

# **REQUEST FOR PROPOSAL (RFP) FOR APPOINTMENT OF AN AGENCY FOR SOCIAL MEDIA MANAGEMENT OF THE SANGRAHALAYA**

Tender No: PMML/e-tender/Social Media/2023-24 (Participation through E-Tender only)

Visit: <https://nmml.ewizard.in>

(E-Wizard helpdesk 011:49606060)



**PRIME MINISTERS MUSEUM & LIBRARY  
TEEN MURTI HOUSE  
NEW DELHI – 110011**

**November 2023**

## **PRIME MINISTERS MUSEUM & LIBRARY**

### **REQUEST FOR PROPOSAL FOR APPOINTMENT OF AN AGENCY FOR SOCIAL MEDIA MANAGEMENT OF THE SANGRAHALAYA**

E- tenders on behalf of the Director, Prime Ministers Museum and Library (PMML), are invited under Two Bid System viz. Technical Bid and Financial Bid from reputed, experienced and financially sound agencies/ Companies having capacity to "**Manage Social Media Platforms of the Sangrahalaya, New Delhi**" as under:

<b>S No.</b>	<b>Description</b>	<b>Schedule</b>
1	e-Tender No.	<b>PMML/e-tender/Social Media/2023-24/1</b>
2	Name of Work	<b>APPOINTMENT OF AN AGENCY FOR SOCIAL MEDIA MANAGEMENT OF THE SANGRAHALAYA</b>
3	Cost of the Tender Documents	NIL
4	Earnest Money Deposit (EMD)(Tender Security)	Rs.1,00,000/-
5	Tender Processing Fee (Non-refundable)	Rs.2, 000/-+ GST @18% (Non- Refundable) payable to M/s ITI Ltd through e-payment. For clarification/ registration for e- tendering etc. Contact Mobile:9355030617,e-Wizardhelpdesk 011-49606060 & <a href="https://nmml.ewizard.in">https://nmml.ewizard.in</a>
6	Date & Time of sale of e-Tender(Online)	16/01/2024
7	Date of Pre-Bid Meeting	22/01/2024 14:00 Hrs at PMML
8	Last Date & time of Submission/uploading of Bids (Online)	07/02/2024 15:00 Hrs on <a href="https://nmml.ewizard.in">https://nmml.ewizard.in</a>
9	Date & Time of Online Opening of Technical Bids	07/02/2024 15:30 Hrs
10	Date & time for opening of Financial Bid for Technically qualified bidders only.	Date & time for opening of Financial Bid will be intimated in due course.
11	Venue of Opening of Technical & Financial Bids	Prime Ministers Museum and Library, Teen Murti House, New Delhi - 110 011.
12	Bid Validity Period/Validity of Bid offer for Acceptance	180 days from the date of last date of submission of the tender
13	Address for Communication & Opening of Tenders	Director, Prime Ministers Museum & Library, Teen Murti House, New Delhi-110011.

14	Availability of Tender Documents (For download)	Tender can be downloaded from <a href="https://nmml.ewizard.in">https://nmml.ewizard.in</a> and can also be viewed/downloaded free at website: <a href="http://www.pmml.nic.in">www.pmml.nic.in</a> & Central Procurement Portal <a href="http://www.eprocure.gov.in">www.eprocure.gov.in</a> . PMML may issue Addendum(s)/Corrigendum(s) to the Tender Document, if any, which can also be viewed on website <a href="http://www.pmml.nic.in">www.pmml.nic.in</a> , <a href="http://www.eprocure.gov.in">www.eprocure.gov.in</a> .
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1. Proposals shall be submitted as per the “Instructions to the Bidders” Section.
2. Proposals shall be treated as incomplete and are liable to be summarily rejected if the requested parties do not submit all supporting documents or do not furnish the relevant details.
3. The Technically Qualified bidders will be invited for making a presentation before the designated committee appointed by PMML to show their capabilities and plan for the project.
4. The validity of the offer shall be One Hundred and Eighty (180) days from the opening of the Technical Proposals.
5. The PMML does not bind itself to accept the lowest proposal and to give reason for any decision taken in respect of this Tender including cancellation.

**Director**  
Prime Ministers Museum and Library  
Teen Murti House  
New Delhi – 110011

# Section1

## 1. Instructions to Bidders

**1.1. Name of Client and address: Prime Ministers Museum and Library,** Teen Murti House New Delhi 11001, Phone: 91 – 11 – XXXXXXXXXXXXXXXXX

**1.2. Method of Selection:** Two Bid System (Technical & Financial)

**1.3. Name of the Assignment:** Appointment of an Agency for Social Media Management of the Sangrahalaya

**1.4. Sections of this Bid Document:**

- Instructions to Bidders
- Terms of Reference
- Formats for Submission of Tender Document

**1.5.** Bidders are advised to study all instructions, forms, requirements, appendices and other information in this RFP document carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.

**1.6.** Failure to comply with the requirements of this RFP may render the Proposals submitted by Bidders as non-compliant and the Proposals may be rejected. Bidders must:

- Comply with all requirements as set out within this RFP.
- Submit the forms as specified in this RFP and respond to each element in the order as set out in this RFP.
- Include all supporting documentations specified in this RFP.

**1.7. Bid Security/Earnest Money Deposit:**

Earnest Money Deposit of Rs. 1,00,000/- in the form of Bank Demand Draft/Bank Guarantee for any nationalized bank of India, payable to/in favor of “The Director, Nehru Memorial Museum and Library” at New Delhi to accompany the Technical Proposal. The EMD shall be valid for a minimum period of 180 days from the due date for the submission of the Tender.

**1.8. Requesting Clarifications & Issue of Corrigendum:**

If the bidder wishes to seek clarification it may do so in writing to PMML at [aao.nmml@gov.in](mailto:aao.nmml@gov.in). The Bidders will have to ensure that their queries for Pre-Bid meeting should reach on or before 5:00 PM, XXXXXXXXXXXXXXX and in the following format:

S. No.	RFP Document Reference	Statement as per RFP	Query by the Bidder
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	Page No.	Section No.	Section Name		
1					
2					

- Bidders must adhere to the above template while submitting their queries.
- Any requests for clarifications post the indicated date and time may not be entertained.
- At any time prior to the last date for receipt of bids, PMML may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by a corrigendum.
- The Corrigendum (if any) & clarifications to the queries from all bidders will be emailed to all participants of the pre-bid conference.
- Any such corrigendum shall be deemed to be incorporated into this RFP.

#### **1.9. Right to Terminate the Process:**

PMML may terminate the RFP process at any time and without assigning any reason. PMML makes no commitments, express or implied, that this process will result in a business transaction with anyone.

#### **1.10. Publication of RFP Document:**

RFP document will be published on the following websites:

- <https://nmml.ewizard.in>
- [www.pmml.nic.in](http://www.pmml.nic.in)

#### **1.11. Amendments to the RFP and Corrigendum:**

**1.11.1.** Any addendum uploaded on the PMML's website will be binding on all Bidders. It shall be the Bidders responsibility to check PMML's website regularly to make sure that they are up-to-date with any changes made in the RFP.

**1.11.2.** To give Bidders reasonable time in which to take an addendum into account in preparing their Proposals, PMML may, at its discretion, extend the deadline for the submission of the Proposals.

#### **1.12. Authentication of Bids:**

A letter of authorization shall be supported by a written power-of-attorney accompanying the bid.

**1.13. Uniformity:**

To provide uniformity and to facilitate comparison of Proposals, all information submitted must clearly refer to the page number, section, or other identifying reference in this RFP. All information submitted must be noted in the same sequence as its appearance in this RFP. All pages of the Proposal must be paginated and signed by the authorised signatory.

**1.14. Bid Scope:**

The Bidder cannot bid for a specific portion of the project scope. The entire project scope of work has to be bid for. The scope of work includes: **Appointment of an Agency for Social Media Management of the Sangrahalaya fulfilling all of the Terms of Reference mentioned in Section 2.**

**1.15. Consortium:**

No Consortium is allowed for bidding

**1.16. Subcontracting:**

The Bidder shall not be permitted to subcontract any part of its obligations under the Contract.

**1.17. Period of Engagement:**

The duration of the project is **ONE year** from the day of signing of Contract extendable by another year on mutually agreed terms.

**1.18. Cancellation of Appointment / Contract:**

The Appointment / Contract are subject to cancellation due to any of the reasons mentioned here under.

**1.18.1.** If the Bidder is found to have submitted false particulars / fake documents at the time of submitting the RFP for the award of assignment.

**1.18.2.** If the Bidder is found wanting in commitment to quality and delivery period / work plans, adherence to the guidelines, Statutory regulations, safe keep of all physical and electronic artifacts, conduct / discipline etc., while executing the job. Any deviations from stated conditions and contractual clauses can lead to appropriate deterrent action as deemed fit by PMML.

**1.18.3.** If the Bidder fails to execute the job as per the defined scope, delivery targets, quoted rate or any other point previously agreed, after PMML issues the Letter of Intent (LOI)/ Letter of Authorization (LOA).

**1.18.4.** Any recommendation for award of Contract will be rejected if it is determined that the recommended Bidder has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the Contract in question; in such cases PMML will declare the Bidder ineligible, either indefinitely or for a stated period of time, from participation in any further activities of PMML.

**1.18.5.** If the Bidder fails to make written disclosure as per the Disclosure Clauses of this Tender Document, either at the time of submitting the proposal or after the Contract has been signed with the Bidder.

**1.18.6.** Manipulation of rates by cartelization.

**1.19. Conflict of Interest:**

**1.19.1.** Bidders have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the Bidder or termination of the Contract.

**1.19.2.** In the event of a conflict of interest, the Bidder is required to obtain “no objection” from PMML in order to qualify to bid.

**1.20. Opening of Technical Bids and Evaluation of Bids:**

**1.20.1.** PMML will constitute a RFP Evaluation Committee to evaluate the responses of the bidders.

**1.20.2.** The RFP Evaluation Committee constituted by the PMML shall evaluate the responses to the RFP and all supporting documents/ documentary evidence.

**1.20.3.** Any Bidder’s inability to submit requisite supporting documents/ documentary evidence, may lead to rejection.

**1.20.4.** The decision of the RFP Evaluation Committee in the evaluation of responses to the RFP shall be final.

**1.20.5.** No correspondence will be entertained outside the process of evaluation with the Committee.

**1.20.6.** The RFP Evaluation Committee may email the Bidders to seek clarifications on their proposals.

**1.20.7.** The RFP Evaluation Committee reserves the right to reject any or all proposals on the basis of any deviations.

**1.20.8.** Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

**1.20.9.** The bidders shall be evaluated as per the criteria as mentioned in **Section 2** of this document and bidders scoring a minimum of 60 marks shall be termed as technically qualified.

**1.21. Criteria for Evaluation of Technical bids:**

The Evaluation Committee shall evaluate the Technical bids on the basis of their responsiveness to the eligibility conditions mentioned in this RFP.

Only Agency obtaining a total score of 60 (on a scale of maximum of 100) or more on the basis of criteria for evaluation given in this bid, would be declared technically qualified. Every technical bid shall be awarded an absolute technical score of 'T' marks out of a total of 100 marks.

### **1.22. Opening of Financial Proposals:**

**1.22.1.** The Financial Proposals and EMD of all non-qualifying Bidders shall not be opened through the e-tendering portal.

**1.22.2.** Bidders who qualify in the Technical Proposal shall be informed in writing, or through standard electronic mail, of the date and mode of opening of their Financial Proposals.

**1.22.3.** The Financial opening of the technically qualified bidders shall be done online/ video conferencing mode or offline mode and date and time for the same shall be duly informed.

### **1.23. Criteria for Evaluation of Financial bid:**

The Financial Bids of the technically qualified bidders will be evaluated as per the evaluation criteria explained below.

The lowest evaluated Financial bid (**Fm**) will be given the maximum financial score of 100 points. The financial scores (**F**) of the other Financial bids will be computed as per the formula for determining the financial scores given below:

$$F = 100 \times (Fm / Fb)$$

Where, **Fb** =Evaluated amount of financial quote by the particular bidder.

**Fm** = Lowest evaluated amount of financial quote by the bidder.

### **1.24. Method of Selection:**

In deciding the final selection of the Agency, the technically qualified bid will be given a weightage of 70% on the basis of criteria for evaluation. The price bids of only those Agencies which qualify technically will be opened. The bid with the lowest cost will be given a financial score of 100 and the other bid given financial scores that are inversely proportional to their prices. The financial bid shall be allocated a weightage of 30%. For working out the combined score, the MOFPI will use the following formula:

$$\text{Total points (H): } (0.7 \times T) + (0.3 \times F)$$

**The bids will be ranked in terms of total points scored. The bid with the highest total points (H) will be considered for award of contract.**



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 Rs. 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:  $(75 \times 0.7) + (83 \times 0.3) = 77.4$

Bid B:  $(80 \times 0.7) + (100 \times 0.3) = 86$

Bid C:  $(90 \times 0.7) + (91 \times 0.3) = 90.3$

Bid C, in this case would be considered as H (Highest total points).

The Evaluation Committee will correct any computation errors, in case of discrepancy.

#### **1.25. Confidentiality:**

Information relating to the examination, evaluation, comparison, and post-qualification of Proposals, and recommendation of Contract award, shall not be disclosed to Bidders or any other persons not officially concerned with such processes until information on Contract award is communicated to the Qualifying Bidder.

#### **1.26. Mobilization / Start Date:**

The Bidder is expected to commence the Services after signing of the agreement and at the location specified.

#### **1.27. PMML's Right to Terminate the Bidding Process:**

PMML makes no commitments, explicit or implicit, that this process will result in a business transaction with anyone. This RFP does not constitute an offer by PMML.

#### **1.28. Performance Security:**

**1.28.1.** Within two weeks of the receipt of notification of award from PMML, the successful Bidder shall submit a Performance Security of 5% of the total contract value either in the form of a bank draft or Bank Guarantee. Such Performance Security must be valid till the successful completion of the contract.

**1.28.2.** Failure of the successful Bidder to submit the Performance Security or sign the Contract/Agreement shall constitute sufficient grounds for the annulment of the award and forfeiture of the EMD/Security. In that event, PMML may award the Contract to the next lowest evaluated Bidder whose offer is substantially responsive and is determined by the PMML to be qualified to perform the Contract/Agreement satisfactorily. In such cases, a request for extension of validity of Bids shall be sent

out to all other qualified Bidders at the earliest in writing or through standard electronic mail, if so required.

**1.29. Price Offer and Taxes:**

**1.29.1.** Price shall be quoted in INR and will remain fixed throughout the period of contract.

**1.29.2.** The Bidder shall submit ONLY ONE Financial Bid. **Prices quoted must be firm and inclusive of all taxes**, and no change alternate/conditional price offers shall be allowed.

**1.29.3.** Any price escalation due to delays by the selected vendor shall be borne by the bidder.

**1.29.4.** All rates and prices once agreed in the Contract shall be fixed for the entire duration of the Contract and no requests for enhancements or additions shall be entertained under any circumstances.

**1.30. Refund of Earnest Money Deposit:**

The EMD of all bidders except the selected one would be refunded within two weeks of signature of Contract with the Successful Bidder.

**1.31. Right to Inspect:**

PMML reserves the right to inspect and investigate thoroughly the establishment, facilities, equipment, business reputation, and other qualifications/ documents of the Bidder during the evaluation period, as well as throughout the duration of the project.

**1.32. Force Majeure:**

The selected bidder shall not be liable for any Penalty charges due to delay in execution work/service resulting from any causes beyond the bidders reasonable control including but not limited to compliance with regulations, orders or instructions of Central/State or Municipal Govt. or Agency thereto, Acts of God, Acts of Civil and Military authorities, fires, floods, strikes, lockdowns, war risks, riots and civil commotion's and the bidder will seek extension of delivery period within three weeks of the occurrence of any such event and clearly state the anticipated delay in execution on account of such events. On receipt of such a request from the bidder, the delivery period be extended up to the time requested for by the bidder, subject to the further condition that if the delivery period is likely to be extended by more than sixty days on account of any event the PMML will be at liberty to cancel the un-executed portion of the Work order without assigning any reason and without payment of any compensation.

**1.33. Negligence:**

If the firm neglects to execute the work with due diligence and expedition or refuses or neglects to comply with any reasonable order given in writing by the PMML in connection

with Work order or shall contravene the provisions of the Work order, the PMML may give 21 days' notice, in writing, to the firm to make good the failure, neglect or contravention complained of and should the firm fall to comply with the notice within reasonable time from the date of service thereof, in case of failure, neglect or contravention capable of being made good, within that time or otherwise within such time as may be reasonably necessary for making it good, then and in such cases, the PMML shall be at liberty to take the Contract wholly or partly out of the hands of the bidder and reconstruct at reasonable price with any other person or persons. In such an event it shall be lawful for the PMML to retain any such balance which may otherwise be due by him to the firm on any account including the security money and apply the same towards the execution of the whole or balance of the works so re-contracted, as aforesaid. If no such balance is due by the PMML to the firm or if due, is not sufficient to cover the amount thus recoverable from the firm, it shall be lawful for the PMML to recover the whole or balance of the amount from the firm by action of law.

**1.34. Bankruptcy:**

If the supplier shall commit any act of bankruptcy or being a Corporation, commence to be wound up except for reconstruction purposes, or carry on its business under a Receiver, the executors, successor or other representative in law of the estate of the supplier or any such Receiver, liquidator, or any person in whom the contract may become vested, shall forthwith give notice thereof in writing to the PMML and shall for one month during which the supplier shall take all reasonable steps to prevent stoppage of the work, have the option of carrying out the contract subject to the supplier providing such Guarantee as may be required by the PMML but not exceeding the value of the work for the time being remaining unexecuted. In the event of stoppage of the work the period of the option under this clause shall be fourteen days only. Provided that should the above option not be exercised, the contract may be terminated by the PMML by notice in writing to the supplier and the same power and provision reserved to the PMML in the last proceeding clause of taking the work out of the supplier's hands shall immediately become operative.

**1.35. Arbitration:**

If at any time, any question, dispute or difference whatsoever, shall arise, between the PMML and the bidder, upon or in relation to or in connection with the contract, the provisions of Indian Arbitration and Conciliation Act-1996 and of the Rules there-under and any Statutory Amendment/ Modification or re-enactment thereof for the time being in-force, shall be deemed to apply to and be incorporated in the contract.

**1.36. Jurisdiction of Court:**

In case of any dispute between the parties, the Courts at Delhi only shall have the jurisdiction to settle/ decide and adjudicate upon such matters. Before approaching the court of law, and dispute or difference arising in connection with the contract shall be referred by either party for arbitration in accordance with Clause- 1.35 above.

### 1.37. Minimum Technical Eligibility Criteria:

The following criteria is required to be eligible technically for further consideration in the bid process and non-compliance in any of the criteria mentioned below would disqualify the bidder from proceeding to the next stage of evaluation.

S. No.	Criteria	Supporting Documents requirement
1.	The Bidder must be a registered firm under Companies Act 1956	Registration Certificate to be submitted
2.	The Bidder must have an experience of at least 5 years each in Social Media network and PR management and must have completed at least two projects worth Rs. 25 lakhs each for government agency such as Centre/State Govt, PSUs or Private/ Corporates, etc	The bidder should submit documentary proof of Social Media activities in the form of Work Orders
3.	The bidder should have an average audited annual minimum turnover of Rs. 2.00 crore or more per year for the preceding three years.	CA certified Audited Balance Sheets for last three years to be submitted (2020 - 2021, 2021 - 2022, 2022 - 2023)
4.	Bidders should also submit relevant tax related documents and any other certifications.	ITR returns for last three years to be submitted GST Certificate to be submitted
5.	The Bidder or its sister/parent concerns must not have been ever blacklisted/ debarred by any Government/ Semi Government Organization or Corporation in India, at any stage. Also, bidders should not carry a track record of poor execution of work in said organizations at any point in time.	An undertaking supporting this should be attached.
6.	The Bidder must have trained staff in the field of Social Media Marketing.	The Bidder must attach document showing staff trained in social media marketing
7.	The prospective bidder should have a local office in Delhi	Details of Office in Delhi should be mentioned

### 1.38. Presentation by the Bidder:

The bidder fulfilling the Minimum Technical Eligibility Criteria will be invited for a presentation in the premises of the PMML at a designated date and time. The vendor needs to be present its company profile, capabilities, scope of work adherence, experience of Social Media team and social media and PR marketing plan for the Sangrahalaya in a 20 minutes presentation in front of the Technical Evaluation Committee.

**1.39. Technical Evaluation based on Minimum Technical Eligibility Criteria and Presentation (Award of Marks):**

<b>S. No.</b>	<b>Technical Criteria</b>	<b>Maximum Marks</b>
<b>1.</b>	Financial strength (turnover) for last three years i.e. 2020 - 2021, 2021 - 2022, 2022 - 2023 (minimum 2 crore in each year) i. 2 - 3 Cr : 6 marks ii. 3.01 – 5.0 crore : 8 marks iii. More than 5.01 crore : 10 marks	<b>10</b>
<b>2.</b>	Past experience in similar projects in government agency such as Centre/State Govt, PSUs, etc (minimum 2 years) i. 2 years & upto 3 years: 10 marks ii. Above 3 years and upto 4 years : 15 marks iii. More than 4 years: 20 marks	<b>20</b>
<b>3.</b>	No of similar projects completed in government agency such as Centre/State Govt, PSUs, etc (minimum 2) i. 2 to 4 projects : 10 marks ii. 5 to 7 projects : 15 marks iii. More than 7 projects : 20 marks	<b>20</b>
<b>4.</b>	Submission of all Company related documents such as Balance Sheets, P&L Statements, PAN & GST Certificates etc.	<b>10</b>
<b>5.</b>	The Presentation will be evaluated as per the following parameters: i. Company Profile ii. Capabilities iii. Scope of work adherence iv. Experience of Social Media team v. Social media and PR marketing plan for the Sangrahalaya	<b>40</b>
	<b>TOTAL</b>	<b>100</b>

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

**1.40. All the documents as mentioned in this Section shall form part of the complete Technical Bid.**

**The bidder must sign on each supporting statement, undertaking, document, certificate etc. uploaded by it, thereby owning the responsibility for their authenticity and correctness.**

**1.41.** All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by the PMML on the basis of this RFP.

**1.42.** No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by PMML. PMML may cancel this public procurement at any time prior to a formal written contract being executed.

**1.43. Abnormally Low Bids & Unresponsive Bids:**

**1.43.1.** If a firm quotes NIL charges/Consideration, the bid shall be treated as unresponsive and will not be considered.

**1.43.2.** Abnormally low financial bids will be handled as per the guidelines issued by the Ministry of Finance, Government of India and for predatory pricing and abnormally low bids evaluations.

**1.43.3.** The bidder with Highest Total Points (H) will be awarded the tender.

**1.43.4.** Following may lead to declare a proposal non-responsive:

- If a proposal is not submitted as specified in the RFP document
- If it is found with suppression of details
- If it is submitted with conditional and partial offers
- If it is submitted without the documents requested in Section 1
- If it has non-compliance of any of the clauses stipulated in the RFP

**1.44. Indemnity:**

The bidder shall obtain necessary trade and other license/ permission as may be required to carry out the tendered job and at all times indemnify the PMML against all claims which may be made in respect of any right protected by patent, copyright, registration or Trade Mark and shall take all risk of accidents or damage which may cause a failure of the supply and the entire responsibility towards fulfilment of the Contract. In the event of any claim in respect of alleged breach being made against the PMML, the PMML shall notify the bidder of same, and the bidder shall be at liberty at his own expense, to settle any dispute or to conduct any litigation that may arise there from.

**1.45. Termination of Contract for default:**

**1.45.1.** The PMML without prejudice to any other remedy for breach of Contract, by a written notice of not less than 7 (Seven) days sent to the Successful Bidder may terminate the Contract/ blacklist in whole or in part for any of the following reasons:

- If the Successful Bidder fails to deliver and perform any or all the Services within the period(s) specified in the Contract, or within any extension thereof granted by the Purchaser; or

- If the Successful Bidder fails to bid or respond for three consecutive bid given by the OMML without assigning any satisfactory reason to PMML in writing or by email; or
- If the Successful Bidder fails to perform any other obligation(s) under the contract; or
- Laxity in adherence to standards laid down by the PMML; or
- Discrepancies/deviations in the agreed processes and/or Services; or
- Violations of terms and conditions stipulated in this RFP.

**1.45.2.** In the event the PMML terminates the Contract in whole or in part for the breaches attributable to the Successful Bidder, the PMML may procure, upon such terms and in such manner as it deems appropriate, Services similar to those undelivered, and the Successful Bidder shall be liable to the PMML for any increase in cost for such similar Services. However, the Successful Bidder shall continue the performance of the Contract to the extent not terminated.

**1.45.3.** If the contract is terminated under any termination clause, the Successful Bidder shall handover all documents/ executable/ Purchaser data or any other relevant information to the PMML in a timely manner and in proper format as per scope of this RFP and shall also support the orderly transition to another vendor or to the PMML.

**1.45.4.** The PMML's right to terminate the Contract will be in addition to the penalties / liquidated damages and other actions as deemed fit.

**1.45.5.** In the event of failure of the Successful Bidder to render the Services or in the event of termination of agreement or expiry of term or otherwise, without prejudice to any other right, the PMML at its sole discretion may make alternate arrangements for getting the Services contracted with another vendor. In such a case, the PMML shall give prior notice to the existing Successful Bidder. The existing Successful Bidder shall continue to provide services as per the terms of contract until a 'New Service Provider' completely takes over the work. During the transition phase, the existing Successful Bidder shall render all reasonable assistance to the new Service Provider within such period prescribed by the PMML, at no extra cost, for ensuring smooth switch over and continuity of services. If an existing Successful bidder is breach of this obligation, they shall be liable for paying a penalty as provided in the Penalty Section of this document, which may be settled from the payment of invoices or Performance Bank Guarantee for the contracted period or by invocation of Performance Bank Guarantee. PMML or the "Successful Bidder" can terminate the contract in the event of default of terms and conditions of this RFP or the contract by the other party by giving 1 month written notice.

**1.45.6.** Upon termination of this Contract due to any reason whatsoever or upon expiration of this Contract, all rights and obligations of the Parties hereunder shall cease, except (i) such rights and obligations as may have accrued on the date of termination or expiration, (ii) the obligation of confidentiality set forth herein, (iii) and any right which a Party may have under the Applicable Law.

#### **1.46. Penalty Clause:**

- 1.46.1.** 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 PMML. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the PMML, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the PMML, together with a detailed inventory thereof.
- 1.46.2.** 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 fulfil any of the contractual obligations, the PMML 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.
- 1.46.3.** 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 week 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.

#### **1.47. Payment:**

- 1.47.1.** The payment will be released to the agency on quarterly basis 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 2 of this document for assessment by the PMML. No advance payment will be made. All payments shall be made in Indian Rupees.



## Section 2

### 2. Terms of Reference (ToR) & Scope of Work

#### 2.1. Brief Description of the Project:

The Prime Ministers Museum and Library (PMML) is an Autonomous body under the Ministry of Culture, Government of India desires to engage a credible professional agency to manage the social media and PR related works of the Pradhanmantri Sangrahalaya (PMS) on lump sum payment basis. The social media platforms of the PMS will be used for dissemination of information, creating awareness about the PMS and for increase in daily footfall at PMS For this purpose, scope of work to be taken care of by the agency has been broadly spelt out in Section 2.

#### 2.2. Scope of Work:

- 2.2.1. Maintenance of Sangrahalaya's Accounts/Handles/Channels on Twitter, Facebook, YouTube, Instagram and Google Plus etc. and at most 3 social media platforms which may emerge within the contract period.
- 2.2.2. Design a communications strategy plan that builds on the strategic priorities of the PMS.
- 2.2.3. Conceptualize and develop media and promotional strategy and suggest tools to execute the same.
- 2.2.4. Strengthen the Social Media profile of the Sangrahalaya.
- 2.2.5. Create a strong voice with influencers to endorse the Sangrahalaya.
- 2.2.6. Manage media relations.
- 2.2.7. Popularize the Sangrahalaya on pan India basis.
- 2.2.8. Creating of Social Media Posts on daily basis (**atleast 2 per day**) pertaining to the Sangrahalaya, the visitors, the VIP Visits, the content in the Sangrahalaya. The Social Media posts will be put on Sangrahalaya's Facebook, Twitter, Instagram etc. handles.
- 2.2.9. The posts will be created in the form in form of infographics, images, gifs, text over videos, promos of events and programs etc., creation of interactive content like surveys, quizzes, contests etc. on various social media platforms in consultation with the Sangrahalaya.
- 2.2.10. Publicize all cultural events on all the social media platforms.

- 2.2.11. Create relevant tagging & linkages of content on the all platforms.
- 2.2.12. Manage live events through Facebook live, Youtube & Periscope on Twitter.
- 2.2.13. Creation of relevant blogs and forums wherein the participation of targeted audience can be invoked.

### **2.3. Query Management, Media Tracking and Reporting:**

- 2.3.1. All the queries received on the all platforms must be replied to and addressed within 24 working hours in consultation with the Sangrahalaya.
- 2.3.2. Moderation of the all platforms in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- 2.3.3. Use a good industry standard monitoring tool (like Hootsuite, Buffer, Local Response, Brandwatch, 33Across or similar monitoring tool) for analyzing comments/ remarks about the Sangrahalaya in various online media like e-newspapers, e- magazines, blogs, social media platforms at national & international level.
- 2.3.4. The agency must submit weekly "Effectiveness Analysis Report" to the Sangrahalaya on the effectiveness of the social media strategy.
- 2.3.5. The agency must submit a detailed analysis (monthly) on the steps undertaken for overall promotion of the Sangrahalaya on the Social Media Platforms and the results achieved. Such a report must include:
  - 2.3.5.1. Social channel analysis.
  - 2.3.5.2. Social Traffic analysis.
  - 2.3.5.3. Fan / follower growth in a given month.
  - 2.3.5.4. Comparative FB/ Twitter/ Instagram Engagement Analysis.
  - 2.3.5.5. Content Analysis of the most engaging type of post which led to success on brand page.
  - 2.3.5.6. Influencer Report in terms of how many influencers tapped, how many posted regarding the Sangrahalaya etc.
  - 2.3.5.7. Providing feedback on best practices in marketing and promotion.

### **2.4. Online Amplification and Social Media Campaigns:**

- 2.4.1. Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Digital Marketing activity across both Paid Media and Non-Paid media avenues on Digital and Mobile campaign.
- 2.4.2. Conceptualize, design and execute at least 2 digital campaigns in a quarter on the basis of overall Sangrahalaya's social media plan.

## **2.5. Key Influencer Program:**

The Influencer program will aim at engaging top 100 influencers (individual or companies) in the Travel & tourism industry to write about Sangrahalaya on their Social Media Platforms

## **2.6. The PMML would require that at least two social media experts are deployed at the Sangrahalaya full time to gather, collate, shoot, design, write, contents and posts on the social media platforms in consultation with a small social media team of the Sangrahalaya.**

Emphasis will be on good creative team having expertise in Infographics and content writing.

## **2.7. The PMML will not provide any Hardware or Software for creating the content for Social Medi and it has to be arranged by the bidder for its team deployed at the Sangrahalaya.**

## **2.8. Key Take outs of the Social Media Campaigns:**

- 2.8.1.** Ensuring that the viewership over social media site of the Sangrahalaya increases substantially within a period of 12 months from the date of start of operation.
- 2.8.2.** During the contract period the agency should be able to reach at least 10 million people.
- 2.8.3.** To provide training, skill up-gradation and capacity building of the officers of the Sangrahalaya to handle social media platforms.
- 2.8.4.** To ensure that viewing and uploading on the managed Social Media sites (i.e. Twitter, Facebook etc.) is smooth and uninterrupted.

## **2.9. Making the uploaded content viral / virility of content:**

Agency would be responsible to make some specialised content viral on the internet and other social media sites. This will ensure last mile connectivity on the internet on real time basis.

## **2.10. Storage of Content:**

- 2.10.1.** Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archive in digital formats.
- 2.10.2.** Availability of archived content should be for at least 180 days.
- 2.10.3.** The Agency will submit the archived content to the Sangrahalaya in portable Hard Drives (3 copies).

### Section 3

#### 3. Checklist of Annexures to be submitted along with other relevant documents:

**Note: All Forms / Formats given in the Tender Document MUST be duly filled in and submitted as part of Bidders Proposal. Failure to submit even a single Form or submitting any incomplete form will lead to automatic disqualification of the entire bid.**

S. No	Description	Submission List	Attached with no deviation (Y/N)
1	Covering Letter	Annexure 1	
2	EMD of Rs. ....../- (refundable)	Mention Details	
3	Company Details	Annexure 2	
4	Power of Attorney	Annexure 3	
5	Experience of undertaking similar assignments	Annexure 4	
6	Expert Team Summary – for general information purpose	Annexure 5	
7	Format of Bank Guarantee	Annexure 6	N/A
8	Financial Bid Format	Annexure 7	

## Annexure 1: Covering Letter

To,  
The Director,  
Prime Ministers Museum and Library,  
Teen Murti House, New Delhi 110011.

Date:

Dear Sir

We, the undersigned, offer to provide the Services for “**Appointment of an Agency for Social Media Management of the Sangrahalaya**” in accordance with your Tender Document. We are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed under a separate envelope.

- a) We hereby declare that we have fully read, understood and unconditionally accepted the entire scope of work and all terms and conditions of this document. We also declare that we will abide by the details provided to PMML at this stage.
- b) We hereby declare that all the information provided and statements made in this Proposal are true and accept that any misleading information contained in it would lead to our disqualification.
- c) We confirm that all personnel named in the tender will be available to undertake the services. If due to any unforeseen situation such personnel are not available, we shall make available personnel of similar or better credentials which only when approved by PMML, shall be deployed for the project.
- d) If our Bid is accepted, we commit to providing a Performance Security as specified in Section 1 for the due performance of the Contract;
- e) We undertake that we shall not subcontract any part or component of work assigned in this contract to any individual, firm or entity.
- f) Breach of any of the above clauses will entitle PMML to immediately terminate this contract and make us liable for any civil and criminal proceedings.
- g) We understand and accept PMML is entitled to accept or reject any proposal without assigning any reason(s).

Yours sincerely,

Authorized Signatory

Seal

Title

Name of the Company

Date

## **Annexure 2: Company Details -**

1. Name of the Bidder:
2. Address of the Bidder:
3. Contact details of the Bidder:
4. Registration details of the Bidder (attach document):
5. Turnover details (last three years) of the Bidder (attach documents):
6. Submission of CA Certified Balance Sheets:
7. Submission of Proof of IT Returns (last three years), PAN & GST details:
8. Details of Earnest Money Deposit:

This is certified that the above facts are complete and correct to the best of my knowledge and belief. This is also certified that this agency is not black listed/ debarred by any Govt. Department and no criminal/consumer case is registered/pending against the agency/tendering firms/company or its owner anywhere in the India. It is declared that the company has not failed in completing any previous agreements.

Authorized Signatory  
Seal  
Title  
Name of the Company  
Date

### **Annexure 3: POWER OF ATTORNEY**

#### **TO BE ISSUED BY THE BIDDER IN CASE OF BIDDER AUTHORIZING ITS EMPLOYEE TO SIGN DOCUMENTS AND PARTICIPATE IN THE BID**

To,  
The Director,  
Prime Ministers Museum and Library,  
Teen Murti House, New Delhi 110011.

Date:

Sir/ Madam,

Know all men by these presents, we \_\_\_\_\_ (name and address of the bidder) do hereby constitute, appoint and authorize Mr. / Ms. \_\_\_\_\_ R/o \_\_\_\_\_ (name and address of residence) 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 the bid for **Appointment of an Agency for Social Media Management of the Sangrahalaya**, including signing and submission of all documents and providing information / responses to PMML, representing us in all matters in connection with our bid for the said Project. We hereby agree to ratify all acts, deeds and things done by our said attorney pursuant to this Power of Attorney and agree that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Thanking you,

Authorized Signatory

Representative Signature

Signature attested

Bidder Stamp

**Note: A recently issued power of Attorney by the bidder can also be used for bidding in this tender.**

## **Annexure 4: Experience of Similar Assignments**

Following documents are to be attached in this annexure:

1. List of similar works undertaken in various Central/ State Government or PSU bodies.
2. Copies of works orders to be attached.
3. Copies of Completion certificates.

**Note :**

**Please note that, the above documents would be referred for the evaluation criteria of the vendor.**



## Annexure 5: Expert Team Summary

Position Assigned	Name of Team Member	Employment Status(full- time, or other)and duration	Education/ Degree (Year / Institution)	No. of years of relevant project experience  List out the projects done by him/ her separate sheets

## **Annexure 6: FORM OF BANK GUARANTEE FOR PERFORMANCE SECURITY**

(To be stamped in accordance with Stamps Act of India)

1. THIS DEED of Guarantee made on this day of between \_\_\_\_\_ (Name of the Bank) (hereinafter called the “Bank”) of one part and Prime Ministers Museum & Library (hereinafter called the “PMML”) of the other part.
2. WHEREAS PMML has awarded the contract for **Appointment of an Agency for Social Media Management of the Sangrahalaya** for Rs. \_\_\_\_\_ (Rupees in figures and words) (herein after called the “contract”) to M/s (Name of the Service Provider) (hereinafter called the “Service Provider”).
3. AND WHEREAS the Service Provider is bound by the said Contract to submit to PMML a Performance Security for a total amount of Rs. \_\_\_\_\_.
4. NOW we, the undersigned (Name and designation of the signatory) being fully authorized to sign and to incur obligations for and on behalf of and in the name of (Full name of the Bank), hereby declare that the said Bank will guarantee the PMML the full amount of Rs. \_\_\_\_\_ as stated above.
5. After the Service Provider has signed the aforementioned contract with the PMML, the Bank is engaged to pay the PMML, any amount up to and inclusive of the aforementioned full amount upon written order from the Director, PMML to indemnify the PMML for any liability or damage resulting from any defects or shortcomings of the Service Provider or the debts he may have incurred to any party involved in the Works under the Contract mentioned above, whether these defects or shortcomings or debts are actual or estimated or expected, the Bank will deliver the money required by the PMML immediately on demand without delay without reference to the Service Provider and without the necessity of a previous notice or of judicial or administrative procedures and without it being necessary to prove to the Bank the liability or damages resulting from any defects or shortcomings or debts of the Service Provide.
6. The Bank shall pay to the PMML any money so demanded notwithstanding any dispute/disputes raised by the Service Provider in any suit or proceedings pending before any Court, Tribunal or Arbitrator(s) relating thereto and the liability under this guarantee shall be absolute and unequivocal.
7. THIS GUARANTEE is valid for a period of eighteen months from the date of signing.
8. At any time during the period in which this Guarantee is still valid, if the Director, PMML agrees to grant a time of extension to the Service Provider or if the Service Provider fails to complete the works within the time of completion as stated in the contract, or fails to discharge himself of the liability or damages or debts as stated under para-5 above, it is understood that the Bank will extend this Guarantee under the same conditions for the required time on demand by the Director, PMML and at the cost of the Service Provider.

9. The Guarantee hereinbefore contained shall not be affected by any change in the Constitution of the Bank or of the Service Provider.
10. The neglect or forbearance of the PMML in enforcement of payment of any moneys, the payment whereof is intended to be hereby secured or the given time by the PMML for the payment hereof shall in no way relieve the Bank of their liability under this deed.
11. The expressions “the PMML”, “the Bank” and “the Service Provider” hereinbefore used shall include their respective successors and assigns.

IN WITNESS whereof I/We of the bank have signed and sealed this guarantee on the \_\_\_\_\_ Day of (Month) \_\_\_\_\_ (year) being herewith duly authorized.

For and on behalf of the Bank.  
Signature of authorized Bank official  
Name \_\_\_\_\_  
Designation \_\_\_\_\_ I.D. No. \_\_\_\_\_  
Stamp/Seal of the Bank.

Signed, sealed and delivered for and on behalf of the Bank by the above named in the presence of:

Witness-1.

Signature \_\_\_\_\_ Name \_\_\_\_\_  
Address \_\_\_\_\_

Witness-2.

Signature \_\_\_\_\_ Name \_\_\_\_\_  
Address \_\_\_\_\_

## Annexure 7: Financial Bid

To,  
The Director,  
Prime Ministers Museum and Library,  
Teen Murti House, New Delhi 110011.

Date:

Dear 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 – 2 as well as details defined in the tender document is as mentioned below:-

S. No.	Description	Total price of one year for providing services for maintenance of Social media platforms inclusive of applicable taxes (GST)
1.	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 the Sangrahalaya for one year relating to Social Media Marketing & PR.	

Our bid shall be binding upon us up to period of validity of 180 days. 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