







**REQUEST FOR PROPOSAL FOR ENGAGEMENT OF SOCIAL  
MEDIA AGENCY BY THE DEPARTMENT OF INFORMATION  
AND PUBLIC RELATIONS**

Department of Information and Public Relations, Pt. Deendayal Upadhyay  
Information Complex, 16 Park Road, Hazratganj Lucknow-226001  
email id:- [deendayalsoochnavibhag@gmail.com](mailto:deendayalsoochnavibhag@gmail.com)

2.   
  
  


## REQUEST FOR PROPOSAL (RFP) FOR ENGAGEMENT OF SOCIAL MEDIA MANAGEMENT AGENCY

### Section I: General

1. Schedule and critical dates
- 1.1 Procedure, terms and conditions
- 1.2 Eligibility conditions
- 1.3 Commercial conditions
- 1.4 Penalty clause
- 1.5 Preparation of Bid
- 1.6 Technical and Financial bid
- 1.7 Signing of Bid
- 1.8 Method of evaluation and award of contract
- 1.9 Competent authority's right to vary items/activities at the time of award
- 1.10 Arbitration
- 1.11 Labour laws and safety measures
- 1.12 Applicable Law and jurisdiction
- 1.13 Insurance and medical
- 1.14 Indemnification
- 1.15 Force Majeure
- 1.16 Failure and Termination clause
- 1.17 Agency code of conduct and business ethics

### Section II: Scope of Work / Deliverable

- 1.1 Introduction
- 1.2 Scope of work

- Appendix A: Covering Letter for Submission of Bids  
Appendix B: Details of Bidder  
Appendix C: Power of Attorney  
Appendix D: Project Data Sheet  
Appendix E: Financial Capacity of the Bidder  
Appendix F: Non – Debarment Affidavit

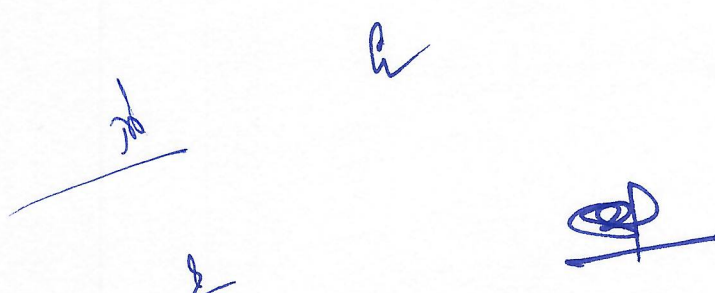
**Annexure 1:** Technical Bid Format

**Annexure 2:** Financial Bid Format

## Section I: General

Department of Information and Public Relations desires for efficient and prompt social media management and the services that are delivered under the schemes & programmes of Client to engage a credible professional agency as a "Social Media Agency" on lump sum payment basis to utilize the social media platforms for dissemination of information and creating awareness about Client. In this context, Request for Proposal (RFP) is invited from credible professional agencies. For this purpose, scope of work to be taken care by the agency has been broadly spelt out in Section II.

The agency must have in-house 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 activities. The entire data will also be stored / archived and the firm has the responsibility to provide it to DIPR and maintain the backup, storage and recovery mechanism. All the real and virtual creations will be right of DIPR and IPR will vest with DIPR.

The block contains four handwritten marks in blue ink. On the left, there is a signature that appears to be 'JN' written above a horizontal line, with a small 'e' or '2' below it. In the upper center, there is a small, stylized signature. On the right, there is a more complex signature with a circular flourish, also written above a horizontal line.



## 1. SCHEDULE AND CRITICAL DATES

The tentative schedule and critical dates are shown below:

S.No	Event	Date	Timings
1	Date of uploading RFP on <a href="http://gem.gov.in">http://gem.gov.in</a>	08/05/2025	-
2	Pre-Bid Meeting	15/05/2025	04:00 PM
3	Last date of submission of bids	25/05/2025	05:00 PM
4	Opening of Technical Bids	26/05/2025	12:00 PM
5	Presentation by the agencies	30/05/2025	11:00 AM
6	Opening of Financial Bids	02/06/2025	12:00 PM

Technical and Financial Bids shall be uploaded on <http://gem.gov.in>.

DIPR reserves the right to amend the document for RFP, tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through <http://gem.gov.in> or this Department's website <http://www.information.up.gov.in> from time to time for any updated information.

### 1.1 PROCEDURE, TERMS AND CONDITIONS

1.1.1 The RFP is to be uploaded on two bids basis i.e. Technical Bid and Financial Bid.

1.1.2 It is the responsibility of the Bidder to ensure that the bids are up loaded on time within the deadline through <http://gem.gov.in>. A scanned copy of the EMD needs to be uploaded at <http://gem.gov.in> and the physical copy of EMD needs to be submitted by 25/05/2025 before 5 PM to DIPR. Registered MSMEs are exempted from payment of EMD.

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

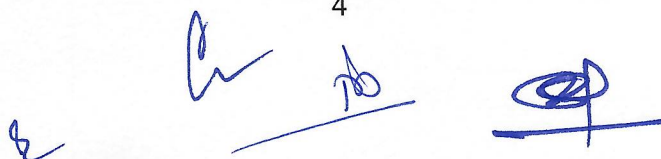
1.1.4 DIPR reserves the right to solicit additional information from Bidders. Additional information may include, but is not limited to, past performance records, lists of available items of work etc.

1.1.5 DIPR reserves the right to accept the whole, or part of 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 DIPR.

1.1.6 DIPR also reserves the right to negotiate with the bidders placed as H1 bidder in the interest of the Government.

1.1.7 DIPR 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 Agencies/Vigilance Cell.

1.1.8 All information contained in the RFP, or provided in subsequent discussions or disclosures,





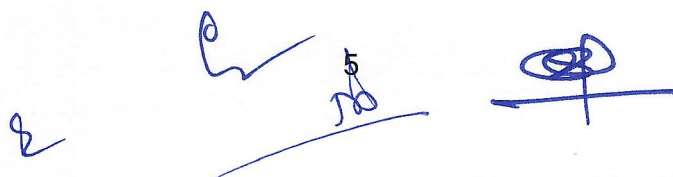
is proprietary and confidential. No information may be shared by the bidder with any other organizations/agencies.

- 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 DIPR.
- 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 will be property of DIPR. Content shared online must be copyright protected.
- 1.1.12 All the real and virtual creations will be right of DIPR and Intellectual Property Rights (IPR) will vest with DIPR.
- 1.1.13 The timeline/schedule of deliverables will be decided as and when the requirement /task activities arise. Bidder should complete the job/activities as and when asked by DIPR.

## 1.2 ELIGIBILITY CONDITIONS

The Bidders should fulfill the following eligibility conditions for participating in the RFP. The Bidders should enclose documentary evidence for fulfilling the eligibility conditions. It is the sole responsibility of the bidder for the smooth and timely execution of the assigned work.

SPECIFIC REQUIREMENT	EVIDENCE
1. Bidder should be registered in India (MSMEs to upload copy of the certificate)	Documentary proof
2. Should have a local office in Lucknow / or they have to setup an office in Lucknow within 15 days of award of contract	-Do-
3. Domain name registered should be on Indian entity	-Do-
4. Bidders should not have been blacklisted by any of the State or Central Government organization.	Signed Affidavit
5. Should not have been found guilty of any criminal offence by any Court of law.	Signed Affidavit
6. Bidder should not have a conflict of interest in the assignment as specified in the bidding document.	Undertaking on letter head
7. Compliance with the code of integrity as specified in the bidding document	Undertaking on letter head
8. Minimum average annual turnover of INR 5 Crore or more in last three financial years (IE. 2021-22, 2022-23 and 2023-24) area of Social Media services	Balance Sheets & documents certified by CA (ITR/ GSTR-9)



9. GST Registration	Copy
10. PAN Registration	Copy
11. The agency must have an experience of at least 3 years in Social Media network management and must have completed or handled three projects worth Rs.30 lakhs each for Central Govt/State Govt/PSU/Private Sector.	Copies of the work orders of Social Media activities
12. The agency must have an in- house production facility for production and editing of contents in all forms.	Undertaking on letter head
13. Agencies 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	

C

2

A

OP



1.2(a) Bidders in joint venture/Society/Proprietorship firms/trusts/Associations are not eligible to apply.

### 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) Each bidder is required to submit Rs. 5,00,000/- as Earnest Money Deposit (EMD) in the form of Fixed Deposit Receipt (FDR) in favour of Director, Information and Public Relations Department, UP Lucknow. A scanned copy of EMD also needs to be uploaded.
- (ii) EMD should be submitted along with Technical Bid.
- (iii) Technical Bid not accompanied with EMD shall summarily be rejected.
- (iv) No interest shall be payable by the DIPR for the sum deposited as Earnest Money Deposit.
- (v) No bank guarantee will be accepted in lieu of the Earnest Money Deposit.
- (vi) The EMD of the unsuccessful bidders would be returned after award of the contract. (EMD of the successful bidder shall be returned only after receiving the prescribed performance security)

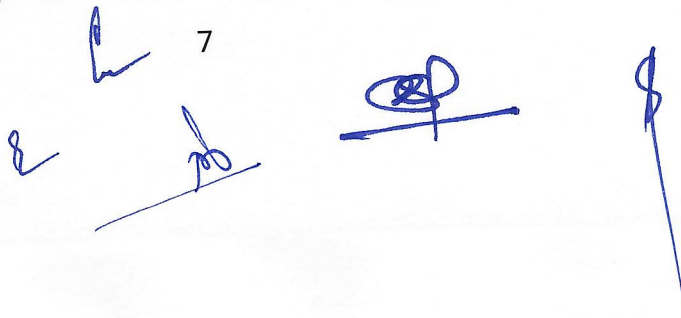
#### b) PERFORMANCE SECURITY

- (i) Selected bidder will have to submit a Performance Security equivalent to 5% of the total contract value of job for one year in the form of the Fixed Deposit Receipt (FDR) from a scheduled Commercial bank in favour of " Director, Information and Public Relations Department, UP Lucknow within 10 days of issue of letter for performance security. Performance Security will remain valid even after 60 days beyond the satisfactory completion of job.
- (ii) The successful bidder has to renew the Fixed Deposit Receipt (FDR) on same terms and conditions for the period up to the contract including extension period, if any.
- (iii) Performance Guarantee would be returned only after successful completion of job assigned to them 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 assigned for a period of 1 year which may be extended for an additional 06 months at a time (up to a maximum of 2 times,) **subject to achieving expected percentage growth in followers as mentioned in Section Q of Scope of Work section.** The extension of the tenure of the agency will be on the same terms & conditions, without any cost escalation. DIPR will evaluate and assess the performance of the agency after six months through its own mechanism.

7





The decision of DIPR, Government of Uttar Pradesh regarding extension will be final and binding.

**(e) AMENDMENT OF TENDER DOCUMENT**

At any time before the submission of bids, DIPR 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 Agencies reasonable time in which to take an amendment into account in their bids, the DIPR 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 (24\*7) hold the Client'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, Agencies, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

**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 services resulting from or directly related to this project.

**Conflicting Assignment/job:** An Agency 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.

**Conflicting Relationships:** An Agency that has a business or family relationship with a member of the DIPR 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 DIPR throughout the selection process and the execution of the Contract.

Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of DIPR, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the forms of technical proposal provided herewith. If the Agency fails to disclose said situations and if the Client 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 SCHEDULE**

1. The payment will be released to the agency on monthly basis on receipt of request, based on work achievement and satisfactory performance. The agency will be asked to submit Monthly Performance Reports (MPRs) on Scope of Work as mentioned in Section II of this document for

assessment by DIPR (the format for the Report shall be finalised by the Authority after selection of the successful agency). No advance payment will be made. All payments shall be made in Indian Rupees.

2. Payment will be released on monthly basis on successful monthly commitment. Agency should submit monthly bills with clear indication of monthly achievement.
3. All the work done and reports submitted by the agency, as part of the scope of work, will be verified and validated by a Committee appointed by DIPR, under the chairmanship of Director Information

#### 1.4 PENALTY CLAUSE

- a) The detailed Service Level Agreement (SLA) will be signed with the 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 client. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the client, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the client, together with a detailed inventory thereof.
- b) 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 obligation, DIPR may take a decision to cancel the contract with immediate effect. Further, performance security of the bidder may also be forfeited if the performance of the bidder is not satisfactory.
- c) 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% of per week 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.

DIPR 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 uploading their bid. Proposal should be uploaded on two bid basis — separate technical and financial bids on Gem Portal.

##### Technical and Financial Bids

- The technical bid should have the following: -
- i. Forwarding letter as per Annexure 1 on the bidding organization's printed letterhead.
  - ii. The bidder shall submit technical bid in prescribed format as given in Annexure 1. Submission of the Technical bid not as per the prescribed format will result in the proposal being deemed non-responsive.
  - iii. Compliance and documentary proof of eligibility condition spelt out in clause 1.2 of Section I.



Documentary proof sought in other clauses of this Tender Document should also be enclosed.

- iv. 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.
- v. A point to point compliance and self-declaration for acceptance of terms and conditions of tender document.
- vi. Undertaking (self-declaration on letter head) of total responsibility for the trouble-free operation.
- vii. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of DIPR. In case the information submitted by the firm is found to be false and / or incorrect in any manner, the firm/Company can be suspended and / or debarred.
- viii. All pages of the document submitted should be signed.

➤ **The Financial bid must contain the following:**

- i. Forwarding letter including Financial Bid as per Annexure 2, on the bidder printed letter head.
- ii. Scope of services as per Section II each page duly signed.
- iii. No price / rate variation / adjustment or any other escalation will be entertained.
- iv. The price quoted of the Financial Bid format at Annexure 2 should include the expenditure towards buying online advertisements on various websites and mailing services. These charges would be paid by agency. Agency should inform and prior approval to DIPR regarding such expenditure well in advance.

## **1.6 SIGNING OF BID**

The original and all documents of the Bid shall be typed or written in indelible ink and shall be signed by the Bidder or a person's duly authorized to sign by the Bidder to the Contract. The person or persons signing the Bid shall initial all pages of the Bid.

## **1.7 METHOD OF EVALUATION AND AWARD OF CONTRACT**

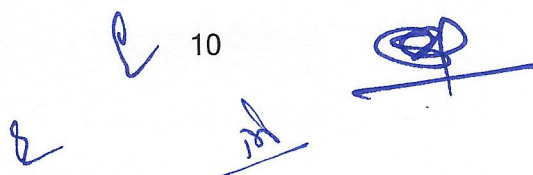
Bidders are requested to submit all requisite documents as per the uploaded tender along with their bids; failing which the bids are liable for rejection.

### **Evaluation of bids**

From the time the bids are opened to the time the contract is awarded, the agencies should not contact DIPR on any matter related to its Technical and/ or Financial bid.

Any effort by the agencies to influence DIPR in the examination, evaluation, ranking of bids and

10





recommendation for award of contract may result in the rejection of the agency's bid.

A duly constituted Evaluation Committee will scrutinize and evaluate the bids for selection of an agency.

#### **ELIGIBILITY CRITERIA AND EVALUATION METHODOLOGY**

Bidders which are registered on the gem portal are eligible to participate in this tender process. E-bids submitted by any other bidders will be treated as non-responsive and will not be considered against this tender. New bidders who wish to participate should initiate new registration on the gem portal to be able to participate in the process.

#### **PRE-QUALIFICATION CRITERIA**

NOTE: Qualitative comparative evaluation of work credentials amongst the participating bidders may be applied. Work credentials will be considered as on last date of submission of e-bids. Since the characteristics of the project is critical in nature, the DIPR will perform sufficient analysis & checks on the technical capability, credentials of the bidders and qualitative assessment of the proposed team members.

S.N.	CRITERIA	DOCUMENTY EVIDENCE
1	<p>The Applicant shall be a firm, company registered under the Indian companies Act 1956/the partnership act 1932 and who have their registered offices in India and must have an office in Lucknow, entity with minimum 5 years of existence on the day of the submission of e-bid and should have ISO Certification in System Management and Data Security.</p> <p>If a firm has applied for this certificate, it will be also considered for eligibility criteria but at the time of contract this certificate must be available with successful bidder.</p> <p>(Associations, trusts, societies, joint venture and industry associations are not eligible, having experience in the specific mentioned field.)</p>	<ul style="list-style-type: none"><li>• Incorporation Certificate under Companies Act 1956/2013, and/or partnership act 1932</li><li>• Pan card &amp; GST details</li><li>• Article of association &amp; memorandum of association, as applicable</li><li>• Other relevant documents supporting the incorporation status</li><li>• Valid ISO Certificate or applied application status.</li><li>• Detail of branch office in Lucknow Region Ownership/Rent agreement or lease deed</li></ul>
2	<p>The firm should be in the business of handling social media platform for the least three years as on 04.05.2025</p>	<ul style="list-style-type: none"><li>• Certificate by company secretary of the bidders organization</li></ul>
3	<p>Minimum average annual turnover of INR 5 crore or more in the last three financial years (i.e., 2021-22, 2022-23 and 2023-24).</p>	<ul style="list-style-type: none"><li>• CA Certificate (original)</li><li>• Audited Balance Sheets for the last three financial years (i.e., 2021-22, 2022-23 and 2023-24) to support the claim</li></ul>

		<ul style="list-style-type: none"> <li>• Profit and loss statement for the last Three financial years (i.e., 2021-22, 2022-23 and 2023-24)</li> </ul>
4	The bidding entity must have positive net worth in the social media field in the last three financial years (i.e., 2021-22, 2022-23 and 2023-24).	<ul style="list-style-type: none"> <li>• Ca/Auditor certificate certifying the net worth in last in the last three financial years (i.e., 2021-22, 2022-23 and 2023-24)</li> </ul>
5	<p>Minimum 3 projects in the field of social media management of duration 1 year+ and value <b>INR 30 Lakh+</b>, in the last 3 years with the state or Central Government /State Department /PSUs/Private Sector.</p> <p>Scope to Include social media management, content development, copywriting, posting, monitoring and overall management of social media touchpoints. (Project with digital media buy only will not be considered as eligible)</p>	<ul style="list-style-type: none"> <li>• LOA / agreement / contract / work order, duly certified by the authorized signatory of the bidding company</li> <li>• Appendix D detailing the scope of work and other required information to establish the fulfilment of the criteria</li> <li>• Supporting literature, public pages to validate the work credential</li> </ul>
6	The bidding entity must not be blacklisted / terminated / debarred by any state or central government or their agencies and should not have been found guilty of any criminal offence by any court of law, in the last 5 years.	Affidavit (Appendix F format only) by the authorized signatory
7	<p>The bidding entity must have an in-house facility for production and editing of content in all forms for social media outreach, technology support, industry approved in-house available software for social listening and analytics tools.</p> <p>The bidding entity must not support/promote any of the following content, either in digital/physical space:</p> <ol style="list-style-type: none"> <li>Anti-national content</li> <li>Pornographic and trafficking content</li> <li>Political association</li> <li>Malicious content</li> <li>Content hurting religious sentiments</li> <li>Promoting piracy in any form</li> </ol>	Undertaking on company's letterhead

The agency fulfilling the above pre-qualification criteria will be considered eligible bidder. Failure to comply with pre-qualifications criteria shall render the bidder ineligible. The technical and financial proposal of ineligible bidder shall not be considered.



## TECHNICAL EVALUTION CRITERIA

S.N.	EVALUATION CRITERIA	SCORE
<b>TOTAL MARKS</b>		<b>100</b>
1	<p>Minimum average annual turnover of INR 5 crore or more in the last three financial years (i.e., 2021-22, 2022-23 and 2023-24).</p> <p><b>MARKING:</b>            INR 5-10 crore: 10 marks            INR 10-15 crore: 12 marks            INR 15 crore+: 15 marks</p> <p><b>DOCUMENTRY EVIDENCE:</b></p> <ul style="list-style-type: none"> <li>CA certificate (original)</li> <li>Audited balance sheets for the last three financial years (i.e., 2021-22, 2022-23 and 2023-24) to support the claim</li> <li>Profit and loss statement for the last three financial years (i.e., 2021-22, 2022-23 and 2023-24)</li> </ul>	15
2	<p>Projects in the field of social media management of duration 1 year+ and value INR 30 Lakh+, in the last 3 years with the State OR Central Government / State Department / PSUS/Private Sector            Scope to include social media management, content development, copywriting, posting, monitoring and overall management of social media touchpoints. (Project with digital media buy only will not be considered as eligible)</p> <p><b>MARKING:</b>            1 Project: 3 Marks (Up to a maximum of 15 marks for 5 projects)</p> <p><b>DOCUMENTARY EVIDENCE:</b></p> <ul style="list-style-type: none"> <li>LOA / agreement / contract / work order, duly certified by the authorized signatory of the bidding company</li> <li>Appendix D detailing the scope of work and other required information to establish the fulfilment of the criteria</li> <li>Supporting literature, creative, public pages to validate the work credential</li> </ul>	15
3	<b>TEAM STRUCTURE</b>	<b>40</b>
	<p>(Resume of each of the proposed resource, fulfilling the required eligibility criteria and professional experience need to be attached in the technical bid for evaluation. supporting degrees and experience letter should also be attached as part of resume. the final deployment of resources will only happen after they have been personally interviewed by DIPR for fitment)</p>	
4	<b>TECHNICAL PRESENTATION</b>	<b>30</b>
4.1	<p>Technical PPT to include, but not limited to:</p> <ul style="list-style-type: none"> <li>Past similar work experience with government &amp; private clients</li> <li>Understanding of the assigned social media handles and the current social media content strategy</li> <li>Comprehension of the scope of work, its sanctity, approach to elevate content outreach for each of the assigned social media handle</li> <li>Detailed project plan for a period of 1 year</li> <li>Social listening &amp; reporting strategy</li> </ul>	30



	<ul style="list-style-type: none"> <li>• Innovative approach towards use of existing technologies, team structure, content creation and amplification strategy</li> <li>• Social media outreach plan for the Government of Uttar Pradesh - Rising UP</li> </ul> <p>(Resume of all proposed 50 resources need to be made available (in print hardcopy) on the days of the technical presentation)</p>	
--	--	--

The technical score (pe) for the technical proposal will be the arithmetic sum of the marks assigned to the bidders under each of the parameters listed above. **The bidder is required to achieve a minimum technical score of 70 marks (benchmark score) for opening of financial bids.**

### **EVALUATION METHODOLOGY**

The financial proposals shall be given scores as follows:

**Financial Score (Pf) =  $100 \times \text{Financial Proposal Of Lowest Bidder} / \text{Financial Proposal Of Bidder Under Consideration}$**

The composite score shall be computed as follows:

**Composite Score =  $(Pe \times 0.70) + (Pf \times 0.30)$**

The evaluation methodology will be based on quality and cost-based selection method (Q.C.B.S.), with 70% weightage on technical score and 30% weightage on financial score. The bidder obtaining the highest composite score would be declared as the selected bidder.

**EXAMPLE:** If in response to this tender, three bids, a, b & c were received and the evaluation committee awarded them 75, 80 and 90 marks on technical bid respectively, all the three bids would be technically suitable. Further, if the quoted price of bids a, b & c were INR 120, 100 & 110 respectively, then the following points for financial bids may be given:

A:  $100/120 \times 100 = 83$  points  
 B:  $100/100 \times 100 = 100$  points  
 C:  $100/110 \times 100 = 91$  points

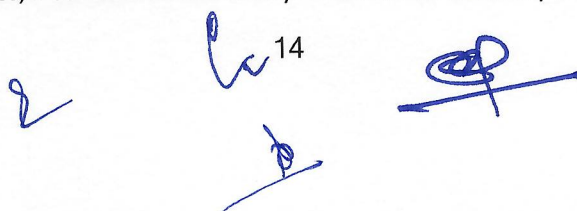
For combined evaluated points, the process would be as follows:

Bid A:  $75 \times 0.7 + 83 \times 0.3 = 77.40$   
 Bid B:  $80 \times 0.7 + 100 \times 0.3 = 86.00$   
 Bid C:  $90 \times 0.7 + 91 \times 0.3 = 90.30$

Bid c, in this case would be considered as h1 (highest total points). The evaluation committee will correct any computation errors, in case of discrepancy.

**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

14



is evaluated as h-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.

**GENERAL:**

- a) Bids once submitted cannot be amended.
- b) Any Bid which does not quote for all items will be determined to be non-responsive and may 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 DIPR.
- d) Technical bids and financial bids will be opened, in the presence of Bidders' representatives (One for each bidder), who wish to be present.

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

The Competent Authority shall have the right to make any alterations, omissions, additions or subtractions in 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 ARBITRATION**

- a) If any dispute, difference, question or disagreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assignees in connection with or arising out of the contract the DIPR would appoint a sole arbitrator, which shall be accepted by the Agency. The decision of the arbitrator would be final and binding on both the parties.
- b) It is also term of the contract that contractor shall not stop the work under this contract and work shall continue as expected to continue whether the arbitration proceedings have commenced or not
- c) The Venue of the arbitration shall be at Lucknow. Subject to as aforesaid, the provision of the Indian Arbitration Act, 1996 and any statutory modifications or re-enactments thereof and rules made there under and for the time being in force shall apply to the arbitration proceedings under this clause.

**1.10 LABOUR LAWS AND SAFETY MEASURES**

Agencies shall comply with all the provisions of labour law related legislation acts as enacted by Government from time to time and in case of any prosecution / penalty, The bidder shall be liable for the same.

Agencies shall be liable for payments of duties viz. P.F. E.S.I. etc. including any compensation payable under Workmen Compensation Act. DIPR shall have no responsibility or financial or other liabilities towards professional employed by agencies.



Agencies will take all safety measures / precautions during the work. Any accident due to negligence / any other reason will be to the bidder account.

#### **1.11 APPLICABLE LAW AND JURISDICTION**

This contract, including all matters connected with this contract, shall be governed by the Central/State laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Lucknow, if required.

#### **1.12 INSURANCE AND MEDICAL**

It is the responsibility of the agencies to insure their staff and equipment against any exigency that may occur at site. Agencies will also take insurance cover for third party liability, which might occur due to damages caused to their manpower, equipment etc. DIPR shall not be responsible for any such damages.

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

#### **1.13 INDEMNIFICATION**

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

#### **1.14 FORCE MAJEURE**

For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of party.

The terms "Force Majeure" as implied here in shall mean acts 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 the Organization 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 72 hours of the alleged beginning and ending thereof giving full particulars and satisfactory evidence in support of its claim. If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organization 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.

#### **1.15 FAILURE & TERMINATION CLAUSE**

Time and date of Service 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 Services in the schedule or at any time repudiates the contract before the expiry of such periods, DIPR may without prejudice to any other right or remedy available to him to recover damages for breach of the contract: -

- a) Recover from the Agency as liquidated damages which will be charged by way of penalty, as specified in the Clause 1.4 (Penalty Clause).
- b) Cancel the contract or a portion thereof by serving prior notice to the Agency.
- c) DIPR 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 DIPR or take any other action as deemed necessary.

#### **1.16 AGENCY CODE OF CONDUCT AND BUSINESS ETHICS**

DIPR is committed to its "values & beliefs" and business practices to ensure that Agency, who provides services, will also comply with these principles.

##### **a. Bribery and corruption:**

Agencies 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:**

Agencies shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with DIPR. If it is discovered at any stage that any business/contract was secured by playing fraud or misrepresentation or suppression of facts, such contract shall be voidable at the sole option of the competent authority of DIPR. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and DIPR 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 DIPR 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.

## SECTION II

### SCOPE OF WORK / DELIVERABLE

#### 1.1 INTRODUCTION

On behalf of DIPR, Government of Uttar Pradesh, Request for Proposal is invited from credible professional agencies for management of social media platforms for handling, managing and maintaining official Social media handles of the Government of Uttar Pradesh as mandated by DIPR, if required initiation & creation of New Social Media handles is to be taken up.

#### 1.2 SCOPE OF WORK

- (i) Creation and Maintenance of Client's Official X (Formerly Twitter), Facebook, YouTube, Instagram, LinkedIn and any other major social media tools, software which may emerge within the contract period.
- (ii) Creation of relevant multilingual content, story, blog, video and Cartoon wherein the participation of targeted audience can be invoked.
- (iii) Develop facility of providing linkages of the important Web Pages as specified by the Department.
- (iv) Develop a Document Management System (DMS) / Content Management System (CMS) which should be in a searchable format.
- (v) Ensure all data storage is exclusively managed within a cloud environment, with no data residing on-premise.
- (vi) Set up a complete social networking management platform for DIPR and manage the same by installing requisite tools/applications in the systems of DIPR. In this regard, social media experts are to be deployed on site at the premises of DIPR. They would have the requisite skill sets to gather, collate, design, write contents and post contents on the social media platform and websites under supervision of the DIPR. During standard office hours, they will be physically present on-site while maintaining round-the-clock availability as needed.
- (vii) Enhance audience engagement on all social media channels through designing and implementing contests, campaigns & promotions, Post creation, posting, extensive outreach efforts to spread information about state government's schemes, initiatives, policies, achievements and daily messaging.
- (viii) Use of specified tools:
  - a) To create posts on Facebook, X (Formerly Twitter), YouTube, Instagram, LinkedIn and WhatsApp etc. under the guidance of DIPR. The tool would have an ability to create the required calendar.
  - b) Increase the visibility of posts on Facebook, X (Formerly Twitter), YouTube, Instagram, LinkedIn and WhatsApp etc. by sharing them with internal & external audiences. The



tool would have an ability to engage with citizens and share posts using a single interface.

- c) To get posts on Facebook, X (Formerly Twitter) YouTube, Instagram, LinkedIn and WhatsApp etc. posts review for approval of DIPR. Contents should not be posted without DIPR approval. The tool would send approval request to the approvers via Email/WhatsApp and DIPR would use the tool to approve the posts.
  - d) To find influencers that can be used to increase the visibility of Client's social media campaigns.
  - e) To manage X (Formerly Twitter) follower base and overcome 140 characters X (Formerly Twitter) limit for posting and the tool needs to be flexible to manage X (Formerly Twitter) followers.
  - f) To support tracking of reach and spread of posts. The tool would have an ability to monitor social media noise to determine buzz in the media.
  - g) To support posts moderation the tool needs to have an ability to reply to the posts and delete any unwanted comments or posts.
  - h) To provide detailed analysis of Client's Social Media activities. The tool would have an ability to analyze Client's activities.
  - i) Provide a real-time, accessible dashboard for monitoring key performance indicators (KPIs) of social media management efforts, including engagement, reach, and content performance, with regular reporting on these metrics
- (ix) Ensure that the viewership over social media site of the Client increases substantially and increase its reach within a period of 6 months from the date of start of operation.
  - (x) Ensure that significant posts made by the public on the Client's social networking site is monitored on a real time basis and is brought to the notice of the designated DIPR's official on daily basis.
  - (xi) Ensure that the quick response to these posts is provided on the social networking site under the supervision of DIPR. Prepare and upload a bulletin on significant social media efforts in the Client as well as events/media reports etc. related to the issues dealt by DIPR.
  - (xii) Should have credible contingency plan to effectively handle crisis and emergencies.
  - (xiii) Any other works entrusted by DIPR for sensitizing the people through social media Platform.
  - (xiv) During the contract period the agency should be able to reach at least 5 million at the end of the first year and 10 million before the end of the contract period.
  - (xv) To ensure that viewing and uploading on the managed Social Media sites (i.e. Facebook, X(Formerly Twitter) YouTube, Instagram, LinkedIn and WhatsApp etc.,) is smooth and uninterrupted.

**(A) Creative Content designing and repackaging:**

Post creation, posting, extensive outreach effort to spread information about state government's scheme, initiatives, policies, achievements and daily messaging. It will include but not limited to

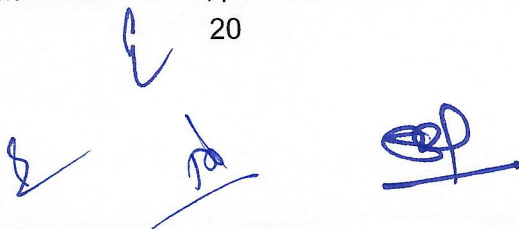
- Daily Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, image, videos, smart art, animations, story board gifs etc., design on subject of Government schemes and programs and policies for each of the assigned social media handle, the agency will need to do daily coordination with client various source of content generation and its authenticity.
- Creation of New social media accounts (As directed by DIPR or as necessary after approval for DIPR and its maintenance.
- Staying topical, up-to-date and relevant with ongoing initiatives of respective offices
- Neutralize negative stories and propagate positive narrative of the government of Uttar Pradesh.
- Fact checks on social media posts and neutralize false information.
- The primary language of social media content will be Hindi, English, Sanskrit And Multilingual content will be prepared as per directions given by DIPR.
- 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.
- Uploading of repackaged and creative content on various social media platforms such as Facebook, X (Formerly Twitter), YouTube, Instagram and WhatsApp etc.
- Above is to be done without any infringement of Intellectual Property Rights (IPR).

**(B) Enhancing reach of content on Internet and social media sites:**

- Agency would be responsible for enhancement of the reach of the messages and other schemes of Government on various social media platforms through non- paid means so that the content would reach to the last mile on Social Media platform on real time basis. The agency should have capability to multiply the reach of content and promote content organically on various social media platforms.
- The agency should be able to develop interesting and innovative content, campaigns, competitions, so as to have proper communication strategy for various social media platforms to enhance the reach of content in real time basis.

**(C) 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 make the schemes, policies of Government to reach on various social





media platforms to the last mile on social media platforms in real time basis.

- The agency should have capability to multiply the reach of content and promote content and make it viral to the most.

**CONTENT CALENDAR:**

- (D) Media Plan according to PR strategy
- (E) Crisis situation
- (F) Refuting false allegations
- (G) Containing negative propaganda
- (H) Popularizing good work

(I) **INNOVATIVE CAMPAIGNS:** The agency is required to conceptualize periodic innovative campaigns (In Consultation with the DIPR) to propagate the vision/efforts/initiatives/achievement of the government of Uttar Pradesh, to develop 'Brand Uttar Pradesh' on social media.

(J) **CRISIS COMMUNICATION:** In the event of unforeseen occurrences, which may have potential of creating negative perception about the government, the agency will have to take proactive steps to assist in diffusing the negative communications through social media communications, as deemed fit.

(K) **Storage of Content:**

- Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archive in digital formats.
- Creative photo bank – creatives/photos with cataloguing needs to be developed of high quality and high-resolution aesthetic work of prominent activities and events.
- Organization will be responsible for Storing All the content created during. The assignment in a searchable DMS and would be handed over to DIPR at the end of contract period. Content Created during earlier periods up to the date of award of contract will be handed over to successful Bidder.
- Availability of archive content should be for at least 3 Years.
- The Agency will submit the archived content to this Department within specified time in five copies of Compact Disc.

(L) **Advertisement:**

Agency would also be responsible for advertising of Client various schemes, acts and related activities on the social media platforms.

(M) **Pre and Post establishment support**

- Any kind of support with regard to smooth functioning of hardware equipment/ software development.

- The agency should provide technical support 24 x 7 for maintenance of DIPR's various Social Media Platforms through in-house staff.

**(N) 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.

**(O) Reporting**

- The agency should suggest the no. of reports eliciting periodicity, format and content of such report which should help the management of this Department to know the exact position of the efforts undertaken.

**(P) Data Security and Prevention of Fraud**

- The agency will undertake that all processes and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity. It will be binding to follow the Framework and Guidelines for Use of Social Media for Government Organizations issued by the Department of Electronics and Information Technology.

- (Q)** Indicative list of social media handles to be serviced (but not limited to), with its followership (as on till date) is listed below.

SOCIAL MEDIA PLATFORM	HANDLE	FOLLOWERS (TILL DATE)	EXPECTED HALF YEARLY GROWTH
<b>GOVERNMENT OF UTTAR PRADESH</b>			
Facebook	@GOVERNMENTOFUP	196 K	≥ 5%
X (Formerly Twitter)	@UPGOVT	3.7 M	≥ 5%
Instagram	@UPGOVT	453 K	≥ 5%
YouTube	@UPGOVTOFFICIAL	427 K	≥ 5%
Koo	@UPGOVT	206.5 K	≥ 5%
<b>HON'BLE CHIEF MINISTER OFFICE, GOVERNMENT OF UTTAR PRADESH</b>			
Facebook	@CMOUTTARPRADESH	1.9 M	≥ 5%
X (Formerly Twitter)	@CMOFFICEUP	5.3 M	≥ 5%
Instagram	@CMOFFICE_UP	2.6 M	≥ 5%
Koo	@CMOFFICEUP	953.8 K	≥ 5%
<b>DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS, GOVERNMENT OF UTTAR PRADESH</b>			
Facebook	@INFODEPTUP	116 K	≥ 5%
X (Formerly Twitter)	@INFODEPTUP	139.6 K	≥ 5%
X (Formerly Twitter)	@INFOUPFACTCHECK	33.2 K	≥ 5%
<b>CHIEF SECRETARY, GOVERNMENT OF UTTAR PRADESH</b>			
X (Formerly Twitter)	@CHIEFSECYUP	980 K	≥ 5%
<b>MYGOV, GOVERNMENT OF UTTAR PRADESH</b>			
Facebook	@mygovup	1.3 K	≥ 5%
X (Formerly Twitter)	@MyGov_UP	581	≥ 5%
Instagram	@mygovup	325	≥ 5%



In addition to the above, the DIPR will assign more social media handles to be maintained, which will be serviced as part of the scope of work. It is expected to grow the count of verified account followers by 5% every 6 months. While efforts to be made to maximize the outreach with quality content, it is also expected to achieve a sustainable & organic growth in followership for each of the assigned social media handle. The growth in the followership should have proper mix of widespread audience.

**POST FREQUENCY:** The agency must maintain regularity in daily post frequency across platforms for each of the assigned social media handle. Viral Performance will be measured according to ultimate outcome (like, share, comment, Post and reach. While there is no minimum required daily post count, it is expected of the agency to diligently source & post new/authentic information daily. In case of events, announcements, assembly sessions, visits, meetings, etc., post frequency will be increased (in consultation with the DIPR), and the agency will respond to the incremental requirement. indicative post frequency is as below:

SOCIAL MEDIA PLATFORM	NUMBER OF POSTS (MINIMUM)	FREQUENCY
Facebook	20	DAILY
X (Formerly Twitter)	30	DAILY
Instagram	20	DAILY
Koo	20	DAILY
YouTube	5	DAILY
Counter tweets & fact check	50	DAILY

Posts on any topic should not be duplicated on all social media platforms. Each post must be customized to suit the audience & relevance of each platform. The final count of daily posts may vary for each of the assigned social media handle.

**SPECIFIC DELIVERABLES:** In addition to the broad scope of work listed above, the agency must meet the following specific deliverables:

TASK	FREQUENCY
Social media content creation for each of the assigned handle, posting, scheduling and maximizing outreach efforts.	Daily
Comprehensive social media monitoring about the assigned handles/brands, 24x7, to be reported through an industry approved in-house available software (like meltwater, Hootsuite, etc.), and report the findings to the DIPR.  The monitoring tool must have full paid/version subscription for the entirety of contract duration.	24x7, to be reported Daily
Each digital campaign on themes/projects (in consultation with respective office) for each of the assigned social media handle.	Daily
Short format videos like reels, etc., suited for social media engagement, for each of the assigned social media handle.	as and when directed by DIPR or needed
Blogs, (in consultation with respective office) for each of the assigned social media handle.	as and when directed by DIPR or needed
<b>REPORTING</b>	



Buzz trend monitoring: total number of mentions around relevant keywords along with insights on any spikes/plunge in the data and monitoring of daily perception, competition analysis, positive, and neutral & negative stories.	24x7, to be reported every 4 hours
Identify and analyze key topics of conversations happening around the government of Uttar Pradesh, its functioning and political leadership.	24x7, to be reported Daily
Identify and report influencing powers/personalities on social media, advocates of the government of Uttar Pradesh, quality of content being generated and its impact.	24x7, to be reported Weekly
Social media performance report, detailing the reach, engagement, user demographic details and analytics for each of the assigned handle and special	Weekly
Consolidated work done by the social media agency to achieve the mandate of the monthly tender, all initiatives, analytics report, impact created and achievements.	Monthly

\* Performance metrics will be a comprehensive growth of each of the assigned social media handle, which will include but not limited to, followership, engagement, reach, content strategy, textual/visual creative, digital best practices, data mining and translating information in social media aligned copy, etc. It is also expected to grow the engagement rate by 1-5% every month, in comparison to the previous month. New and innovative ways like podcasts, audio/video-based tools, etc. To disseminate content and engage users will be looked at as part of performance assessment. In addition to the above reporting schedule, the agency needs to report all performance metrics in form of weekly dashboard.

**DIPR COMMITTEE VERIFICATION:** All the work done and reports submitted by the agency, as part of the scope of work, will be verified and validated by a DIPR committee, under the chairmanship of director information.

**TEAM STRUCTURE:** TEAM STRUCTURE MENTIONED BELOW IS SUGGESTIVE. BIDDERS ARE ENCOURAGED TO DEPLOY INNOVATIVE TEAM STRUCTURE DEPLOYMENT PLAN AND STRATEGY TO ACHIEVE REQUIRED OUTCOME IN CONSULTATION WITH DIPR. MAY CHANGE TEAM COMPONENT AND THE ELIGIBILITY/EXPERIENCE WITH RESPONSIBILITY MATRIX IS LISTED BELOW:

S.N.	PROFILE	ELIGIBILITY & EXPERIENCE
1	Project Leader (Leading the social media mandate and coordination with the DIPR & other offices, client servicing & project delivery)	<ul style="list-style-type: none"> <li>Graduate in any discipline. Preferably post-graduate in communications/marketing; with digital media certification.</li> <li>5 years of work experience in social &amp; digital media management, knowledge of digital trends, command over digital ad formats, digital media buy, social media copywriting, social media tools, content development &amp; client servicing.</li> <li>1 social media project for a government client.</li> </ul>
2	Content Writer – Hindi (Content development & copywriting for social media outreach, in Hindi)	<ul style="list-style-type: none"> <li>Graduate, preferably in Hindi language/literature, post-graduate in communications/marketing; digital media certification preferred.</li> <li>3 years of content/copywriting experience, excellent writing and editing skills in Hindi.</li> </ul>



3	Content Writer – English (content development & copywriting for social media outreach, in English)	<ul style="list-style-type: none"> <li>Graduate, preferably in English language/literature, post- graduate in communications/ marketing; digital media certification preferred.</li> <li>3 years of content/copywriting experience, excellent writing and editing skills in English.</li> </ul>
4	Speech Writer- Hindi English Sanskrit	<ul style="list-style-type: none"> <li>Graduate, preferably in Hindi/English/Sanskrit language/literature, post- graduate in communications/ marketing; preferred journalism.</li> <li>3 years of speech writing experience preferably to an imminent political personal like Chief Minister.</li> </ul>
5	Designer (Producing artwork, Cartoon, videos, graphic & video editing, visualization work to develop content for social media outreach)	<ul style="list-style-type: none"> <li>Degree/diploma in graphic designing/animation, or similar academic field.</li> <li>3 years of experience in designing &amp; developing social media creative, video/image editing skills &amp; developing new-age social content.</li> <li>Working expertise in Canva, Adobe, Corel, Photoshop, and Illustrator to manage design work.</li> <li>Excellent working skills on different software required for designing social media content.</li> </ul>
6	Web Designer & Web Developer (To design and develop website and online media platforms and software, format and content in digital format for website & social media platforms)	<ul style="list-style-type: none"> <li>Degree/diploma in Web designing and web development or similar academic field.</li> <li>3 years of experience in web development and web designing.</li> <li>Excellent working skills on different programming language and web designing software and tools.</li> </ul>
7	Monitor (Daily operational tasks like social media monitoring and meet project delivery like content research, competition analysis, post scheduling, live stream, keyword tracking, reporting, social listening etc.)	<ul style="list-style-type: none"> <li>Graduate (any discipline), digital media certification preferred.</li> <li>3 years of work experience in social &amp; digital media management, with knowledge of copywriting, digital performance analytics, content research and reporting.</li> </ul>
8	Photo/videographer (Photo/video shoot of events & meetings, live stream & photo/ video editing)	<ul style="list-style-type: none"> <li>Graduate (any discipline).</li> <li>Professional course in photography.</li> <li>3 years of experience in professional photography, preferably government assignments.</li> <li>Knowledge of photo &amp; video editing software and must have own camera &amp; lens equipment</li> </ul>
9	Social Media Executive (Social media management work)	<ul style="list-style-type: none"> <li>Graduate (any discipline), digital media certification preferred.</li> <li>3 years of work experience in social &amp; digital media management, with knowledge of copywriting, digital performance analytics, content research and reporting.</li> </ul>
10	Social Media Reporter (To cover various events for of the government of Uttar Pradesh)	<ul style="list-style-type: none"> <li>Graduate (any discipline), digital media certification preferred.</li> <li>3 years of work experience in social &amp; digital media management, with knowledge of copywriting, digital</li> </ul>



		performance analytics, content research and reporting.
11	Coordinator (Daily coordination at district level, with content teams and other government departments for content sourcing)	<ul style="list-style-type: none"> <li>Graduate (any discipline), digital media certification preferred.</li> <li>3 years of work experience in social &amp; digital media management, with knowledge of copywriting, digital performance analytics, content research and reporting.</li> </ul>
12	Trend Team (For delivering hashtag and trend campaigns on social media platforms)	<ul style="list-style-type: none"> <li>Graduate (any discipline), digital media certification preferred.</li> <li>3 years of work experience in social &amp; digital media management, knowledge of digital trends, command over digital ad formats, digital media buy, social media copywriting, social media tools, content development &amp; client servicing.</li> </ul>
13	Amplification Team (To amplify the content on various initiatives of the government of Uttar Pradesh on social media platforms, for maximum reach at regional, national and international level to include a mix of influencers also)	<ul style="list-style-type: none"> <li>Graduate (any discipline), digital media certification preferred.</li> <li>3 years of work experience in social &amp; digital media management, knowledge of digital trends, command over digital ad formats, digital media buy, social media copywriting, social media tools, content development &amp; client servicing.</li> <li>Social media profile for influencers, their account followership and past achievements required to be added in the technical bid.</li> </ul>

\* The resume of all proposed resources needs to be attached in the technical bid. The final deployment of resources will only happen after they have been personally interviewed by DIPR for fitment.

**IMPORTANT:** DIPR will notify the successful bidder of the number of resources to be deployed for the project from time-to-time. DIPR, as and when required, will notify the successful bidder to deploy additional resources or reduce the deployed resources by giving a prior notice of 15 days. The agency will produce monthly invoices basis the actual manpower deployment for the particular month. The cost of per man month against each of the proposed profile will be derived from the itemized costing of the lumpsum financial quote (which will be submitted to the DIPR by the successful bidder after the award of the tender). The location of deployment of the proposed resources will be at the discretion of DIPR and will be notified to the successful bidder. DIPR will demand additional manpower, if need be, on the same terms and conditions.

DIPR will provide seats for only 25% of the above listed resources (not more than 25%) at an appropriate physical office in Lucknow. The agency will have to setup their own office facility in the vicinity of the office of the DIPR in Lucknow. The agency must ensure that the onsite deployed resources have their own technology supplies like laptop, necessary software, etc., to perform day-to-day tasks. The proposed team should not be changed during the execution of the project. If needed, replacement to be made with another resource of similar educational & professional credentials.



**APPENDIX-A**

**COVERING LETTER  
(ON THE LETTERHEAD OF THE BIDDER)**

Date:

To:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Ref: 'Selection of a social media agency'

Dear sir,

Being duly authorized to represent and act on behalf of ..... (Hereinafter referred to as 'the bidder') and having reviewed and fully understood all of the proposal requirements and information provided and collected, the undersigned hereby submits the proposal on behalf of \_\_\_\_\_ (name of bidder) for the captioned project in one (1) original, with the details as per the requirements of the tender document, for your evaluation. We confirm that our proposal is valid for a period of 180 days from \_\_\_\_\_ (insert proposal due date).

We also hereby agree and undertake as under:

Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our proposal, we hereby represent and confirm that our proposal is unqualified and unconditional in all respects and we agree to the terms of the proposed scope of work, which forms a part of the tender document provided to us. We hereby certify and confirm that in the preparation and submission of our proposal, we have not acted in concert or in collusion with any other bidder or other person(s) and also not done any act, deed or thing which is or could be regarded as anti-competitive.

Yours faithfully,

For and on behalf of (name of bidder)

Duly signed by the authorized signatory of the bidder

(Name, title and address of the authorized signatory)



## **APPENDIX-B**

### **DETAILS OF BIDDER (ON THE LETTERHEAD OF THE BIDDER)**

1.	Name of the project	
2.	Name of the bidder firm	
3.	Registered office	Address (With pin code)
		Telephone nos.
		E-Mail id
		Website
4.	GSTIN (copy to be enclosed)	
5.	Pan card no (copy to be enclosed)	
6 A.	Name and designation of the chief executive of the firm	
6 B.	Address	
7 A.	Name and designation of the authority that is authorized to sign the e- bid document	
7 B.	Address	
8.	EMD amount (details of the FDR)	
9.	Other eligibility documents attached:	
9 A.	Documents in evidence of past experience	
9 A I.	List of important clients	
9 A II.	Proof of association like accreditations, memberships and certificates from important past clients	



**APPENDIX-C**

**POWER OF ATTORNEY  
(ON STAMP PAPER OF INR 100/-)**

Know all men by these presents, we..... (Name and address of the registered office) do hereby constitute, appoint and authorize Mr. / Ms. .... (name and residential address) who is presently employed with us and holding the position of..... As our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our proposal for 'selection of a social media agency' including signing and submission of all documents and providing information/responses to the department of information and public relations, government of Uttar Pradesh in all matters in connection with our proposal for the said assignment.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this power of attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Dated this the \_\_\_\_\_ day of \_\_\_\_\_ 2025  
For \_\_\_\_\_

(Name and designation of the person(s)  
Signing on behalf of the bidder)

Accepted

\_\_\_\_\_ (Signature)  
(Name, title and address of the attorney)  
date: .....

**NOTE:**

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 common seal affixed in accordance with the required procedure. copy of such document should be submitted along with the power of attorney. Also, wherever required, the bidder should submit for verification the extract of the charter documents and documents such as a resolution / power of attorney in favor of the person executing this power of attorney for the delegation of power hereunder on behalf of the bidder.

**APPENDIX-D**

**FORMAT FOR PROJECT DATA SHEET**

Name of the firm: \_\_\_\_\_

Project name:		Country
Project location within country:		Professional staff provided by the firm:
Nature of client		No. of staff: No. of person months:
Start date (month/year)	Completion date(month/year)	Approx. Value of services (in INR):
Name of senior staff involved and functions performed:		
Description of the project:		
Description of actual services provided:		

*Ch*

*82*

*10*

*[Signature]*



**APPENDIX-E**

**FINANCIAL CAPACITY OF THE BIDDER  
(CHARTERED ACCOUNTANT CERTIFICATE)**

BIDDER	ANNUAL TURNOVER			
	2021-22	2022-23	2023-24	AVERAGE ANNUAL TURNOVER

Name & address of bidder:

Instructions:

The bidder shall submit a chartered accountant certificate only. The certificate should mention:

1. CA certification regarding annual turnover for the last three financial years (2021-22 ,2022-23 and 2023-24).

**APPENDIX-F**

**NON-DEBARMENT AFFIDAVIT**  
(ON STAMP PAPER OF INR 100/-)

Date:

To: The Director Information & Public Relations Department,  
Government of Uttar Pradesh

Reference: selection of a social media agency

Dear sir,  
I/we \_\_\_\_\_ hereby declare that statements, project documents, credentials, documentary evidence, financial statements and other tender documents in the proposal are true, authentic to the best of my/our knowledge. I/we have not incorporated any information not undertaken by us, in the proposal. I/we, for the purpose of the said tender, have not forged, misrepresented & misled any information that has not been undertaken by us. For the purpose of the evaluation, the department of information and public relations, government of Uttar Pradesh, has the right to verify the authenticity of the proposal submitted by us.

I/we fully understand that in case of furnishing any false documents or statements, forging, misrepresentation & producing misleading information in the proposal, and failure to abide by the terms and conditions of the tender, I/we are liable to any actions that may be taken against us by the department of information and public relations, government of Uttar Pradesh.

I/we, also declare that I/We have not be blacklisted / terminated / debarred by any state or central government or their agencies, and have not been found guilty of any criminal offence by any court of law, in the last 5 years.

All abovementioned points are true, authentic to the best of my/our knowledge.

Yours faithfully,  
Name of the bidder

.....

Signature of the authorized person

.....

Name of the authorized person











**APPENDIX-G**

**Covering Letter for Submission of Bid**

To  
Director,  
Information And Public Relations  
Department  
16, Park Road, Hazratganj,  
Lucknow-226001

Sir,

We are hereby submitting our bid, which includes Technical bid and financial bid sealed under separate envelope. 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



33



## TECHNICAL BID FORMAT

Particulars	Filled by Bidder	
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)	Tel.	Fax.
4. Year of establishment		
5. Type of Company (Proprietorship / Public Sector Unit/ Private Limited / Public Limited) (Attach MSME certificate if relevant)		
6. Number of employees in the agency as on 8 <sup>th</sup> May, 2025 (Details of qualifications, length of service, experience etc of the key creative members)		
7. Registration Details: PAN No. (Copy to be enclosed)		
8. GST Registration No. (Copy to be enclosed)		
9. The agency must have expertise of running social media campaigns on both Facebook, X (Formerly Twitter), Instagram, YouTube, Koo, LinkedIn and other new age platforms etc. (copies of contract/work orders in support of Minimum 1 Year and more each valued at no less than Rs 30 lakh and of having served three Central/State Government, PSUs and Private Sectors contracts worth at least Rs. 30 Lakh per annum each)		
10. Minimum average annual turnover of INR 5 Crore or more in last three financial Financial Years (IE. 2021-22, 2022-23 and 2023-24) area of Social Media services. (Attach the relevant papers duly certified by Chartered Accountant/Income Tax Return).		
11. Production facilities for production and editing of contents in all forms. (Details & self-certification on letter head).		
12. Details of EMD (Registered MSME exempted)		
(i) Amount		
(ii) Draft No		
(iii) Date		
(iv) Issuing Bank		
13. Whether terms and conditions mentioned in the Tender document are acceptable (say „Yes“ or „No“) & if yes, please		



enclose the self-declaration of acceptance on letter head.		
14. Whether the firm is blacklisted by any Government Department or any criminal case is registered against the firm or its owner/partners anywhere in India (If no, attach an undertaking to this effect on letter head)		
15. Name, Designation and address of the officer to whom all references shall be made regarding this Tender.	Tel:	Mobile:
	Fax:	Email:

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**

To,  
 DIRECTOR,  
 INFORMATION AND PUBLIC RELATIONS DEPARTMENT  
 LULCKNOW U.P.

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. Break-up of the cost, taxes & other charges are as under :-

Description of Items	Cost per year (exclusive of taxes & other charges) (in Rs.)	Taxes & Other charges (in Rs.)	Total Cost per year inclusive Of all taxes & other charges) (in Rs.)
Consolidated cost for services solution maintenance of management installation of tools-Applications as detailed under scope of work-deliverables in section II including charges for deployment on full time basis with requisite qualifications & skill-set in DIPR for one year relating to Social Media.			

Our bid shall be binding upon us up to period of validity as indicated in sub clause 1.1.5 of Section-1 General. We understand you are not bound to accept any bid you receive. We remain,

Yours sincerely,  
 Authorized Signatory [In full and initials] Name and Title of Signatory  
 Name & Address of Firm



**DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS**  
**GOVERNMENT OF UTTAR PRADESH**

**Subject: Invitation for Request for Proposal**

Dear Sir/Madam,

DIPR intends to undertake extensive social media outreach of the Uttar Pradesh government's developmental schemes, decisions, major projects, policies, initiatives, success stories, etc. through all touch points of social media like Facebook, X (Formerly Twitter), Instagram, YouTube, Koo, LinkedIn and other new age platforms in India, as well as abroad. DIPR Govt of Uttar Pradesh invites online applications for request for proposal from media agencies having a separate social media vertical or specialized social media agencies. The agency will be responsible for efficient and prompt social media management.

2. The RFP document containing the details of qualification criteria, submission requirements, brief objective & detailed scope of work and evaluation criteria, etc. can be downloaded from the DIPR website [www.information.up.gov.in](http://www.information.up.gov.in).

3. Further details/clarifications, if any may be obtained from the Department of Information and Public Relations, Pt. Deendayal Upadhyay Information Complex, 16 Park Road, Hazratganj Lucknow-226001 Email [Id- deendayalsoochnavibhag@gmail.com](mailto:deendayalsoochnavibhag@gmail.com)

4. Last date of submission of RFP online is 25/05/2025 by 5 P.M.



(Vishal Singh)  
Director Information