envelope shall be opened in the presence of the Bidders / their Authorized Representatives who choose to attend on the date and time indicated in the Bidding Schedule.

### Important Note:

- a. **Bidders are required to be upload Technical as well as Financial bid on n-procure website as per terms of this RFP.**
  - i. **Technical Bid** (including Annexures, Letters, various documentary proofs etc), as being uploaded by the Bidder shall also be submitted in the Hard copy, along with a copy of the same in a pen drive along with the Bid Submission.
  - ii. **Financial Bids** are to be uploaded on the website only as mentioned in the RFP.
- b. **The Financial Bid shall not be submitted with the Technical Bid. Submission of Financial Bid along with Technical Bid (in hard copy or in Pen drive) will lead to the disqualification of the Bidder.**

## 1.6 Bid Evaluation

The responsive bids shall be evaluated on a **Quality and Cost Based Selection method (QCBS)** as detailed in RFP. The responsive proposals shall be evaluated on a **Quality cum Cost Based (QCBS)** Basis in the ratio of **70:30** (70% weightage to Technical Presentation Proposal and 30% weightage to the Financial Proposal)

The following procedure shall be adopted in evaluating the bids:

### Stage 1: Test of Responsiveness

Prior to evaluation of the documents contained in the Technical Bid envelope, the Authority shall determine whether each Bid is responsive to the requirements set out in this Tender. A Bid shall be considered responsive only if:

- It is received by the Bid due date including any extensions thereof.
- The Part-1 submission (Cover-1) shall contain EMD as defined under:
  - **Earnest Money Deposit:** Bidder has to furnish, as part of its submission, Bid Security / Earnest Money Deposit amounting to **Rs. 1,00,000/-** (i.e. **Rupees One Lakh only**) in the form of either **Bank Guarantee (BG)** or a **DD** (In case the EMD is being submitted in the form of a BG, it should be from the list of Banks and as per the Format for BG, placed at **Annexure 2 & Form 6 respectively**). The validity period of the Bid Security, in case of Demand Draft, shall not be less than **60 (sixty)** days from the Bid Due Date (which shall be extended on mutual agreement) and in case of a Bank Guarantee shall not be less than 180 (one hundred and eighty) days from the Bid Due Date, and may be extended as may be mutually agreed between the **Authority** and the Bidder from time to time. The EMD of the unsuccessful bidders shall be returned by the Authority preferably within 15 days of the signing of the Agreement with the **Successful Bidder**. The EMD of the successful bidder shall be returned upon submission of the Performance Guarantee.

Note: Bidders must ensure that the purchaser of the DD towards Earnest Money Deposit should be the Bidder only. DDs purchased by any other unauthorized purchaser may render the bid non-responsive.

It does not contain any condition or qualifications, and it is not non-responsive in terms hereof.

Responsive Bids, fulfilling the criteria as given above, shall be evaluated as per **Stage 2** given below:

**Note: Bidders must take utmost care that the submission made by them shall also adhere to the following:**

- It is signed, sealed, bound together and marked as stipulated in this Request for Proposal document.

- It is received as per the formats prescribed in the **Section 3 – Technical Bid Forms** of the Request for Proposal document.
- It contains information in formats same as those specified in this Request for Proposal document.
- It contains the necessary documentary proof as specified in the checklist mentioned in Request for Proposal document.

## Stage 2: Technical Qualification Evaluation

Bidders who comply with the following basic criteria are eligible for participation in this tender:

- Bidder should be a company registered, currently working primarily in the field of Marketing, Media, Advertising etc under the Companies Act of India, 1956 (or later) OR a registered partnership firm (including LLP) OR a proprietorship firm and should be in **existence for at least 3 years as on the Bid Due Date**.
- Bidder should have had a Minimum Annual Average Turnover of INR 50 Lakh in any 3 years out of last 5 financial years (FY 2018-19, 2019-20, 2020-21, 2021-22, 2022-23) from services related to Social Media and / or Digital Marketing or any other marketing relevant activities.
- The Bidder should have completed at least two projects related to Social Media management, in the last 3 years (from Bid Due Date), with a minimum average fee of each project being Rs. 10.00 lakhs per annum (exclusive of taxes), for government clients (State / Central Governments, including Boards, Institutes, PSU, Corporation, Department, Ministries) or Private sector. Preference may be given to Government sector experience holder in similar nature of work.

### Note:

- a) For eligible projects, minimum engagement shall be for a period of 12 months.
- b) Bidder should have either completed projects as per the eligibility criteria or submit an extension order.
- c) Bidders must submit two separate projects (separate work orders) towards fulfilling the eligibility.
- d) Standalone SEO and/or SEM projects shall not be eligible.
- e) Decision of GLPC towards adjudging similar projects shall be final and binding on the bidders.
- f) The Bidder should have completed at least **two projects of social media/Digital Marketing in the last 3 years (from Bid Due Date), with a minimum average fee of each project being Rs. 10.00 lakhs** (exclusive of taxes), for government clients (State / Central Governments, including Boards, Institutes, PSU, Corporation, Department, Ministries/private sector).

## Stage 3: Technical Presentation Evaluation:

The Authority will carry out evaluation of Technical Bids, based on Concept/technical presentation. Each pre-qualified bid shall be attributed a Technical Presentation Score. Marks out of 100 shall be awarded as per the Technical Presentation Evaluation. **Bidders, provided they score more than 60% marks, shall be “Technically Eligible Bidder” and qualify for**

**Financial Bid Evaluation. Financial Bid shall be submitted online only and it has to be submitted before due date and time of technical/financial bid submission. If either bid is not submitted as per requested by GLPC, it will lead to disqualification.**

Note:

1. For all the submitted projects, documentary evidence to substantiate the scope of work, duration, successful completion and / or extension, client credentials, project fee, and any other aspect for which marks are being sought shall be submitted in the form of Work Order, Agreement, Completion Certificate from the Client is mandatory.
2. Decision of Authority towards adjudging eligible projects shall be final and binding on the bidders.
3. While Bidders are not required to include the Technical Presentation, with their Technical Bid submission, they must take note that the Authority may invite for technical presentation at a short notice and Bidders should be prepared with the same. No extension in this regard shall be given at a later stage
4. Shortlisted/technically qualified Bidders may be invited to make the Technical Presentation in front of the Committee. It is advised that a Senior Team Member shall remain present for making the Presentation. Further the presentation should be concise and should not exceed more than 15 minutes (~30 slides).

**Stage 4: Financial Bid Evaluation:**

- After the evaluation of technical proposal is completed, the Authority may notify those Bidders whose Technical proposals were considered non-responsive and not qualifying as per RFP Terms of Reference, indicating that their Financial Proposals will not be opened.
- The Authority shall inform the Bidders who have qualified in the Technical Proposal after the evaluation of Technical Proposal before the date of financial bid opening.
- The Financial Proposals shall be opened from n-procure website in the presence of the Bidders authorized representatives who choose to attend. The name of the Bidders, the technical scores, and the quoted prices shall be read aloud and recorded when the Financial Proposals are opened.
- It is expected that Bidders shall determine the costs appropriately and shall take necessary care in allocating budgets adequately to major components of study.
- The price bid to be considered for evaluation shall exclude GST, but shall include all the other taxes, if any.
- The Evaluation Committee shall consider the evaluated financial offer and / or total proposal cost and the score on price quote will be calculated in the following manner.

**Sf = 100 x Fm / F** in which,

- ✓ Sf : is the 'Financial Score' of the Financial Proposal being evaluated.
- ✓ Fm is the computed lowest financial proposal (inclusive of all taxes but excluding GST).
- ✓ F is the Computed Price of the bidder under evaluation (inclusive of all taxes but

excluding GST).

- ✓ T = the weight given to the Technical Proposal;
- ✓ P = the weight given to the Financial Proposal;
- ✓ S = Score
- ✓ Technical Scores (St)

$$\underline{\mathbf{S = St \times T + Sf \times P}}$$

The weights given to the Technical and Financial Proposals are:

$$T = 0.7 \text{ (70\%)}$$

$$P = 0.3 \text{ (30\%)}$$

Proposals will be ranked according to their combined Technical Scores (St) and Financial Scores (Sf) using the weights indicated above. Final scores will be calculated as under:

**The bidder getting Highest Score (technical plus financial) would be awarded the bid (the "H1 Bidder)**

## 1.7 Negotiations

- Prior to the expiration of period of validity of Bid, **Authority** shall notify the successful Bidder who has emerged the **H1** bidder and invite them to negotiate.
- The invited Agency will, as a pre-requisite for attending negotiations, confirm availability of all nominated experts / key personnel and satisfy other pre-negotiation requirements as may be specified by **Authority**. The aim is to reach agreement on all points.
- If negotiations fail, Authority will invite the second ranked bidder, whose Bid received the second highest score, to negotiate.

## 1.8 Award of Work

- After completion of negotiations , the Authority shall award the work to the selected Agency by issuing a Letter of Award.
- The successful Bidder with whom the Service Agreement (the “**Agreement**”) is signed is expected to commence the Project on the date specified as indicated by the Authority during the negotiation meeting and Letter of Award.
- The successful bidder shall be required to submit a Performance Guarantee which shall be equal to **the Negotiated fee for a 3 months, in the form of a Bank Guarantee** as a pre-requisite to signing of the Agreement. The Performance Guarantee shall be submitted within 30 days of the issue of the Letter of Award (the “**LoA**”) and shall be kept valid for **2 years** from the date of signing of agreement. Failing to adhere to the said conditions might lead to the withdrawal of the Letter of Award. Additionally, **5% retention money from each bill** shall be deducted and released back as per the tender conditions.
- The Performance Guarantee, as submitted, shall have to be renewed by the Agency before its expiry, if so desired.

## 1.9 Confidentiality

- Information relating to evaluation of Bids and recommendations concerning awards shall not be disclosed to the Bidders who submitted the Bids or to other persons not officially concerned with the process without the consent of the appropriate Authority.
- The Agency , its Sub-Consultants and the Personnel of either of them shall not, either during the term or within two years after the expiration or termination of this Agreement disclose any proprietary information, including information relating to reports, data, drawings, design software or other material, whether written or oral, in electronic or magnetic format, and the contents thereof; and any reports, digests or summaries created or derived from any of the foregoing that is provided by the Authority to the Agency, its Sub-Consultants and the Personnel; any information provided by or relating to the Authority, its technology, technical processes, business affairs or finances or any information relating to the Authority’s employees, officers or other professionals or suppliers customers, or contractors of the Authority; and any other information

which the Agency is under an obligation to keep confidential in relation to the Project, the Services or this Agreement ("**Confidential Information**"), without the prior written consent of the Authority.

- Notwithstanding the aforesaid, the Agency, its Sub-Consultants and the Personnel of either of them may disclose Confidential Information to the extent that such Confidential Information:
  - i. was in the public domain prior to its delivery to the Agency, its Sub-consultants and the Personnel of either of them or becomes a part of the public knowledge from a source other than the Agency, its Sub-consultants and the Personnel of either of them;
  - ii. was obtained from a third party with no known duty to maintain its confidentiality;
  - iii. is required to be disclosed by Applicable Laws or judicial or administrative or arbitral process or by any governmental instrumentalities, provided that for any such disclosure, the Agency, its Sub-Consultants and the Personnel of either of them shall give the Authority, prompt written notice, and use reasonable efforts to ensure that such disclosure is accorded confidential treatment; and
  - iv. is provided to the professional advisers, agents, auditors or representatives of the Agency or its Sub-Consultants or Personnel of either of them, as is reasonable under the circumstances; provided, however, that the Agency or its Sub-Consultants or Personnel of either of them, as the case may be, shall require their professional advisers, agents, auditors or its representatives, to undertake in writing to keep such Confidential Information, confidential and shall use its best efforts to ensure compliance with such undertaking.

## 1.10 Right of Rejection

- Authority reserves the right to reject any or all Bids, to waive any informality in such Bids, to request new Bids, to revise the RFP prior to, and including, the pre-bid meeting date, to proceed to do the work otherwise, withdraw this RFP, not award the work, or not award a portion of work at any time.
- The receipt of bids shall not in any way, obligate the Authority to enter into a **Service Agreement**, or any other agreement of any kind with the Bidder. All submitted copies of the bids shall become the property of Authority.
- The bid will be rejected for award if it determined that the Bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the project in question.
- A Bidder will be declared ineligible, either indefinitely or for a stated period of time, to be awarded a project if Authority at any time determines that the Bidder has engaged in corrupt or fraudulent practices in competing for or in executing, a project; and
- A Bidder may be declared ineligible and/or blacklisted from further bidding with Authority for a period as deemed fit by Authority in case any misrepresentation of facts / details is found in the bid as submitted by them at any point of time.

## 1.11 Liquidated Damages and Penalties

- **Liquidated Damages for delay:** In case of delay in submission of any deliverable, liquidated damages not exceeding an amount equal to **0.2% (zero-point two percent)** of the Fee per week, subject to a maximum of **5.0% (five percent)** of the Annual Fee, will be imposed and shall be recovered by appropriation from the Performance Security or otherwise. However, in case of delay due to reasons beyond the control of the Agency, suitable extension of time shall be granted on written request justifying the cause of such act.
- **Encashment and appropriation of Performance Security:** The Authority shall have the right to invoke and appropriate the proceeds of the Performance Security, in whole or in part, without notice to the Agency in the event of breach of this Agreement or for recovery of liquidated damages specified in this Clause.
- **Penalty for deficiency in Services:** In addition to the liquidated damages not amounting to penalty, as specified in this Clause, warning may be issued to the Agency for minor deficiencies on its part. In the case of significant deficiencies in Services causing adverse effect on the Assignment or on the reputation of the Authority, other penal action including debarring for a specified period may also be initiated as per policy of the Authority. If major deficiency of significant nature in the services is observed, an additional levy of compensation up to a maximum of 5% of the annual fee shall be made on the Agency. In this regard, the decision of Authority will be final binding.

## 1.12 Documents prepared by the Agency to be the property of the Authority

### 1.12.1

All illustrations, videos, photographs, reports, records, documents and other materials (the “**documents and materials**”) prepared by Agency, its employees, subcontractors and agents in the performance of this Agreement shall be the property of Authority and shall be delivered to Authority upon request of the Competent Officer or upon the termination of the Agreement, and Agency shall have no claim for further employment or additional compensation as a result of the exercise by Authority of its full rights of ownership use, reuse, or assignment of the documents and materials hereunder. In the event of termination, all finished or unfinished documents and other materials, if any, at the option of Authority, and to the extent permitted by law, shall become the property of the Authority. Agency may retain copies thereof for its files and internal use. Any publication of information directly derived from work performed or data obtained in connection with services rendered under this Agreement must be first got approved by Authority.

## 2. Terms of Reference

- Gujarat Livelihood Promotion Company (GLPC) is the executive arm of Mission Mangalam, the implementation agency for NRLM. GLPC works through strategic partnership between large industries and SakhiMandals / Self Help Groups / Producer Groups / Service Groups / Collectives of the poor, through decentralized Micro Enterprise Ventures. The promoting companies / entrepreneurs redesign the process where intensive tasks as job-works are undertaken by Self Help Groups in their respective homes or villages as self-employment activities.

**2.1** As part of reaching out to the larger audience and creating awareness amongst stakeholders across the globe, about the initiatives of GLPC within State, GLPC intends to appoint an Agency for promotion on various social media platforms and undertake Digital Marketing.

- The broad objectives for appointment of an Agency for managing the **Social Media and Digital Marketing** are:
  - a) Handling, maintenance, undertaking promotion and publicity of GLPC through various social media channels.
  - b) Digital marketing and promotion on various relevant websites and social media channels.
- The Selected Agency shall be engaged for an initial period of 2 years further extendable to another 1 year provide the Authority is satisfied with the performance of the Agency. No revision in the annual fee shall be done for such an extension.
- Agency has to arrive at the project cost based on its own experience so as to do justice to the scope of work as provided in the RFP

## **2.2 Scope of Work**

### **2.2.1 Scope of work pertaining to Social Media**

- a) The Agency shall be required to operate and manage the social media handles of GLPC including, Twitter, Facebook, YouTube, Instagram and Google Plus/ any other other social media platforms .
- b) The Agency shall perform the following activities with regard to social media management and engagement with users.
- c) Uploading informative and promotional updates on daily basis in form of info graphics, images, gifs, text over videos, promos of events and programs etc. on various social media platforms creation of interactive content like surveys, quizzes, contest etc. in consultation with GLPC. At least two updates per day (including Holidays) to be posted.
- d) Give all GLPC Social Media Platforms a new look every week by putting up new creative in line with overall theme / strategy approved by GLPC, for the period of engagement. The same should be customized in relation to ongoing events, fairs, and festivals of GLPC.
- e) Agency shall be responsible for increasing reach/follower/subscriber to all social media handles of GLPC
- f) Publicize all activities/ events on all the social media platforms.
- g) Create relevant tagging & linkages of content on all platforms\
- h) Manage live events through Facebook live & Periscope on Twitter or any other Digital Media platform, as decided by the Authority from time to time. (A requirement will be given to Selected Agency from GLPC and Selected Agency has to submit a proposal for the same. After approval, the proposed work will be assigned to the agency at an agreed cost over and above the cost as arrived under this tender.) both parties do not come to a mutual agreement, GLPC may take services of third party for the same work.
- i) The Agency shall be required to ensure that authentic information is disseminated across the social media handles.
- j) Social Media Monitoring Program
  - Use a good industry standard monitoring tool for analysing comments / remarks about GLPC in various online media like e-newspapers, e-magazines, blogs, social media platforms at local, national & international level.
  - Agency shall continuously monitor each channel, and will respond to any questions, comments, and posts within a stipulate time frame. The Agency shall work in close consultation with Authority to respond to major queries regarding policies, grievances etc, in a timely fashion.
  - Agency shall continuously monitor each channel (except the ones that are posted on third party owned and managed domains wherein the Agency / Authority has no access and control e.g. e-newspapers, e- magazines, personal curated blogs, closed discussion forums, closed groups, etc.), and will respond to any questions, comments, and posts within a stipulate time frame. The Agency shall work in close

consultation with Authority to respond to queries regarding policies, grievances etc.

### **2.2.2. Analytics and reporting**

- Monthly Analytics such as: Effectiveness Analysis Report, Follower Growth, Reach, Demographics, Comments, "Likes", Shares, Retweets etc.
- Reporting- Summarizing various results and activities over each quarter.
- The components of the report would include:
  - Social presence analysis including Social Traffic analysis, Fan / follower growth, Comparative FB/Twitter Engagement Analysis etc.
  - Content Analysis to identify the most engaging type of post which led to success on brand page including page analysis
  - Buzz Report, Share of voice, Source analysis, Trend analysis, Topic analysis, Sentiment & Perception analysis
  - Providing regular feedback on best practices in marketing and promotion in countries across the world on social media as and when required by the GLPC.

### **2.2.3 Scope of work pertaining to Digital Marketing**

- ✓ The selected agency shall be responsible for the overall Digital Marketing and Communication campaigns across all social media and digital channels like Influencer Marketing, Email Marketing, Content Marketing, Affiliate Marketing, Mobile Marketing, SMS Messaging and other channels.
- ✓ **Search Engine Optimization** including audience and content gap analysis, backlink and keyword research, competitor analysis, planning and keyword forecasts, campaign ideation, both on-site, off-site and technical optimization
- ✓ **Search Engine Marketing** across major publishers (Google, YouTube, Facebook, LinkedIn etc.). including Paid search advertising, PPC (pay-per-click), PPC (pay-per-call), CPC (cost-per-click) and CPM (cost-per-thousand impressions), if so required by the Authority.
- ✓ **Content Marketing:** provide truly relevant and useful content targeted to various segments of women development and influencers to deepen engagement inspire rural/women development patterns.
- ✓ **Digital Advertising:** provide digital advertising strategy, creative, and media plans to deliver on identified key performance indicators and return on ad spend by utilizing a mix inclusive of Google Grants, Adwords, paid search, social, display, and other advertising categories.
- ✓ **Making the uploaded content viral / virility of content:** Agency would be responsible to make the content viral on the internet and other social media sites. This will enhance the outreach of the schemes and policies of Government in real time basis.

#### **2.2.4 Online Amplification and Campaigns**

- Providing amplification of Digital Marketing Communication and messaging through planning and execution of a Digital Marketing activity across both Paid Media and Non-Paid media avenues on Digital and Mobile campaign.
- Conceptualize, design and execute at least Four digital campaigns and Six innovative strategies, annually, on the basis of overall GLPC's social media plan.

#### **2.2.5 Creative designing and repackaging:**

- Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc.
- Agency shall be responsible for verification and approval from designated officer/s of GLPC.
- The Agency shall at times indemnify and keep GLPC indemnified against all claims/ damages etc. for any infringement of any Intellectual Property Rights (IPR) or copyright issues while providing its services under this contract
- The agency shall be responsible in taking timely backups and submit the same to GLPC periodically.

#### **2.2.6 Development of Strategy for Crisis Communication:**

- In the event of unforeseen occurrences, which may have potential of creating negative perception about the GLPC the Agency will have to proactive steps to help the GLPC representatives communicate effectively using various media vehicles and channels as deemed fit agency would be responsible for contact ambioning and optimization of social media channels / platform.
- Identifying and removing / merging fake profiles / unofficial profiles / presence on social media channels relevant to GLPC wherever relevant and possible.

#### **2.2.7 Deputation of Resources:**

- The agency shall be required to depute **two resources full time** to the office of GLPC for managing the social media and digital marketing as below:

<b>Designation</b>	<b>Minimum Experience</b>	<b>Minimum Qualification</b>
Social Media Strategist	5 years	Bachelor's degree in marketing or a related field.
Content creator & DigitalMarketing	5 years	Bachelor's degree in English, journalism, mass media communication ,marketing, or arelated field

- The persons deployed should be adequately supported by a back office for every kind of support.
- Two persons with above competency shall be stationed in the GLPC for day-to-day coordination during working hours and also during the emergent exigencies outside the working hours.
- The deployed resources should have their own laptops and licenced software for performing the services as per the requirements of this tender. GLPC shall provide a place for sitting and power connection to these resources.
- These deployed resources will have no rights to claim for employment in GLPC due to this deployment.
- The deputed resources should be fluent with Hindi, English and Gujarati languages.

**2.2.8 Reporting:**

- The agency shall submit monthly report including details of their activity, analyses of various social media and digital marketing outreach among other parameters.

**2.2.9 Guideline/resolutions by Government:**

- Agency shall be responsible to make sure that all the guidelines and resolutions of the Government of India and Government of Gujarat announced time to time, regarding usage of social media platform and digital marketing will be followed.

**2.2.10 Coordination with other line agencies & departments**

- The agency shall be required to work in close coordination with the PR and Media Agency, Creative Agency, and other such vendors as well as line departments of GLPC as directed by the Nodal Officer.

**2.2.11 Data Confidentiality**

- The Agency shall maintain full confidentiality of the data provided to it or data generated while providing services. Under no circumstances will the Agency divulge / reveal / share such data for the purpose other than for meeting the GLPC's requirements. Any violation of this confidentiality clause may result in instant termination of the contract and blacklisting of the Agency's services from the Government of Gujarat.
- The decision of the Authority shall be final in this regard and binding on the Agency.

**2.2.12 Setting up of Local Office**

- Bidder is expected to one office setup in Gujarat. Selected bidder, if does not have an office setup in Gujarat, will be required to open the same at Gandhinagar / Ahmedabad within three months of issuance of LoA.

**2.2.13**

- The Bidder has to provide necessary tools/equipments/software such as high resolution cameras to the man power deployed at GLPC office.

- The Bidder is responsible to create & design the info graphics or relevant media as & when required or instructed by GLPC
- Bidder has to visit event/exhibitions at his own cost & no reimbursement will be provided for lodging or boarding by GLPC if it will be in Ahmedabad/Gandhinagar. Reimbursement will be done by GLPC in case of out of station travel for events/exhibitions or any other GLPC activities ( based on actual cost for which receipts has to be submitted by agency to GLPC) Without receipt , no reimbursement will be made by GLPC to agency.

### **2.3 Payment Terms**

- The Agency shall be paid on a monthly basis for its services at the completion of each month based on the actual work performed by it. The payment will be based on rates finalized for the award of contract to the successful Agency.
- Agency shall do Videography & Photography for content creation and promotion material or marketing activities or events/exhibitions at own cost as and when required by GLPC.
- All payments will be subject to TDS and any other statutory deductions.
- The top authorities / Nodal Officer shall evaluate the performance of the Agency based on the quality of the services rendered as well as feedback received by the officials concerned at the Trust. The decision of the top authorities / Nodal Officer at GLPC shall be binding in this regard.

### 3. Technical Bid Forms

#### 3.1 Technical Submission Checklist

Bids must be accompanied with the following documents:

<b>Sr. No.</b>	<b>Enclosures to the Bid</b>	<b>Status (Submitted / Not Submitted)</b>	<b>Page Number</b>
<b>Envelope 1</b>			
1.	Earnest Money Deposit		
<b>Envelope 2</b>			
2.	Technical Bid Submission Form (As per Form 1)		
3.	Power of Attorney for Authorized Representative (As per Form 2)		
4.	Financial Summary of the Bidder (As per the Form 3)		
5.	Audited Balance Sheet, Profit and Loss Statements and Annual Reports		
6.	Letter of Undertaking (As per Form 4)		
7.	A copy of Registration / Incorporation certificate of Bidder		
8.	A copy of PAN of Firm		
9.	A copy of Tax Registrations of Bidder		
10.	Experience details of the Bidder (As per Form 5)		
11.	Scanned copy of the documents in a pen drive		

## Form 1: Technical Bid Submission Form

(Same should be furnished by the bidder on their letter head)

Date:

To,  
The Managing Director,  
Gujarat Livelihood Promotion Company Limited  
Block No. 18, 3rd Floor, Udyog Bhavan,  
Sector 11, Gandhinagar – 382011, Gujarat, India

Subject: Request for Proposal (RFP) for Selection of Social Media and Digital Marketing Agency

Sir,

1. We, the undersigned, offer to provide the services for the captioned project in accordance with your Request for Proposal dated \_\_\_\_\_, and our Bid. **We confirm that we have been currently working primarily in the field of Social Media & Digital Marketing.** We are hereby submitting our Bid which includes this Technical Bid sealed under an envelope.
2. This Bid and the LOA issued by the **Authority** in lieu of its acceptance shall form part of the Agreement to be signed between the Preferred Bidder (the “**Agency**”) and the Authority. If a Bidder is nominated as Preferred Bidder, we understand that it is on the basis of the technical, financial & organizational capabilities and experience of the Bidder taken together. We understand that the basis for our qualification will be the complete Bid documents submitted along with this letter and that any circumstance affecting our continued eligibility as per RFP or any circumstance which would lead or have lead to our disqualification, shall result in our disqualification under this Bidding process.
3. We undertake, if our Bid is accepted, to complete the Project within in the stipulated time.
4. We agree to abide by this Bid for a period of 180 (one hundred and eighty) days from the Bid Due Date fixed for receiving the same and it shall remain binding upon us and may be accepted at any time before the expiry of that period.
5. In the event of our Bid being accepted, we agree to enter into a formal Agreement with the **Authority**, incorporating the conditions of the Bid including the addendum, if issued.

6. We agree that if we fail to fulfil any of the conditions mentioned at RFP (or any subsequent modification / addendum / corrigendum), **Authority** has the right to forfeit the Bid Security being furnished by us along with this Bid.
7. Notwithstanding any qualifications of conditions, whether implied or otherwise, contained in our Bid we hereby represent and confirm that our Bid is unqualified and unconditional in all respects.
8. We understand that **Authority** is not bound to accept any or all Bids it may receive.
9. We declare that we have disclosed all material information, facts and circumstances, which would be relevant to and have a bearing on the evaluation of our Bid and selection as Agency.
10. We do also certify that all the statements made and / or any information provided in our Bid are true and correct and complete in all aspects.
11. We declare that in the event that **Authority** discovers anything contrary to our above declarations, it is empowered to forthwith disqualify us and our Bid from further participation in the Bid evaluation process and forfeit our Bid Security.
12. If negotiations are held during the period of validity of the Bid, we undertake to negotiate on the basis of the proposed staff. Our Bid is binding upon us and subject to the modifications resulting from negotiations.
13. We understand you are not bound to accept any Bid you receive.
14. Our organization details are as follows:

S. No	Particulars	Details
1.	Basic Information of Bidder	
a)	Name of Bidder	
b)	Country of incorporation	
c)	Address of the corporate headquarters and its branch office(s), if any, in India	
d)	Offices in Gujarat, if yes, provide details	
e)	Date of incorporation and / or commencement of business	
f)	Bidder is a <b>Private / Public Limited Company or Partnership Firm (including LLP) or Proprietorship Firm</b> Please give details & enclose relevant papers / certificates	

S. No	Particulars	Details
g)	Details of Income Tax Registration (Enclose PAN / GST Details)	
h)	Ownership of the Organization (List of stakeholders / members who own 10% or more stocks & their interest in the company)	1. 2. 3.
i)	List of Current Directors	
j)	Other key management personnel	
2.	Brief description of the Company including details of its main lines of business.	
3.	Details of individual (s) who will serve as the point of contact/ communication within the Company: (a) Name (b) Designation (c) Address (d) Telephone Number / Mobile (e) E-Mail Address (f) Fax Number	

Yours Sincerely,

Authorized Signature (in Full and Initials)

Name and Title of Signatory:

Name of Firm: Address

## Form 2: Format for Power of Attorney for Authorised Representative

(on a requisite stamp paper )

Know all men by these presents, We, **[name of organization and address of the registered office]** do hereby constitute, nominate, appoint and authorise Mr / Ms **[name]**, son/ daughter/ wife of **[name]**, and presently residing at **[address]**, who is presently employed with/ retained by us and holding the position of **[designation]** as our true and lawful attorney (hereinafter referred to as the “**Authorised Representative**”), with power to sub-delegate to any person, to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Bid for and selection as Agency for **[name of Project]**, by the **Authority** including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-bid and other conferences and providing information / responses to the Authority, representing us in all matters before the Authority, signing and execution of all Agreement and undertakings consequent to acceptance of our bid and generally dealing with the Authority in all matters in connection with or relating to or arising out of our Bid for the said Project and / or upon award thereof to us until the entering into of the Agreement with the Authority.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorised Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorised Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, **[name of organization]**, THE ABOVE-NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS **[date in words]** DAY OF **[month]** **[year in “YYYY” format]**.

For **[name and registered address of organization]** **[Signature]**

**[Name]** **[Designation]** Witnesses:

1. **[Signature, name and address of witness]**
2. **[Signature, name and address of witness]** Accepted

**[Signature]**

**[Name]** **[Designation]** **[Address]**

### Notes:

1. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under seal affixed in accordance with the required procedure.

2. Wherever required, the Bidder should submit for verification the extract of the charter documents and other documents such as a resolution / power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.
3. For a Power of Attorney executed and issued overseas, the document will also have to be legalised by the Indian Embassy and notarised in the jurisdiction where the Power of Attorney is being issued.

**Form 3: Format for Financial Summary of the Bidder**  
 (Same should be furnished by the Statutory Auditor on their letter head)

**Average Annual Turnover of the Bidder**

S. No	Financial Year	Turnover from services related to Social Media and / or Digital Marketing (A)	Total Turnover of the Bidder (B)	A/B in percentage
1.				
2.				
3.				
	<b>Average Annual Turnover &amp; Percentage Share</b>	[indicate sum of above divided by 3]	[indicate sum of above divided by 3]	[indicate sum of above divided by 3]

**Note: Bidders are required to provide data for last three years ending 31<sup>st</sup> March 2020 or 31<sup>st</sup> March 2021. Audited Balance Sheets are also required to be submitted for the same.**

**UDIN No:**

Certificate from the Statutory Auditor

This is to certify that [name of Bidder] [registered address] has the turnover as per the details shown above against the respective years.

Name of Authorized Signatory  
 Designation  
 Name of Bidding firm  
 Signature of Authorized Signatory  
 Seal of Audit firm

#### Form 4: Format for Letter of Undertaking

(Same should be furnished by the bidder on their letter head)

Date:

To,  
The Managing Director,  
Gujarat Livelihood Promotion Company Limited  
Block No. 18, 3rd Floor, Udyog Bhavan,  
Sector 11, Gandhinagar – 382011, Gujarat, India

**Subject: Request for Proposal (RFP) for Selection of Social Media and Digital Marketing Agency**

Sir,

With reference to this tender, I/We confirm the following:

1. **Declaration for Not Blacklisted:** I / We hereby confirm that our firm has not been banned or blacklisted by any government organisation / Financial institution / Court / Public sector Unit / Central Government / State Government as on the Bid Due Date.
2. **Indemnity Undertaking:**
  - a. I / We on behalf of our firm, hereby agree and undertake that I / We have understood all the rules, regulations, guidelines and procedures and all staff Technical & Non-Technical working on behalf of our firm will abide by all the rules, regulations, guidelines, and procedures.
  - b. I / We also declare that our firm will be responsible for any safety violations / accident etc. in providing services as per the conditions of the Agreement. **Authority** will not be responsible in case of any accident / incident and will not compensate financially or otherwise. I / we hereby declare that I am / we are sole responsible on behalf of the firm for giving such declaration.
3. **Anti-Collusion Certificate:** I / We hereby certify and confirm that in the preparation and submission of this Bid, we have not acted in concert or in collusion with any other Bidder or any other person(s) and also not done any act, deed or thing which is or could be regarded as anti-competitive, restrictive or monopolistic trade practice.

We further confirm that we have not offered nor will offer any illegal gratification in cash or kind to any person or agency in connection with this Bid.

4. **History of Litigation:** I / We hereby provide details / Information on any history of litigation or arbitration resulting from contracts in last five years or currently under execution / operation, which may have an impact on providing services under this tender:

Year	Award for/ or against bidder	Name of Client	Litigation & Dispute Matter	Disputed Amount in Rs.

Dated this \_\_\_\_\_ Day of \_\_\_\_\_ 2023

Name of the Bidder

Signature of the Authorized Signatory

Name of the Authorized Signatory

**Form 5 : Format for Showcasing Experience**

For projects under Social Media Management

	<b>Name &amp; location of the project</b>	<b>Engagement Duration (MM/YY to MM/YY OR Ongoing)</b>	<b>Average Annual Fee (exclusive of taxes)</b>	<b>Project Cost</b>	<b>Client</b>
<b>A.1</b>	<b>Government Clients</b>				
1.					
2.					
3.					
<b>A.2</b>	<b>Corporate/Private Sector</b>				
4.					
5.					
6.					

- From the above list of projects, undertaken for Government Clients, project number **(add numbers)**\_\_\_\_\_ have been undertaken for Rural/Woman Department / Board.
- From the above list of projects (both Government Clients & Big Corporates), project number **(add numbers)**\_\_, [Name of the Bidder], have provided continuous services for more than 2 years to the same client through an original / extension / renewal order.

**A. For projects under Digital Marketing**

	Name & location of the project	Engagement Duration (MM/YY to MM/YY OR Ongoing)	Average Annual Fee (exclusive of taxes)	Project Cost	Client
<b>B.1</b>	<b>Government Clients</b>				
1.					
2.					
3.					
<b>B.2</b>	<b>Corporate/Private Sector</b>				
4.					
5.					
6.					

**Note:**

- Each project profile has to be duly supported by documentary evidence from the client side like Work Order, Agreement, and completion / Extension certificate for being considered for marking.
- Projects without evidence shall be rejected. Only eligible projects (as per terms & conditions as provided in RFP) shall be considered for marking.
- Bidders are urged to highlight the relevant sections, establishing eligibility and marking in the documentary evidence being submitted by them.
- In case of any documentary evidence being in non-English language, the Bidder shall submit an Authorized translation for the same, failing which the Authority at its discretion may not evaluate such a document and / or project.

**Form 6: Format for Bank Guarantee**

(On Requisite Stamp Paper)

This Deed of Guarantee is made on this \_\_\_\_\_ day of \_\_\_\_\_, 2023 at \_\_\_\_\_ by \_\_\_\_\_ Bank within the meaning of the Reserve Bank of India Act and constituted under

the Banking Companies Acquisition and Transfer of Undertakings Act, 1970/1980 and having its Registered Office at \_\_\_\_\_ and inter alia an operational Branch Office at \_\_\_\_\_, Ahmedabad (hereinafter referred to as “**the Bank**” or “the Guarantor”, which expression shall unless it be repugnant to the subject or context hereof be deemed to include its successors and assigns) in favour of ‘**Gujarat Livelihood Promotion Company Limited**’ (hereinafter referred to as “**GLPC**” which expression shall unless it be repugnant to the subject or context hereof be deemed to include its successors and assignees).

WHEREAS, GLPC has undertaken the process of competitive bidding for selection of an Agency for providing services related to “**Request for Proposal (RFP) for Selection of Social Media and Digital Marketing Agency** ” for which purpose GLPC issued a Request for Proposal (“**RFP**”) inviting Bids from the Bidders to execute the Scope of Work specified therein (“**Project**”);

WHEREAS, [name of Bidder] (hereinafter called “**the Bidder**”) has submitted his Bid dated [date] for the implementation of the Project (hereinafter called “**the Bid**”).

1. [name of the Bank] at the request of the Bidder, do hereby in terms of the RFP, irrevocably, unconditionally and without reservation guarantee the due and faithful fulfilment and compliance of the terms and conditions of the RFP by the said Bidder and unconditionally and irrevocably undertake to pay forthwith to GLPC an amount of Rs. .... (Rupees only) (hereinafter referred to as the “**Guarantee**”) as our primary obligation without any demur, reservation, recourse, contest or protest and without reference to the Bidder if the Bidder shall fail to fulfil or comply with all or any of the terms and conditions contained in the said RFP.
2. Any such written demand made by GLPC stating that the Bidder is in default of the due and faithful fulfilment and compliance with the terms and conditions contained in the RFP shall be final, conclusive and binding on the Bank.
3. We, the Bank, do hereby unconditionally undertake to pay the amounts due and payable under this Guarantee without any demur, reservation, recourse, contest or protest and without any reference to the Bidder or any other person and irrespective of whether the claim of GLPC is disputed by the Bidder or not, merely on the first demand from GLPC stating that the amount claimed is due to GLPC by reason of failure of the Bidder to fulfill and comply with the terms and conditions contained in the RFP including failure of the said

Bidder to keep its Bid open during the Bid validity period as set forth in the said RFP for any reason whatsoever. Any such demand made on the Bank shall be conclusive as regards amount due and payable by the Bank under this Guarantee. However, our liability under this Guarantee shall be restricted to an amount not exceeding Rs. .... (Rupees only).

4. We, the Bank, further agree that GLPC shall be the sole judge to decide as to whether the Bidder is in default of due and faithful fulfillment and compliance with the terms and conditions contained in the RFP including, inter alia, the failure of the Bidder to keep its Bid open during the Bid validity period set forth in the said Bidding Documents, and the decision of GLPC that the Bidder is in default as aforesaid shall be final and binding on us, notwithstanding any differences between GLPC and the Bidder or any dispute pending before any Court, Tribunal, Arbitrator or any other authority.
5. The Guarantee shall not be affected by any change in the constitution or winding up of the Bidder or the Bank or any absorption, merger or amalgamation of the Bidder or the Bank with any other person.
6. In order to give full effect to this Guarantee, GLPC shall be entitled to treat the Bank as the principal debtor. GLPC shall have the fullest liberty without affecting in any way the liability of the Bank under this Guarantee from time to time to vary any of the terms and conditions contained in the said RFP or to extend time for submission of the Bids or the Bid validity period or the period for conveying acceptance of Letter of Invitation by the Bidder or the period for fulfilment and compliance with all or any of the terms and conditions contained in the said RFP by the said Bidder or to postpone for any time and from time to time any of the powers exercisable by it against the said Bidder and either to enforce or forbear from enforcing any of the terms and conditions contained in the said RFP or the securities available to GLPC, and the Bank shall not be released from its liability under these presents by any exercise by GLPC of the liberty with reference to the matters aforesaid or by reason of time being given to the said Bidder or any other forbearance, act or omission on the part of GLPC or any indulgence by GLPC to the said Bidder or by any change in the constitution of GLPC or its absorption, merger or amalgamation with any other person or any other matter or thing whatsoever which under the law relating to sureties would but for this provision have the effect of releasing the Bank from its such liability.
7. Any notice by way of request, demand or otherwise hereunder shall be sufficiently given or made if addressed to the Bank and sent by courier or by registered mail to the Bank at the address set forth herein.
8. We undertake to make the payment on receipt of your notice of claim on us addressed to [name of Bank along with branch address] and delivered at our above branch which shall be deemed to have been duly authorised to receive the said notice of claim.
9. It shall not be necessary for GLPC to proceed against the said Bidder before proceeding against the Bank and the guarantee herein contained shall be enforceable against the

Bank, notwithstanding any other security which GLPC may have obtained from the said Bidder or any other person and which shall, at the time when proceedings are taken against the Bank hereunder, be outstanding or unrealised.

10. We, the Bank, further undertake not to revoke this Guarantee during its currency except with the previous express consent of GLPC in writing.
11. The Bank declares that it has power to issue this Guarantee and discharge the obligations contemplated herein, the undersigned is duly authorised and has full power to execute this Guarantee for and on behalf of the Bank.
12. For the avoidance of doubt, the Bank's liability under this Guarantee shall be restricted to Rs. ....Lakhs (Rupees..... Lakhs only). The Bank shall be liable to pay the said amount or any part thereof only if the Utility serves a written claim on the Bank in accordance with paragraph 8 hereof,
13. his Guarantee will remain in force up to 180 (One hundred and eighty) days from the Due Date (inclusive of due date) for submission of the Bid, inclusive of a claim period of 60 (sixty) days or for such extended period as may be mutually agreed between GLPC and the Bidder, and agreed to by the Bank, and shall continue to be enforceable till all amounts under this Guarantee have been paid.
14. The jurisdiction in relation to this Guarantee shall be the Courts at Ahmedabad, Gujarat and Laws in India shall be applicable.

IN WITNESS WHEREOF the Guarantor has executed this Guarantee on this \_\_\_\_\_ day of \_\_\_\_\_ and year first herein above written.

SIGNED, SEALED AND DELIVERED

For and on behalf of the BANK (Signature)

(Name) (Designation) (Code Number)

(Address)

- (i) The bank guarantee should contain the name, designation and code number of the officer(s) signing the guarantee.
- (ii) The address, telephone number and other details of the Head Office of the Bank as well as of issuing Branch should be mentioned on the covering letter of issuing Branch.
- (iii) Gujarat Livelihood Promotion Company Limited (GLPC) should be able to invoke the Bank Guarantee at any of the branch of the Bank located at Ahmedabad.
- (iv) Bidders must ensure that the purchaser of the DD towards Earnest Money Deposit should be the Bidder only. DDs purchased under the hand/in the name of any purchaser other than the bidder may render the bid non-responsive.

**Annexure 1: Financial Bid Submission Form**

Date:

To,  
The Managing Director,  
Gujarat Livelihood Promotion Company Limited  
Block No. 18, 3rd Floor, Udyog Bhavan,  
Sector 11, Gandhinagar – 382011, Gujarat, India

Subject: Request for Proposal (RFP) for Selection of Social Media and Digital Marketing Agency  
Sir,

I / We, the undersigned, offer to provide the services for the above in accordance with your Request for Proposal dated [Date], and our (Technical and Financial Proposal). Our financial proposal in Terms of reference given in the RFP document of the GLPC, is as under:

No.	Deliverables	Monthly Cost
1	<b>Service Charge for Conceptualization, content development and Management or various Social Media handles and digital marketing of GLPC ( As per Scope of Work)</b>	
2	Total cost ( Monthly cost x 24 months)	

I hereby certify and accept the following:

1. The Agreement will be for a period of 2 years
2. Cost as indicated above is inclusive of all taxes excluding GST. Amount of GST, as applicable at the time of billing, shall be borne additionally by the Authority.
3. I certify that I have gone through the Tender Document and I have understood and agree to the terms and conditions as mentioned in this Document

We declare that the information stated above and enclosed is complete and absolutely correct and any error or omission therein, accidental or otherwise, as a result of which our Bid is found to be non-responsive, will be sufficient for GLPC to reject our Bid and forfeit our EMD in full. I abide by the above offer/quote and terms & conditions of the tender document and the LOA if GLPC selects us as the Preferred Bidder.

Yours faithfully,

---

(Signature of Authorized Signatory/representative of Bidder)

(Name, Title, Address, Date)

Note:

1. Financial Bid to be submitted online only on GeM website.
2. The format as given above is for representation purpose only. The format at n procure might vary. Bidders are requested to review the format as provided at n procure and submit financial bid after reading it thoroughly.

## Annexure 2: List of Banks

As per the **GR No. EMD/10/2021/7729/DMO dated 28<sup>th</sup> June 2021** from Finance Department, wherein the Government has decided that the banks and as given below are the approved Banks whose Bank Guarantees would be accepted in the financial year 2021-22.

- Guarantees issued by following banks will be accepted as SD/EMD on permanent basis.
  - 1) All National Banks.
  
- Guarantees issued by following Banks will be accepted as SD/EMD for period up to **March 31, 2023**. The validity cut-off date in GR is with respect to date of issue of Bank Guarantee irrespective of date of termination of Bank Guarantee.
  - 1) The Mehsana Urban Co-Operative Bank Ltd.
  - 2) The Ahmedabad Mercantile Co-Op. Bank Ltd.
  - 3) Nutan Nagrik Sahakari Bank Ltd.
  - 4) Kalupur Commercial Co-Operative Bank Ltd.
  - 5) RBL Bank
  - 6) AXIS Bank
  - 7) ICICI Bank
  - 8) HDFC Bank
  - 9) Kotak Mahindra Bank
  - 10) IndusInd Bank
  - 11) Rajkot Nagarik Sahakari Bank Limited
  - 12) The Gujarat State Co-operative Bank
  - 13) Sarswat Bank
  - 14) Saurashtra Gramin Bank
  - 15) DCB Bank
  - 16) Tamilnadu Mercantile Bank
  - 17) Ujjivan Small Finance Bank
  - 18) AU Small Finance Bank
  - 19) Federal Bank
  - 20) Equitas Small Finance Bank
  - 21) Bandhan Bank
  - 22) Standard Chartered Bank
  - 23) City Union Bank
  - 24) Yes Bank

All the eligible banks are instructed to collect the original documents / papers of guarantee from the concerned tendering authority.

GR can be downloaded from the following link:

**[https://financedepartment.gujarat.gov.in/Documents/DMO\\_2437\\_28-Jun-2021\\_27.pdf](https://financedepartment.gujarat.gov.in/Documents/DMO_2437_28-Jun-2021_27.pdf)**

### **No Claim Certificate**

The Bidder shall not be entitled to make any claim, whatsoever, against the GLPC, under or by virtue of or arising out of this Contract, nor shall the GLPC LTD entertain or consider any such claim, if made by the Bidder and the Bidder shall have signed a “No Claim” Certificate in favors of the GLPC LTD in such forms as shall be required by him after the works are finally accepted.

Signature of the Bidder with Seal

**Self-Declaration**

Selection of Social Media and Digital Marketing Agency

{Location, Date}

To  
The Managing Director  
GLPC,  
Gandhinagar.

I/we, the undersigned do hereby declare that, I/we have never ever been blacklisted and/or there were no debaring actions against us for any default services/management in the performance of the contract entrusted to us in any of the Government/private sector organizations. Documents provided by us to GLPC are certified and verified by sector professionals. Data/details provided by GLPC for social media handles will be confidential and agency shall not reveal or disclose data with any other sources/agencies/professional. If same will be happen , it may lead to termination of contract.

In the event of any such information pertaining to the aforesaid matter found at any given point of time either during the course of the contract or at the bidding stage , my bid/contract shall be liable for truncation/cancellation/penalty/termination without any notice at the sole discretion of the Company.

Yours sincerely,

Authorized Signature{In full and initials}:

Name and Title of Signatory:\_\_\_\_\_

In the capacity of:\_\_\_\_\_

Address:\_\_\_\_\_

E-mail:

Signature of the Bidder with Seal