
TENDER FOR MANAGING NBT-India's SOCIAL MEDIA

Tender Reference Number

“NBT-India - Tender No.7/2024/PR_SMA”



National Book Trust India

Ministry of Education, Government of India
5, Institutional Area, Phase II
Vasant Kunj, New Delhi-110070

<http://www.nbtindia.gov.in>

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Section I: General

National Book Trust India (NBT-India), under Ministry of Education, Government of India desires to engage a credible professional agency to manage NBT-India's social, PR dissemination of information and creating awareness about the NBT-India, its publications, events and promoting of reading and education in general that promote reading culture in India as per its mandate. In this context, tender is called to select credible professional Agency. For this purpose, scope of work to be taken care of by the agency has been broadly spelt out in Section II.

The agency must have in-house AV/design production facility. All other requirements such as manpower, tools, creative content, etc. will have to be met by the firm. Agency must have expertise in these works. The entire data will also be stored / archived and the firm has the responsibility to provide it to NBT-India, as and when required. The agency shall maintain the backup, storage and recovery mechanism.

1. SCHEDULE AND CRITICAL DATES

1.1.1 The tentative schedule and critical dates are shown below:

S. No.	Event	Date
1	Uploading of Tender in Central e-Procurement Portal	31.01.2024
2	Pre Bid Meeting at NBT-India head quarter	03:00 PM on 01.02.2024
3	Last date of submission	02:00 PM on 06.02.2024
4	Opening of Technical Bids & Financial Bid	03:00 PM on 07.02.2024
5	Presentation by Shortlisted bidders	04:00 PM on 07.02.2024

1.1.2 Bidders are required to upload their Technical and Financial Bids on Central Public Procurement Portal. Bidder shall be responsible for registering his company at Central Public Procurement Portal (CPP) and seeking all necessary approvals required to upload the bid.

1.1.3 NBT-India reserves the right to amend the TENDER, tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through Central Public Procurement Portal from time to time for any updated information.

1.1 PROCEDURE, TERMS AND CONDITIONS

1.1.1 The proposal has to be uploaded on two bid basis i.e. Technical Bid and Financial Bid.

1.1.2 It is the responsibility of the Bidder to ensure that the bids are uploaded in time on CPP portal www.eprocure.gov.in on or before the prescribed date & time for submission of bids. A scanned copy of the remittance details of Earnest Money Deposit needs to be uploaded at the Central Public Procurement Portal. Registered MSMEs are exempted from payment of EMD. The tender document can also be downloaded from NBT-India website www.nbtindia.gov.in

1.1.3 All bids must remain valid for 180 days from the last date of submission of bids.

1.1.4 NBT-India reserves the right to solicit additional information from Bidders. Additional information may include, but is not limited to, past performance records, lists of available items of work etc.

1.1.5 NBT-India reserves the right to accept the whole, or part or reject any or all bids without assigning any reasons and to select the Bidder(s) which, in the sole opinion, best meets the interest of the NBT-India.

1.1.6 NBT-India also reserves the right to negotiate with the bidders placed as L-1 bidder in the interest of the Government.

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- 1.1.7 NBT-India reserves the right not to accept bid(s) from agency/ies resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating Agency/Vigilance Cell.
- 1.1.8 All information contained in the proposal, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations/Agency.
- 1.1.9 The Agency selected is not supposed to use its name, logo or any other information/ publicity on content published on social media platforms of NBT-India.
- 1.1.10 The Agency must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and applications instantly.
- 1.1.11 All material, art work used in management of Social Media Network will be property of the NBT-India. Content shared online must be copyright protected.
- 1.1.12 All creative physical as well as digital will be the property of NBT-India and its Intellectual Property Rights (IPR) will vest with NBT-India.
- 1.1.13 The timeline/schedule of deliverables will be the decided as and when the requirement /task activities arise. Bidder should complete the job/activities as and when asked by NBT-India.

1.2 ELIGIBILITY CONDITIONS

The Bidders shall fulfill the following eligibility conditions for participating in the bidding process. The Bidders should enclose documentary evidence for fulfilling the eligibility conditions.

S. No.	SPECIFIC REQUIREMENT	EVIDENCE
1	The average turnover of the agency for the financial year 2020-21, 2021-22 and 2022-23 should be at least Rs. 50 Lakhs.	Balance Sheets & documents certified by CA
2	The agency must have an experience of at least 2 years in Social Media Management/Reputation management and must have completed at least two projects worth Rs. 10 lakhs each for government agency such as Centre/State Govt, PSUs, University, Central University.	Copies of the work orders and completion certificate
3	Should have a local office in Delhi/NCR region	Documentary evidence

Proposals not complying the above eligibility conditions shall be summarily rejected.

1.3 COMMERCIAL CONDITIONS

Apart from the above, each bidder is required to fulfill the following terms and conditions:-

a) Earnest Money Deposit (Registered MSMEs Exempted)

- (i) The bidder is required to submit Rs. 1,00,000/- (Rupees One lakh only) as Earnest Money Deposit (EMD) by NEFT/RTGS as bank account detail mentioned below. The UTR no. /details of transfer of above amount should be uploaded along with the Bid. EMD should be submitted along with Technical Bid

Beneficiary	NATIONAL BOOK TRUST, INDIA
Bank	CANARA BANK
A/C	3159101000021
IFSC	CNRB0003159
MICR Code of Bank	110015187
Address	5 Institutional Area, Phase-II, Vasant Kunj, New Delhi – 110070, India

- (ii) Technical Bid not accompanied with EMD shall be summarily rejected.
- (iii) No interest shall be payable by NBT-India for the sum deposited as Earnest Money Deposit.
- (iv) The EMD of the unsuccessful bidders would be returned after finalization of the proposal received against this TENDER. However, the EMD of the successful bidder shall be adjusted against performance security.

b) PERFORMANCE SECURITY

- (i) Selected bidder will have to submit a Performance Security equivalent to 10% of the total contract value through NEFT/RTGS, within 1 day of issue of offer letter.
- (ii) Performance Security would be returned only after successful completion of work assigned and after adjusting/recovering any dues recoverable/payable from/by the Agency on any account under the contract.

c) PERIOD OF CONTRACT

The contract will be for a period of one (1) year, subject to satisfactory work done certified by NBT-India. If the outcome is not satisfactory, NBT India may terminate the contract by providing one month's notice to the party.

d) PRICES

- i. The bidder is required to quote the total annual price inclusive of all applicable taxes for services as detailed in the scope of work/deliverables under Section II of the Tender document. The total price quoted shall be inclusive of all applicable charges.
- ii. The agency has to ensure that the total price quoted are all inclusive, including the manpower support, monitoring tools, design/production tools etc. required for the

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- iii. project execution and continuous support during the entire contract period of one year. No increase in the prices would be allowed during the contract period.

(e) AMENDMENT OF TENDER DOCUMENT

At any time before the submission of bids, NBT-India may amend the tender document by issuing an addendum/corrigendum in writing or by announcing it through its website. The addendum/corrigendum shall be binding on all the Agencies. To give the Agency reasonable time in which to take an amendment into account in their bids, the NBT-India may, if the amendment is substantial, extend the deadline for the submission of bid.

(f) CONFLICT OF INTEREST

- (i) The Agency is required to provide professional, objective and impartial advice and at all times hold the NBT-India's interests paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.
- (ii) Without limitation on the generality of the foregoing, agency and any of its affiliates, shall be considered to have a conflict of interest under any of the circumstances set forth below:
 - a) **Conflicting Activities:** An Agency or any of its affiliates, selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.
 - b) **Conflicting Assignment/job:** An Agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Agency to be executed for the same or for another Employer.
 - c) **Conflicting Relationships:** An Agency that has a business or family relationship with a member of the NBT-India staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the NBT-India throughout the selection process and the execution of the Contract.

The Agency has an obligation to disclose any situation of actual or potential conflict that impacts its capacity to serve the best interest of NBT-India, or that may reasonably be perceived as having this effect. Any such disclosure shall be made to NBT-India, immediately. If the Agency fails to disclose such situations and if the NBT-India comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its contract during execution of the assignment.

g) PAYMENT

1. The payment will be released to the agency on quarterly basis (25% of the total contract value) on receipt of invoice, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Section II of this document for assessment by the NBT-India. No advance payment will be made. All payments shall be made in Indian Rupees.
2. Payment will be released on quarterly basis on fulfillment of successful quarterly commitments. Agency should submit quarterly bills with clear indication of quarterly achievement.

1.4 PENALTY CLAUSE

- 1.4.1 The detailed Service Level Agreement (SLA) will be signed with successful bidder. Any breach in SLA will lead to penalty and later termination of the contract. All the documents/ code / application etc. prepared and developed by the bidder will be the property of the NBT-India. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the NBT-India, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the NBT-India, together with a detailed inventory thereof.
- 1.4.2 If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligations, the NBT-India may take a decision to cancel the contract with immediate effect. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.
- 1.4.3 In case of late services / no services on a specific activity, in which the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the firm shall be liable to pay a Liquidated Damages (LD). LD will be imposed @ 1% per day delay or part thereof, of the cost of contract value up to maximum of 10% of the contract value from the Agency. The timeline/schedule of deliverables will be decided as and when the requirement/ tasks /activities arise.
- 1.4.4 NBT-India will have the right to cancel the contract at any time without assigning any reason thereof.

1.5 PREPARATION OF BID

All the bidders are requested to follow the instructions given below while up loading the bids. Proposal should be up loaded on two bid basis – separate technical and financial bids on Central Public Procurement Portal i.e. on www.eprocure.gov.in

1.4.1 Technical and Financial Bids

- a) The technical bid should have the following:-
- i. Forwarding letter as per Annexure I on the bidding organization's printed letterhead.
 - ii. The bidder shall submit all documents as prescribed in Annexure II of the Tender document. All these documents should be properly referenced and numbered.
 - iii. The UTR details of submission of EMD should also be submitted along with the bid.
 - iv. Compliance and documentary proof of eligibility condition have to be provided as spelt out in clause 1.2 of Section I. Documentary proof sought in other clauses of this Tender Document should also be enclosed.
 - v. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close as possible to the referencing text. Pages must be numbered consecutively within each section. The document which is not numbered and is not found in serial will be considered as "not found".
 - vi. A point to point compliance and self-declaration for acceptance of terms and conditions of tender document has to be submitted as per Annexure V of Tender.
 - vii. Undertaking (self-declaration on letter head) of total responsibility for the trouble free operation has to be provided.
 - viii. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of NBT-India has to be provided. In case the information submitted by the agency is found to be false and / or incorrect in any manner, the agency can be suspended and / or debarred.
 - ix. All pages of the document submitted should be signed.

b) The Financial bid must contain the following:

- a) Financial Bid is to be submitted in prescribed xls format i.e. the BoQ uploaded along with the Tender.
- b) While submitting the Financial Proposal, the firm shall ensure the following:
 - iv. All the costs associated with the assignment shall be included in the Financial Proposal. The agency has to ensure that the total price quoted are all inclusive, including the manpower support, monitoring tools, design/production tools etc. required for the project execution and continuous support during the entire contract period of one year. The total amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumption, and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered nonresponsive and liable to be rejected.

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- i. The Financial Proposal shall take into account all expenses and tax liabilities. For the avoidance of doubt, it is clarified that all taxes shall be deemed to be included in the price shown under different items of the Financial Proposal. Further, all payments shall be subject to deduction of taxes at source as per applicable laws.
 - c) It is further clarified that in no case the agency so appointed, will be entitled to payment beyond the fee quoted in the financial bid.

1.6 SIGNING OF BID

The original and all documents of the bid shall be typed or written in legible hand and shall be signed by the Bidder or a person duly authorized to sign the Contract. The person or persons signing the bid shall initial all pages of the bid. The scanned copy of all such documents shall be uploaded with the proposal to be submitted online.

1.7 METHOD OF EVALUATION AND AWARDS OF CONTRACT

1.7.1 Prior to evaluation of Proposals, the NBT-India will determine whether each Proposal is responsive to the requirements of the Tender. A Proposal shall be considered responsive only if:

- a) it is received in the specified format;
- b) it is received by the due date including any extension thereof;
- c) it contains all the information (complete in all respects) as requested in the Tender;
- d) it does not contain any condition or qualification;
- e) it has deposited Rs. 1,00,000/- (Rupees One Lakh Only) as EMD.

The NBT-India reserves the right to reject any Proposal, which is non-responsive and no request for alteration, modification, substitution, or withdrawal shall be entertained by the NBT-India in respect of such Proposals.

1.7.2 Evaluation of bids

- a) Bidders are requested to submit all requisite documents as per the uploaded Tender along with their bids failing which the bids are liable to be rejected. A duly constituted Evaluation Committee will scrutinize and evaluate the bids for selection of an agency.
- b) From the time the bids are opened to the time the contract is awarded, the Agency should not contact the NBT-India on any matter related to its Technical and/ or Financial bid.
- c) Any effort by the Agency to influence the NBT-India in the examination, evaluation, ranking of bids and recommendation for award of contract may result in the rejection of the agency's bid.

1.7.3 Negotiations:

Normally there will be no post tender opening negotiations and it would be only on exceptional circumstances, if considered necessary. This shall be held only with the Agency which is evaluated as L-1 bidder after combined evaluation of the Technical and Financial bids, as indicated above. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by the Agency.

1.8 COMPETENT AUTHORITY'S RIGHT TO VARY ITEMS/ACTIVITIES AT THE TIME OF AWARD

The Competent Authority shall have the right to make any alterations, omissions, additions or subtractions in items/services at the time of award of contract. The Competent Authority will give such intimation to the successful Bidder, and additional cost/deduction in the Bid prices, based on the price schedule submitted by him, will be worked out with the Bidder. In case, the Bidder does not agree for such alterations, the Competent Authority will be free to award the contract to the next eligible Bidder.

1.9 LABOUR LAWS AND SAFETY MEASURES

- a. Agency shall comply with all the provisions of labor law related legislation/acts as enacted by Government from time to time and in case of any prosecution / penalty, agency shall be liable for the same.
- b. Agency shall be liable for payments of duties viz. P.F., E.S.I. etc. including any compensation payable under Workmen Compensation Act. NBT-India shall have no responsibility, financial or other liabilities towards professionals employed by the Agency.
- c. Agency will take all safety measures / precautions during the work. For any accident due to negligence / any other reason during the period of contract period, it shall be sole responsibility of the agency and Ministry shall not be held responsible for the same.

1.10 APPLICABLE LAW AND JURISDICTION

This Tender, including all matters connected with this Tender, shall be governed by the Indian laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Delhi Court, if required.

1.11 INSURANCE AND MEDICAL

- a) It shall be the responsibility of the agency to insure their staff and equipment against any exigency that may occur at site. Agency will also take insurance cover for third party liability, which might occur due to damages caused to their manpower, equipment etc. NBT-India shall not be responsible for any such damages.

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- b) Medical facilities (as per law) for professional including insurance of the professional on site will be provided by the Agency.

1.12 INDEMNIFICATION

- 1.12.1 Agency shall at times indemnify and keep NBT-India indemnified against all claims/damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this contract.
- 1.12.2 Agency shall at all times indemnify and keep NBT-India indemnified against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (Agency) employees or caused by any action, omission or operation conducted by or on behalf of Agencies.
- 1.12.3 Agency shall at all times indemnify and keep NBT-India indemnified against any and all claims by employees, workman, suppliers, agent(s) employed engaged or otherwise working for Agency, in respect of their wages, salaries, remuneration, compensation or the hike.
- 1.12.4 All claims regarding indemnity shall survive the termination or expiry of the contract.

1.13 FORCE MAJEURE

- a) For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of the party.
- b) The terms "Force Majeure" as implied here in shall mean an act of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely NBT-India and the contractor. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy two hours of the alleged beginning and ending thereof intimate the other party giving full particulars and satisfactory evidence in support of its claim.
- c) If deliveries are suspended by force majeure conditions lasting for more than 1(one) month, the NBT-India shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part. Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

1.14 FAILURE & TERMINATION CLAUSE

Time and date of delivery and period of execution shall be essence of the contract. If the Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract before the expiry of such periods, the NBT-India may without prejudice to any other right or remedy available to the agency recover damages for breach of the contract as under:-

- 1.14.1 Recover from the Agency as liquidated damages which will be charged by way of penalty, as specified in the Clause 1.4 (Penalty Clause).

1.14.2 Cancel the contract or a portion thereof by serving prior notice of one month to the Agency.

1.14.3 The NBT-India may take a decision to cancel the contract with immediate effect and / or debar / blacklist the bidder from bidding prospectively for a period of 3 years or as decided by the NBT-India or take any other action as deemed necessary.

1.15 AGENCY CODE OF CONDUCT AND BUSINESS ETHICS

a. Bribery and corruption:

Agency are strictly prohibited from directly or indirectly (through intermediates or subcontractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

b. Integrity, indemnity & limitation:

Agency shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the NBT-India. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suppression of material facts, such contract shall be voidable at the sole option of the competent authority of the NBT-India. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and the NBT-India or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the NBT-India on account of such fraud, misrepresentation or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.

1.16 General Instructions:

- a) Bids once submitted cannot be amended.
- b) Any Bid which does not quote for all items will be considered to be non-responsive and shall be rejected.
- c) The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency, without written consent of the NBT-India.

SECTION II

SCOPE OF WORK / DELIVERABLE

1.1 INTRODUCTION

The professional agency engaged for the work shall manage the social media platform for dissemination of information and creating awareness about NBT-India and the various initiatives of NBT-India/Ministry of Education in the field of education, publishing, books and promoting culture of reading in general.

1.2 SCOPE OF WORK

1.2.1 Public Relations related activities for NBT-India

- i. Design a communications strategy for publicity of various book related activities of NBT-India plan that builds on the strategic priorities of NBT-India and increase the participation of readers through engagement for New Delhi World Book Fair 2024 and various book fairs, events as well as at its stores organized by NBT-India across India and the initiatives of Ministry of Education & NBT-India in the field of education, publishing, books and promoting culture of reading in general
- ii. Conceptualize and develop media and promotional strategy for publicity of various book related activities of NBT-India and suggest tools to execute the same
- iii. Strengthen profile of National Book Trust India in media/social media.
- iv. Create a strong voice with influencers to endorse the initiatives undertaken by NBT-India
- v. Organize interviews for Chairman / Director of NBT-India with leading publications and news channels nation-wide.
- vi. Manage media relations, networks and improving their interaction.
- vii. Highlight key news on initiatives, announcements across all priority stake holders/markets
- viii. Facilitate national media partnerships/ alliances and manage reputation crisis situations in times of need
- ix. Popularize National Book Trust India website, its official social media channel and strengthen its context and creative

1.2.2 Development of Strategy for Crisis Communication

In the event of unforeseen occurrences, which may have potential of creating negative perception about NBT India, the Agency will have to take proactive steps to help the NBT-India representatives communicate effectively using various media vehicles and channels as deemed fit

1.2.3 Social Media related activities

- (i) Creation and Maintenance of NBT-India's Accounts/Handles/Channels on X, (erstwhile Twitter), LinkedIn, Facebook, YouTube, Instagram, Whatsapp, Jio TV channel and Google Plus etc. and at most 4 social media platforms which may emerge within the contract period.
- (ii) Creation of relevant blog spot and forums wherein the participation of targeted audience can be invoked.
- (iii) New Look, Updates and Engage with users
 - Give all NBT-India's Social Media Platforms a new look regularly (daily/weekly/fortnightly as per the requirement of NBT-India) by putting up new creative in line with overall theme/strategy approved by NBT-India, for the period of engagement.
 - Uploading creative on daily basis in form of infographics, images, gifs, text over videos, promos of events and programs etc. on various social media platforms creation of interactive content like surveys, quizzes, contests etc. in consultation with NBT-India.
 - Daily informative and promotional updates (at least three updates on X(erstwhile Twitter), LinkedIn, Facebook, Instagram and on other platforms) in the form of relevant text, photos, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with NBT-India.
 - Publicize all events, initiatives on all the social media platforms.
 - Create relevant tagging & linkages of content on the all platforms after approval of the Competent Authority.
 - Engage influencers to promote book reading activity to build a reading nation
 - Manage live events through Youtube Live, Facebook live & Periscope on Twitter.
- (iv) Query Management, Media Tracking and Reporting
 - All the queries received on the all platforms must be replied to and addressed within 24 working hours in consultation with NBT-India.
 - Supervision and Moderation of all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
 - Use a good industry standard monitoring tool (like Hootsuite, Buffer, Local Response, Brandwatch, 33Across or similar monitoring tool) for analyzing

comments / remarks about NBT-India in various online media like e-newspapers, e-magazines, blogs, social media platforms at national & international level.

- The agency must submit weekly, Effectiveness Analysis Report to NBT-India on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of NBT-India's on the Social Media Platforms and the results achieved.

- **The components of the report would include:**

- 1. Social presence analysis**

- Social channel analysis (NBT-India's)
 - Social Traffic analysis, fan / follower growth
 - Comparative FB/Twitter Engagement Analysis
 - Content Analysis of the most engaging type of post which led to success on brand page
 - Engaging Post, Social Page Analysis

- 2. Buzz Report**

- Share of voice
 - Source Analysis
 - Trend analysis
 - Topic analysis
 - Sentiment & Perception analysis
 - Mention (including advertisement) of NBT India & its events, brands on digital and social media

- 3. Influencer Report**

- Influencers Identified
 - Influencers Score
 - Influencers Reached
 - Amplification by Influencers

- (v) **Online Amplification and Social Media Campaigns**

- Providing amplification of Digital Marketing Communication and messaging through planning and execution of a Digital Marketing activity across media avenues on Digital and Mobile campaign.

- (vi) **Key Influencer Program**

- Conceptualizing, planning and executing a "Key Influencer Program" on all NBT-India's Social Media platforms. The Influencer program will aim at engaging top 100 influencers in the publishing/ education/teaching/relations/ media and will also focus on blogs & forums and other social channels. The program will need to generate content for social channels and blogs, web listings, directory submissions etc and spread awareness about NBT-India's Social Media campaigns.

(vii) Social Media Monitoring Program

- Planning and executing a “Social Media Monitoring Program” on all NBT-India’s Social Media platforms. The program will undertake monitoring across 150-200 keywords and will also manage a Monitoring platform which will be both predictive and reactive in approach. The key Languages to be monitored will be all major languages in which NBT India publishes the content primarily in Hindi & English.

(viii) Miscellaneous work

- Other related and miscellaneous work includes providing monthly strategic inputs for creative campaign.

Note: Two social media experts (one for content/copy writing and another for creative/design) are to be deployed on site at the premises of NBT-India.

They would have the requisite skill sets (as mentioned in S.No. 22 of Annexure II) to gather, collate, design, write contents and post contents on the social media websites under supervision of the NBT-India. They would be on site during office hours but remain available 24x7. Emphasis will be on good creative team having expertise in Infographics and content writing.

- Ensure that the viewership over social media site of the NBT-India increases substantially and increase its reach within a period of 6 months from the date of start of operation.
- To provide training, skill up-gradation and capacity building of the officers of NBT-India to handle social media sites through lecture, seminar, workshop, class room and online teaching etc.
- Any other works entrusted by NBT-India for sensitizing the people through social media Platform.
- During the contract period the agency should be able to reach at least 10 million people.
- To ensure that viewing and uploading on the managed Social Media sites (i.e. X(erstwhile Twitter), LinkedIn, Facebook, Instagram Youtube etc.) is smooth and uninterrupted.

1.2.4 Creative designing and repackaging:

- a. 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. design on NBT India & Ministry of Education initiatives and programs and policies etc. **The experts are also expected to make e-books, electronic version of other books and manage the graphic content of the website as and when required by NBT-India.**

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- b. Repackaging of the content (videos and photographs) into suitable formats (video packages and others). **On average repackaged videos of 30-40 seconds are expected as deliverables.**
 - c. Uploading of repackaged and creative content on various social media platforms such as X(erstwhile Twitter), LinkedIn Facebook, and YouTube etc.
 - d. Above is to be done without any infringement of Intellectual Property Rights (IPR).

1.2.5 Making the uploaded content viral / virility of content

- a. Agency would be responsible to make the content viral on the internet and other social media sites. This will make the initiatives, bookfairs, reading culture, mandate of NBT-India to reach on various social media platforms to the last mile on internet domain in real time basis.
- b. The agency should have capability to multiply the reach of content and promote content and make it viral to the most.

1.2.6 Storage of Content:

- a. Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archive in digital formats on NBT India cloud/HDD in accessible format.
- b. Availability of archive content should be for all the time
- c. The Agency will submit the archived content to NBT-India within specified time in cloud/HDD.
- d. Creatives/Photos Bank-Creatives/Photos with cataloguing needs to be developed consisting of at least 1000+ Creatives/Photos of high quality and high resolution aesthetic work of relevant activities and events.

1.2.7 Pre and Post establishment support

- a. Any kind of support with regard to smooth functioning of hardware equipment/ software development.
- b. The agency should provide technical support 24 x 7 for maintenance of NBT-India's various Social Media Platforms through in-house staff.

1.2.8 Manpower Requirement

- a. The two social media experts should have the requisite qualifications & experience (as mentioned in S.no. 22 of Annexure II) and will be responsible for managing Social Media Platform and PR works of NBT-India. In addition they would be responsible for creation of Graphic design, online design, and visualization of Social

Media platform of NBT-India. The persons deployed should be adequately supported by a back office for every kind of support.

- b. Two persons with above competency shall be stationed in the NBT-India for day to day coordination during working hours and also during the emergent exigencies outside the working hours.

1.2.9 Performance Review

The agency will submit a process of Performance Review on periodic basis which will be appropriated and suitably amended (if required) and implemented.

1.2.10 Reporting

The agency should suggest the number of reports eliciting periodicity, format and content of such report which should help the management of this Ministry to know the exact position of the efforts undertaken.

1.2.11 Data Security and Prevention of Fraud

The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

Annexure -I

Covering Letter for Submission of Bid

To
The Director,
National Book Trust India
5, Institutional Area, Phase II
Vasant Kunj, New Delhi-110070

Sir,

We are hereby submitting our bid, which includes Technical bid and financial bid. We hereby declare that all the information and statements made in this bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our bid is accepted, to start the services with immediate effect or as stipulated in the work order. We understand you are not bound to accept any bid you receive.

Yours sincerely,

Authorized Signatory

[In full and attach
authorization to represent the company]

Date:

(Seal) Name and Title of Signatory
Name of Firm Address

Annexure-II**TECHNICAL BID FORMAT**

S. No.	Particulars	Document form	Page No. (in bid submitted)
1	Name of the Bidder (Agency)		
2	Whether brief profile of the agency is enclosed (Max 2-3 pages)		
3	Address of the Bidder (Agency)		
4	Year of establishment		
5	Type of Company (Proprietorship / Public Sector Unit/ Private Limited / Public Limited) (Attach MSME certificate if relevant)		
6	Name, Designation and address of the officer to whom all references shall be made regarding this Tender.		
7	Bidder should be registered in India (MSMEs to upload copy of the certificate)	Documentary proof	
8	Should have a local office in Delhi/NCR region	-Do-	
9	Bidders should not have been blacklisted by any of the State or Central Government organization.	Rs. 100/- Signed Affidavit by a notary	
10	Should not have been found guilty of any criminal offence by any Court of law.	Signed Affidavit	
11	Bidder should not have a conflict of interest in the assignment as specified in the bidding document.	Undertaking on letter head	
12	Compliance with the code of integrity as specified in the bidding document	Undertaking on letter head	

13	The average turnover of the agency for the financial year 2020-21, 2021-22 and 2022-23 should be at least Rs. 50 Lakhs.	Audited /CA certified Balance Sheets & documents	
14	GST Registration Certificate	Copy	
15	PAN Registration	Copy	
16	The agency must have an experience of at least 2 years in Social Media Management/Reputation management and must have completed at least two projects worth Rs. 10 lakhs each for government agency such as Centre/State Govt, PSUs, University, Central University.	Copies of the work orders of Social Media activities	
17	The agency must have an in- house production facility for production and editing of contents in all forms.	Undertaking on letter head	
18	The agency must have an in- house tools/applications/Software Development & management Team which has developed Social media tool and apps that runs on PCs and mobile devices.	Undertaking of in-house technical capability on letter head	
19	Agency supporting/ promoting any of the following content either in digital/physical format will be treated negative for business:	Undertaking on letter head	
	a) Anti-National Content		
	b) Pornographic & Trafficking Content		
	c) Political Association		
	d) Malicious Content		
	e) Content Hurting Religious Sentiments		
f) Promoting Piracy in any form			
20	The agency must have expertise of running social media campaigns on Twitter, Facebook, Instagram and YouTube etc.'	Self-certified copy of Images having run Social media campaigns	

21	The agency should deploy two social media experts daily in the NBT-India office for management of social media platform in English & Hindi of the NBT-India and coordination purposes.	Undertaking for Deployment of two personnel as Social media managers on the letter head with details.	
22	The experts should be Post Graduate in any discipline with at least 3 years of experience in Content Management for websites/social Media Account management and excellent skill in written & spoken English & Hindi, good working knowledge of MS Office/Excel, Social Media management tools/applications, ability to collaborate with stakeholders, & to perform under deadlines in a process-oriented multi-task activities etc., The experts must be well versed in graphic designing tools and have experience in graphic design/online design, visualization in multi-media activities in reputed organization. At least one of the experts must have a bachelor degree/diploma in Fine Arts/Graphic Design/animation from a recognized institution with 3 years" experience. The selected agency should be able to submit a panel of at least 5 experts amongst which the Ministry would select 2 experts for deployment at the NBT-India site. Note: Emphasis will be on good creative team having expertise in Infographics and content writing and digital marketing experts.	Relevant Documents in Support of Qualification & experience. Relevant Documentary proof	
23	At least 10 Team members who are permanent employees of the agency, having been on the payroll for a minimum of 2 years.5	Undertaking	
24	The software/tools etc. Original and not pirated should be used by the Agency	Undertaking	

Apart from above all requisite papers mentioned in the tender document are also enclosed.

Authorized Signature
(in full and in initials)

Name and Address and Title of
the Signatory

Date

Financial Bid Format(BoQ)

To
The Director
National Book Trust India
5, Institutional Ares, Phase II
Vasant Kunj, New Delhi-110070

Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with your Tender document dated (insert Date). Our **Financial Bid** against the **Scope for work in Section – II as well as details defined in the tender document** is as mentioned below:-

Description of Items	Total price of one year for providing services for maintenance of Social media platforms for NBT-India [Inclusive of all the applicable taxes (under GST, in rupees)]
Consolidated price for services as detailed under scope of work-deliverables in tender document including charges for deployment of two social media experts on full time basis with requisite qualifications & skill-set in National Book Trust India (NBT-India) for one year relating to Social Media.	

Our bid shall be binding upon us up to period of validity as indicated in sub clause 1.1.3 of Section-1 General. We understand you are not bound to accept any bid you receive.

Yours sincerely,

Authorized Signatory

[In full and initials] Name and Title of Signatory
Name and address of the firm

Date

Annexure - IV

EVALUATION CRITERIA (TECHNICAL)

The technical proposal shall be evaluated on the basis of parameters mentioned below:

S. No.	Criteria	Maximum Marks	Minimum Marks
1	Financial strength (turnover)for last three years i.e. 2020-21, 2021-22 & 2022-23 (minimum 50 Lakhs in each year) i. 50 lakhs - 1.0 Cr : 6 marks ii. 1.0 – 2.0 crore : 8 marks iii. More than 2 crore : 10 marks	10	6
2	Past experience in similar projects in government agency such as Centre/State Govt, PSUs, etc (minimum 2 years) i. 2 years & upto 3 years : 12 marks ii. Above 3 years and upto 4 years : 15 marks iii. More than 4 years : 20 marks	20	12
3	No of similar projects completed in government agency such as Centre/State Govt, PSUs, (minimum 2) i. 2 to 4 projects : 12 marks ii. 5 to 7 projects : 15 marks iii. More than 7 projects : 20 marks	20	12
4	The presentation shall be evaluated on the parameters including i. Scope of work ii. A creative team having expertise in Infographics and content writing to be deployed in NBT-India. iii. A Social Media and PR Plan for NBT-India iv. Deployment of tools for Social media viral reach and monitoring.	50	30
	Total	100	60

Note: Proposal obtaining a score of 60 or more marks will be declared as technically qualified proposal for opening of their financial bids.

**TENDER ACCEPTANCE LETTER
(To be given on Company Letter Head)**

Date:.....

To
The Director
National Book Trust India
5, Institutional Ares, Phase II
Vasant Kunj, New Delhi-110070

Sub: Acceptance of Terms & Conditions of Tender Reference No.: 07/2024/PR_SMA

Name of Tender

Work:.....

Dear Sir,

1. I/ We have downloaded / obtained the tender document(s) for the above mentioned Tender/Work" from the web site(s) namely:as per your advertisement, given in the above mentioned website(s)
2. I / We hereby certify that I / we have read the entire terms and conditions of the tender documents from Page No. to (Including all documents like annexure(s), schedule(s), etc .), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.
3. The corrigendum(s) issued from time to time by your department/ organization too has also been taken into consideration, while submitting this acceptance letter.
4. I / We hereby unconditionally accept the tender conditions of above mentioned tender document(s) / corrigendum(s) in its totality / entirety.
5. In case any provisions of this tender are found violated, then your department/ organisation shall without prejudice to any other right or remedy be at liberty to reject this tender/bid including the forfeiture of the full earnest money deposit.

Yours faithfully,

(Signature of the Bidder, with Official Seal)

Date: