



JEEVIKA

Rural Development Department, Government of Bihar

**Bihar Rural Livelihoods Promotion Society
State Rural Livelihoods Mission, Bihar**



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Tender Document

Bihar Rural Livelihoods Promotion Society

Government of Bihar

Request for Proposal

for

Hiring of Agency for Social Media Management

Two Envelope Bidding system through e-Procurement

Ref-BRLPS/PROJ-COM/2074/2022

Issued on 24/09/2024

Bihar Rural Livelihoods Promotion Society (BRLPS)

Government of Bihar

**3rd Floor, Annexe-II, Vidyut Bhawan,
Bailey Rd, Patna, Bihar 800021**

DISCLAIMER

The information contained in the Request for Proposal (RFP) document on behalf of the Bihar Rural Livelihoods Promotion Society (BRLPS), Department of Rural Development, GoB, provided to Bidders (Bidders/tenderers) on the terms and conditions set out in the RFP and such other terms and conditions subject to which such information is provided.

The RFP is not an agreement and is neither an offer by the BRLPS to the prospective bidders. The purpose of this RFP is to provide concerned parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP.

The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. BRLPS does not accept no responsibility for the accuracy or otherwise for any interpretation or opinion in the law, expressed herein.

BRLPS also accepts no liability of any nature whether resulting from negligence or otherwise, however caused, arising from reliance of any bidder upon the statements contained in this RFP. BRLPS may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of the RFP does not imply that BRLPS is bound to select any Bidder or to appoint the Selected Bidder and BRLPS reserves the right to reject/ amend all or any of the proposals without assigning any reasons whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including, but not limited, to preparation, copying, uploading, uploading fees, expenses associated with any demonstrations or presentations which may be required by BRLPS, or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Bidder and BRLPS shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Bidder in preparation or submission of the proposal, regardless of the conduct or outcome of the selection process.

NOTICE INVITING TENDERS

1. Bihar Rural Livelihoods Promotion Society (BRLPS) is an initiative of Government of Bihar with an objective to provide livelihoods opportunities for rural communities with special focus on poor. Bihar Rural Livelihoods Promotion Society under overall Framework of National Rural Livelihoods Mission aims to scale up the JEEVIKA model of poverty alleviation through-out to all 534 blocks of 38 district of Bihar in a phased manner. Over a period, BRLPS has mobilized 1.30 crores rural households into more than 10.60 Lakhs SHGs, 70000 village organizations and 1600 cluster level federation. BRLPS through the NRLM aims to enhance social and economic empowerment of the rural poor in Bihar.
2. In order to constantly respond to public concerns, generate interest and promote awareness about its endeavor and other activities of the Department of Rural Development, an active interactive presence on various forms of social media including Twitter/Facebook/Instagram/YouTube etc. is proposed. A professional agency, for social media/Digital media presence, is envisaged to be appointed for this purpose. For this, Bihar Rural Livelihoods Promotion Society (BRLPS) desires to hire a credible professional agency to manage the social media on **lump sum payment** basis to utilize the social media platforms for dissemination of information and creating awareness about the services delivered by the BRLPS.
3. The BRLPS invites proposals (the "Proposals") for hiring of a firm/company (the "Agency") for social media management in conformity with the Terms of Reference (ToR). The BRLPS intends to select the Agency from the identified firm/company, in accordance with the procedure set out herein.
4. To participate in the e-tendering process, the bidder is required to get themselves registered with Bihar Government Centralized e-Procurement portal, i.e., <https://eproc2.bihar.gov.in>. For support related to e-tendering process, bidders may contact at following address during working hours: 10.00 AM to 6 PM. (All days in week except Sunday and few selected state holidays on "eProc 2.0 Help Desk Address: m-junction services limited RJ Complex, 2nd Floor, Canara Bank Campus, Khajpura, Ashiana Road, P.S. - Shastri Nagar, Patna 800 014, Bihar. Tollfree No: 1800 572 6571" or may contact on Email Id: eproc2support@bihar.gov.in
5. The agreement shall be signed between the successful bidder & BRLPS. Enquiries and clarifications (if any), shall be addressed to: Procurement Specialist, Bihar Rural Livelihoods Promotion Society, Patna-800021 Email id: proc.sp@brlps.in

1. Schedule of Events:

Sn.	Schedule	Important dates
1	Bid Publishing date	24/09/2024
2	Pre bid meeting date	04/10/2024 at 11.00 AM (Offline)
3	Last Date of submission of bid	17/10/2024 up to 03.00 PM
4	a. Bid opening date & Time (Technical) b. Bid opening date & Time (Financial)	Technical bid: 17-10-2024 at 03:30 PM Financial Bid: To be notified later on.
5	Presentation by the bidder/Bidder	Within 15 days from technical bid Opening. Exact date will be communicated through email to the bidders who have submitted their proposal
6	Bid validity period	180 Days (One hundred and eighty days)

7	Contact Person	Procurement Specialist, BRLPS. Email id: – proc.sp@brlps.in
8	Website	www.brlps.in

NB: BRLPS reserves all the right to revise/change/cancel the Tender at any stage without assigning any reasons thereof.

2. The tender shall be accompanied by Earnest Money Deposit (EMD) of Rs. 1,00,000/- (Rs. One Lakh only) through e-proc2 portal IPG (Internet Payment Gateway).
3. The technical and financial bids must be submitted through eproc-2 online platform addressed to “**Chief Executive Officer cum Mission Director, Bihar Rural Livelihoods Promotion Society (BRLPS), Patna - 800021**” before the date and time specified in the Notice Inviting Tender (NIT). BRLPS doesn't take any responsibility for the delay / Non- Submission of Tender / Non-Reconciliation of online Payment caused due to Non-availability of Internet Connection, Network Traffic/ Holidays or any other reason.
4. The bidders shall submit their eligibility and qualification details, certificates as mentioned in the tender document in the format annexed in the Tender.
5. The Bidding documents shall be submitted in the mode as mentioned below:

Earnest Money Deposit (EMD)	Online Mode
Technical Bid (Un-priced)	As per format mentioned in RFP (Annexure I)
Financial Bid (Priced)	As per format available on eProc2 portal. (Annexure 2)

6. In the event of any of the above-mentioned dates being declared as a holiday/ closed day for BRLPS, Patna the tenders opened on the next working day at the scheduled time.
7. The technical and financial bids must be submitted through eproc2.bihar.gov.in before the date and time specified in the tender document. BRLPS doesn't take any responsibility for the delay/ Non-Submission of Tender / Non-Reconciliation of online Payment caused due to Non- availability of Internet Connection, Network Traffic/ Holidays, or any other reason.
8. The bidders shall submit their eligibility and qualification details, Certificates as mentioned in the tender document, in the online mode on eproc2.bihar.gov.in at the respective stage(s) only.
9. All prospective bidders may attend the Pre-Bid meeting. The venue, date and time are indicated in Schedule of Events as in above **para 6**.
10. All further Notifications/Corrigendum/Addendum would be notified to the bidder through e-proc2 portal

Confidentiality

This document contains privileged and confidential information pertaining to the “Onboarding Service Provider for Social Media Management at Bihar Rural Livelihoods Promotion Society (BRLPS). The access level for the document is specified above. The addressee should honour access rights by preventing intentional or accidental access outside access scope.

CEO, BRLPS

Instruction to Bidders

1. General Instructions

- a. The bidder shall submit his bid/tender on eproc2.bihar.gov.in.
- b. The bidder may use their Digital Signature Certificate (DSC) if they already have. They can also take Digital Signature Certificate (DSC) from any of the authorized agencies.
- c. For user-id they must get registered themselves on eproc2.bihar.gov.in and submit their bids online. Offline bids shall not be entertained by the Tender Inviting Authority (TIA).
- d. Bids not submitted, as per the above Performa / Instructions mentioned in this RFP document, will be summarily rejected.
- e. The bidders shall submit their eligibility and qualification details, technical bid, financial bid, etc., in the online standard formats given on eproc2.bihar.gov.in.
- f. The bidders shall upload the scanned copies of all the relevant certificates, documents etc. with indexing and paging, in support of their eligibility criteria / technical bids and other certificates /documents on the eproc2.bihar.gov.in.
- g. The bidder shall digitally sign the supporting statements, documents, certificates, uploaded by him, owning responsibility for their correctness/authenticity. The bidder shall attach all the required documents for the specific tender after uploading the same during the bid submission as per the tender notice and bid document.
- h. The rate quoted by the bidder shall remain same throughout the agreement period including any extension thereon. No increment in rates would be permitted in any circumstances.
- i. The agency would indemnify the BRLPS against any claim of copyright violation/plagiarism,etc.
- j. The Financial bids submitted online (in Excel format) submitted by all bidders shall be valid for 180 days from the date of submission of Bid.
- k. In the event a qualified bidder wants to withdraw the bid, the EMD/Bid security of such bidder shall be forfeited.
- l. Bihar Financial Rule and other guidelines of Government of Bihar published time to time will be considered for evaluation of bid and award of agreement by the BRLPS

2. Tendering Expense

The bidder shall bear all costs and expenditure incurred and/or to be incurred by it in connection with its tender including preparation, mailing and submission of its tender and subsequently processing the same. BRLPS shall in no case be responsible or liable for any such cost, expenditure etc. regardless of the conduct or outcome of the tendering process.

3. Language of the tender

The tender submitted by the bidder and documents relating to the tender shall be written in the English language only.

4. Amendments to Tender Documents

At any time prior to the deadline for submission of tenders, BRLPS may, for any reason deemed fit by it, modify the tender document/s by issuing suitable amendment(s) to it. Such an amendment will be notified on eproc2.bihar.gov.in and website www.brtps.in) of the BRLPS and the same shall be binding to all prospective bidders. Bihar Rural Livelihoods Promotion Society (BRLPS), Patna will not issue any separate communication in this regard.

5. Pre-Bid Meeting

To provide response to any doubt regarding terms and conditions, scope of work and any other matter given in the request for proposal document, a pre-bid meeting has been scheduled to be held in the office of BRLPS, Patna. The clarification sought by representative of prospective bidders shall be responded appropriately. However, they shall clarify and will be asked to submit their written request by close of office next working day. BRLPS, Patna shall upload written response on eproc2.bihar.gov.in and website (www.brlps.in) of the Bihar Rural Livelihoods Promotion Society (BRLPS) to such requests for clarifications, without identifying its source. In case required, amendments issued, shall be binding on all prospective bidders. Further, the issue raised having been clarified shall be final. Bidders are advised to visit the eproc2.bihar.gov.in and BRLPS website (www.brlps.in) website regularly for any updates/ corrigendum/ amendments etc.

6. Earnest Money Deposit (EMD)

- a) The tender shall be accompanied by **Earnest Money Deposit (EMD) of Rs 1,00,000/-** (Rs. One Lakh only) **through Internet Payment Gateway (IPG) available on eproc2.bihar.gov.in**. It must be submitted online, as per the terms and conditions mentioned in this document.
- b) The EMD of unsuccessful bidder will be returned to them without any interest, after execution of the agreement. The EMD of the successful bidder will be returned without any interest, after receipt of performance security as per the terms of agreement.
- c) The EMD shall be forfeited by the BRLPS, Patna hereunder or otherwise, under the following conditions:
 - If a bidder engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice.
 - If a bidder withdraws its bid during the period of bid validity as specified in this Tender and as extended by the BRLPS, Patna from time to time.
 - In the case of selected bidder, if it fails within the specified time limit:
 - i. to sign the agreement and/or
 - ii. to furnish the Performance Security (PS), before signing the agreement, within the period prescribed in the Letter of Intent (LoI).

7. Bid Validity

The submitted proposal shall remain valid for a period of 180 days after the date of submission.

8. Signing of the Agreement

The Agreement between Bihar Rural Livelihoods Promotion Society, Patna and selected bidder should be executed within 10 working days of the issue of the Letter of Intent (LoI). The selected bidder will have to submit the Performance Security (PS), as applicable before signing of the agreement. Non-fulfilment of this condition will result in cancellation of the award and forfeiture of the EMD with consequential action if so desired by the BRLPS.

9. Duration

The agreement, if awarded, shall be initially valid for a period of one years (01 years) from the date of award. The agreement may be extended for further period of two years (02 years) on annual basison same terms and conditions subject to satisfactory performance.

In case of breach of agreement or in the event of not fulfilling the minimum requirements/ statutoryrequirements, BRLPS, Patna shall have the right at any time to terminate the agreement forthwith in addition to forfeiting the Performance Security amount deposited by the bidder and initiating administrative actions for blacklisting, etc.

10. Sub-Agreement

Sub-agreement of the work/part of work would not be allowed under any circumstances and agreement may be terminated in case the bidder sub-agreements its liabilities/ responsibilities/ obligation to other. Penal action may also be taken against the successful bidder.

11. Modification to Agreement

The agreement when executed by the parties (BRLPS, Patna, and the successful bidder) shall constitute the entire agreement between the parties (BRLPS, Patna, and the successful bidder) in connection with the services and shall be binding upon the parties (BRLPS, Patna, and the successful bidder). Modification, if any, to the agreement shall be in writing and with the consent of both the parties (BRLPS, Patna, and the successful bidder) and not otherwise.

12. Commencement of Services

The Agency shall commence the Services within a period of two (2) weeks from the date of signing of agreement.

13. Performance Security

- a. The successful bidder shall have to furnish a performance security equivalent to **5% of the project cost** in the shape of a Bank Guarantee issued by a scheduled Bank in favour of Bihar Rural Livelihoods Promotion Society, Patna. The Bank guarantee shall be as per proforma at "Annexure 3" and remain valid for a period, which is six months beyond the date of expiry of the agreement. The Performance Security will be returned to the bidder, upon validation of completion of all agreement obligations including warranty, if any.
- b. The performance security should be submitted before executing the agreement /signing of the agreement document positively.
- c. If the bidder violates any of the terms and conditions of tender document of this Notice Inviting Tender in any manner, the Performance Security shall be liable for forfeiture, wholly or partly, as decided by the BRLPS, Patna and the agreement may also be cancelled/terminated. Further, the bidder may be blacklisted for a reasonable period as decided by the BRLPS, Patna.

14. PRE-QUALIFICATION CRITERIA

This invitation is open to bidders who fulfil the Pre-qualification criteria. Bids which meet the pre-qualification criteria will only be evaluated further for Technical Evaluation.

Pre-qualification

Sn	Eligibility Criteria	Mandatory Documents to be submitted by the bidders
1	The Bidder should be an established entity registered under Companies Act 1956/2013 or Partnership Act 1932 or Limited Liability Partnership Act 2008	<ul style="list-style-type: none"> For Company- Copy of the Certificate of Incorporation issued by the Registrar of Companies (RoC) under companies act 1956/2013. For Partnership Firm- Registration Certificate issued under Partnership Act 1932, along with Partnership deed. For Limited Liability Partnership (LLP) Firm- Copy of the Certificate of Incorporation issued by the Registrar of Companies (RoC) under Limited Liability Partnership Act 2008.
2	The Bidder must have average annual turnover of not less than INR 2 crore in last three financial years (FY 2020-21, FY 2021-22 & FY 2022-23), as evidenced by the audited accounts.	Audited Balance sheet and Profit & Loss Account for last three financial year (FY 2020-21, FY 2021-22 & FY 2022-23) or CA Certificate issued by the Chartered Accountant.
3	Bidder will provide self-attested copies of (i) PAN card of bidder/firm (ii) Income tax return (ITR) of last three years financial year (FY 2020-21, FY 2021-22 & FY 2022-23), (iii) GST Registration Certificate.	Self-attested copies of: (i) Bidder's PAN card (in case of Partnership)/ PAN card of the Firm (ii) Copy of Income Tax Return (ITR) for last three financial year (FY 2020-21, FY 2021-22 & FY 2022-23), (iii) Copy of GST Registration Certificate.
4	Experience of at least 2 projects related to Social Media Management in last 3 calendar years with Central / State Government Organization / Public Sector Unit (PSU) in India/local bodies.	Experience certificate/ Completion certificate/work order issued by the Employer/ organization.
5	Agency shall have at least 5 full-time employees on payroll as on date one year prior to proposal submission due date.	Appointment letter along with form -16.
6	Declaration that the bidder has not been debarred / blacklisted by any Government/ Semi-Government Organization etc.	As per Annexure 4

15. Technical Evaluation

a. Criteria (Documentary evidence as per Annexure 1)

Criteria	Details	Marks	Details	Marks
Number of years of experience in Social Media Management with the Central / State Government Organization / Public Sector Unit (PSU) in India/local bodies.	>=3 to <=5 years	10	>5 years	15
Full-time employees on payroll as on date one year prior to proposal submission due date.	>=5 to <=7	10	>7	15
Average turnover of the company in the last 3 years FY 2020-21, FY 2021-22 & FY 2022-23)	=> Rs 2 crore <3 crore	10	=>3 crore	15
Experience of completing projects related to Social Media Management in last 3 calendar years with Central / State Government Organization / Public Sector Unit (PSU) in India/local bodies.	=>3 crore <5 crore	5	=>5	10
CVs of Manpower-Key expert. (1) Social Media Manager(Key Expert 1) – 10 Marks (2) Content Designer(Key Expert 2) – 05 Marks (3) Copywriter (Key Expert 3) -05 Marks (4) Video Production Manager-cum Video Editor (Key Expert 4) – 05 Marks The number of points to be assigned to each of the above positions shall be determined considering the following three sub-criteria and relevant percentage weights: (a) General Qualification – 20% (b) Relevant Experience – 70% (c) Experience in the Regional languages – 10% <i>CVs are to be submitted in the attached Format as Annexure-4</i>				25
Total				80

Note: Bidders score 70% or more i.e 56 marks or more, shall qualify for the presentation.

b. Presentation (total marks 20):

Bidders scored 56 marks (70% of total) shall be invited through email for giving presentation on methodology, action plan and others. The entire technical proposal shall be evaluated based on the marks scored against eligibility criteria and presentation (a+b).

Agencies scoring at least 70% or more i.e cumulative 70 marks shall qualify for the financial evaluation.

16. Financial Evaluation

Financial bids (as per Excel format available on eProc2 portal) shall be opened online only for the vendors whose bids are found to be Technically fit/ substantially responsive and complying with minimum qualifying criteria.

- i) BRLPS, Patna will open the financial bids of only Technically Qualified bidders, in presence of designated representatives of the bidder who choose to attend, at the time, date and place, as decided and communicated by BRLPS, Patna.
- ii) Discrepancy in the financial bid, it will be dealt as per the following:
 - a. If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail, and the total shall be corrected.
 - b. If there is a discrepancy between words and figures, the amount in words shall prevail.
- iii) Of all the Financial Bids opened, the bidder whose financial bid is lowest with GST (hereby referred to as L1 bidder) will be considered eligible for award of agreement.
- iv) In case more than one bidder has quoted same Price, the bid shall be evaluated through a lottery system and the videography of the complete process shall be kept as a record.

17. Terms of reference:

A. Background

The Bihar Rural Livelihoods Promotion Society (BRLPS), known as JEEVIKA, is an autonomous entity under the Department of Rural Development. Its primary objective is the social and economic empowerment of the rural poor. Since its establishment, JEEVIKA has concentrated on alleviating poverty by empowering rural households through a range of livelihood enhancement and community mobilization initiatives. By establishing Self-Help Groups (SHGs) and Community-Based Organizations (CBOs), JEEVIKA has significantly improved the socio-economic conditions of numerous families.

In an effort to further amplify its impact and reach, JEEVIKA seeks to harness the power of social media. By establishing a strong online presence, JEEVIKA aims to spread awareness about its initiatives, share success stories, and engage with a wider audience. To achieve these goals, JEEVIKA is hiring a dedicated social media management agency that can bring expertise, creativity, and strategic thinking to its digital communication efforts.

B. Objectives

The primary objectives of engaging a social media management agency for JEEVIKA are:

1. **Enhance Brand Awareness:**
 - Increase visibility of JEEVIKA's initiatives and impact through strategic social media campaigns.
 - Create a consistent and recognizable online presence that reflects JEEVIKA's values and mission.
2. **Engage and Grow Audience:**
 - Foster meaningful engagement with followers, stakeholders, and the broader community.
 - Increase the number of followers across all relevant social media platforms, targeting at least 100,000 organic subscribers on each platform by the end of one year.
3. **Promote Success Stories:**
 - Share compelling stories of individuals and communities transformed by JEEVIKA's programs.
 - Highlight the positive outcomes and real-life impacts of JEEVIKA's initiatives.
4. **Drive Community Participation:**
 - Encourage community involvement and participation in JEEVIKA's activities and programs.
 - Utilize social media as a platform to gather feedback, suggestions, and support from the community.
5. **Support Marketing Efforts:**
 - Integrate social media strategies with JEEVIKA's overall marketing and communication plans.
 - Promote events, campaigns, and new initiatives to a wider audience.
6. **Analyze and Optimize Performance:**
 - Use data and analytics to measure the effectiveness of social media campaigns.
 - Continuously optimize strategies based on insights and performance metrics.

C. Scope of the Assignment

JEEVIKA is seeking a dedicated and experienced social media management agency to manage its social media presence across various platforms. The agency will be responsible for developing, implementing, and monitoring a comprehensive social media strategy to enhance brand awareness, improve marketing efforts, and foster engagement with the target audience. The agency will work closely with JEEVIKA's communications team and other departments to align social media activities with the organization's objectives. JEEVIKA will provide photographs and raw content; the agency will

be responsible for designing and curating the final content.

Key Responsibilities:

1. Strategy Development:

- Develop a comprehensive social media strategy aligned with JEEVIKA’s goals and objectives.
- Create and maintain a content calendar for consistent posting and engagement.

2. Content Creation and Management:

- Design, curate, and manage all published content (images, video, written, and audio) using provided photographs and raw content.
- Develop creative and engaging content tailored for each social media platform.
- Ensure all content aligns with JEEVIKA’s brand voice and messaging.

3. Community Management:

- Monitor, listen, and respond to users in a proactive and engaging manner.
- Conduct online advocacy and open a stream for cross-promotions and collaborations.

4. Analytics and Reporting:

- Utilize social media analytics tools to gather data, analyze campaign performance, and provide actionable insights.
- Prepare regular reports detailing social media performance and make data-driven recommendations for improvement.

5. Collaboration:

- Work with JEEVIKA’s internal teams to coordinate social media timelines with new product releases, ad campaigns, and other key activities.
- Engage with influencers and brand ambassadors to extend the reach and impact of JEEVIKA’s social media presence.

6. Trend Analysis and Adaptation:

- Stay current with the latest social media best practices, technologies, and trends.
- Adapt strategies based on insights and evolving trends to maximize engagement and reach.

D. Deliverables

S.No.	Particular	Description	Unit (Monthly)	Frequency of Posts
1	Weekly Themes	Each week will have a central theme, such as women’s empowerment, financial literacy, health initiatives, or skill development. These themes will guide the content shared throughout the week, providing a cohesive narrative that aligns with JEEVIKA Bihar’s mission. Posts will include relevant articles, images, infographics, and videos to inform and engage the audience about the selected theme.	4 Posts	Weekly (Every Monday)

2	Success Story Highlight	Share detailed success stories of JEEVIKA Didis who have made significant impacts in their communities. These stories will focus on personal journeys, challenges overcome, and the positive changes in their lives due to JEEVIKA's support. These posts will aim to inspire and motivate other women to join the movement and highlight the tangible benefits of the programs.	8 Posts	Twice a week (Tuesday and Thursday)
3	Impact and Achievements	Highlight the quantifiable impact of JEEVIKA's initiatives, such as the number of women empowered, new businesses started, increases in household income, or improvements in community health. These posts will use statistics, infographics, and charts to visually represent the achievements, making it easier for followers to understand the scale and importance of JEEVIKA's work.	4 Posts	Weekly (Every Wednesday)
4	Upcoming Events and Trainings	Announce and promote upcoming events, training sessions, workshops, or community meetings organized by JEEVIKA Bihar. These posts will include details like the event's purpose, date, time, location, and how to participate. By keeping the audience informed, these posts will help increase attendance and involvement in JEEVIKA's programs.	4 Posts	Weekly (Every Friday)
5	Beneficiary Testimonials	Share short video clips featuring beneficiaries talking about their experiences with JEEVIKA and how it has transformed their lives. These testimonials will provide a personal touch, allowing the audience to hear directly from those who have benefited from the programs. This content will be particularly effective in building trust and credibility among the audience. Clips will be provided by JEEVIKA. Agency has to edit and share the Clips in social media.	4 Videos	Weekly (Every Saturday)
6	Photo of the Week	Post a compelling photo each week that captures a significant moment or activity related to JEEVIKA's work. These photos will be accompanied by a short caption that highlights the significance of the moment, whether it's a woman starting her own business, a successful community event, or a group training session. The aim is to visually convey the impact of JEEVIKA's	4 Photos	Weekly (Every Sunday)

		initiatives.		
7	Awareness and Information	Provide detailed information about JEEVIKA's various programs, including eligibility criteria, how to get involved, and the benefits of participation. These posts will also include practical tips on topics like financial management, health, and education. The goal is to educate the audience about JEEVIKA's offerings and encourage more women to join the programs.	8 Posts	Twice a week (Monday and Wednesday)
8	Polls, Quizzes, and Contests	Description: Engage the audience with interactive content such as polls, quizzes, or contests related to JEEVIKA's mission and work. For example, quizzes could test knowledge about women's rights, while contests might encourage followers to share their stories of empowerment. These activities will not only increase engagement but also raise awareness about key issues in a fun and interactive way.	4 Posts	Weekly (Every Thursday)
9	Infographic Posts	Share informative infographics that simplify complex data or processes related to JEEVIKA's programs. Topics could include how to start a small business, the process of obtaining microloans, or statistics on the program's impact. Infographics are a powerful tool for breaking down information into digestible and visually appealing content, making it easier for the audience to understand and retain.	4 Posts	Weekly (Every Friday)
10	Motivational Quotes	Post motivational quotes from women leaders, JEEVIKA beneficiaries, or inspirational figures who embody the spirit of empowerment and resilience. These quotes will be accompanied by relevant images or graphics that resonate with JEEVIKA's audience, providing daily doses of inspiration and encouragement. The aim is to motivate the community and reinforce positive attitudes toward self-improvement and community development.	8 Posts	Twice a week (Tuesday and Saturday)
11	Live Q&A Sessions	Host live Q&A sessions where followers can ask questions about JEEVIKA's initiatives, and a representative from JEEVIKA can provide real-time answers. These sessions	2 Sessions	Bi-weekly (Every 2nd and 4th Thursday)

		will be scheduled in advance and promoted across all platforms to ensure maximum participation. They offer a valuable opportunity for direct interaction with the audience, addressing concerns, providing clarity, and fostering a sense of community.		
12	Throwback Thursday	Share past milestones, key events, or historical moments in JEEVIKA Bihar's journey. These posts will include photos, videos, or brief write-ups that highlight significant achievements and progress over the years. The purpose is to remind followers of the organization's history and legacy, reinforcing its credibility and long-term commitment to women's empowerment.	4 Posts	Weekly (Every Thursday)
13	Monthly Wrap-Up	On the last day of each month, post a summary of the month's key activities, achievements, and content shared on social media. This post will highlight the most impactful stories, major events, and important statistics, giving followers a comprehensive overview of JEEVIKA Bihar's work for the month. It serves as a recap for regular followers and an introduction for new ones.	1 Post	Monthly (Last Day of the Month)
14	Video Documentation	Produce and share 1 to 2 Minute video documentation of key field activities, such as training sessions, community meetings, or successful implementation of projects. These videos will provide an in-depth look at how JEEVIKA's initiatives are executed on the ground, offering transparency and a real-world perspective of the impact being made.	4 Videos	Weekly (Every Monday)
15	Field Activity Coverage	Highlight on-the-ground activities, showcasing JEEVIKA's work in the community. These posts will feature real-time updates, photos, and short descriptions of field activities such as voter awareness drives, skill development workshops, or community health programs. The goal is to give followers a glimpse of the daily efforts made by JEEVIKA to empower women and uplift communities.	4 Posts	Weekly (Every Tuesday)

16	Training	The agency will provide training at district level and state level to the JEEVIKA Staffs, community members, and cadres on social media management, content creation, analytics, and community engagement. This training will also focus on collecting content for State Level channels. The training will be arranged by JEEVIKA. Agency has to provide resource persons only.	2	Monthly
17	Content Collection from District	The agency is responsible for collecting content from all districts across Bihar through the Communication Managers assigned to each district. The agency must also provide guidance to the Communication Managers to ensure that the content collection aligns with specific requirements.	As per requirement	Regular

Increase of Organic Subscriber

- Agency has to ensure increase of organic subscribers of 100000 in each of 4 Social media channel of JEEVIKA that is in Facebook, YouTube, Instagram and X (Twitter).
- Duration 1 year
- Agency has to ensure 100000 followers in Facebook, 100000 subscribers YouTube, 100000 followers in Instagram and 100000 followers in X (Twitter).

Total Campaign Units for the Month for social media channel:

- **Standard Posts:** 60 Posts in Each Social Media Channel (Facebook, YouTube, Instagram and X)
- **Videos:** 8 (for Facebook and YouTube)
- **Live Sessions:** 2 (for Facebook and YouTube)

Monetization of Social Media Accounts:

- The agency is responsible for ensuring that all social media accounts (Facebook, YouTube, Instagram, and X) are fully monetized by the end of the agreement period.

E. Required Manpower and Qualifications

Position	Man-Days per Month	Required Manpower in Nos.	Qualifications
Social Media Manager (Key expert - 1)	26	1	Bachelor's degree in marketing, Communications, or a related field. Minimum 5 years of experience in social media management. Strong analytical skills and proficiency with social media platforms and tools. Social Media Manager may be deputed at JEEVIKA State office as per the requirement of JEEVIKA BRLPS.
Content Designer (Key expert -2)	26	1	Bachelor's degree in graphic design, Multimedia, or related field. Minimum 3 years of experience in content creation and design. Proficiency in Adobe Creative Suite, Canva, and other design tools. Content Designer may be deputed at JEEVIKA State office as per the requirement of JEEVIKA BRLPS.
Copywriter (Key expert - 3)	26	1	Bachelor's degree in English, Journalism, or related field. Minimum 3 years of experience in copywriting for social media. Strong writing and

			editing skills.
Video Production Manager cum video editor (Key expert -4)	26	1	Bachelor's degree in film production, Media Studies, Digital Media, or a related field. Minimum 3 years of experience in video production and editing, including experience in managing social media video projects from conception to final delivery. Video Production Manager cum video editor may be deputed at JEEVIKA State office as per the requirement of JEEVIKA BRLPS.
Non Key expert.	26	2	Bachelor degree with proficiency in computer and MS office.
Note:- CVs of Key expert will be considered in technical evaluation. CVs of Non-expert will be required for this assignment but not be considered in technical evaluation.			

F. Terms of Payment

- **Payment Structure:** Payments will be made on quarterly basis upon submission and approval of the deliverables for that period mentioned below:

Sl. No.	Activities/Deliverables	The Period from the date of contact	Payment Schedule
1	A. Approval of submitted implementation plan prepared by the agency B. Total 180 posts in each social media accounts in 1st Quarter. C. Total 24 Video Production and Post in 1st Quarter. D. Subscription up to 25K in each social media account E. 6 Training (For Staffs and Cadres)	1st Instalment after 1st quarter	30% of the agreement value
2	A. B. Total 180 posts in each social media accounts in 2nd Quarter. B. Total 24 Video Production and Post in 2nd Quarter. C. Subscription up to 50K in each social media account E. 6 Training (For Staffs and Cadres) F. Mis-term assessment report	2nd Instalment after 2nd quarter	30% of the agreement value
3	A. B. Total 180 posts in each social media accounts in 3rd Quarter. B. Total 24 Video Production and Post in 3rd Quarter. C. Subscription up to 75K in each social media account E. 6 Training (For Staffs and Cadres)	3rd Instalment after 3rd quarter	20% of the agreement value
4	A. B. Total 180 posts in each social media accounts in 2nd Quarter. B. Total 24 Video Production and Post in 2nd Quarter. C. Subscription up to 100K in each social media account E. 6 Training (For Staffs and Cadres) F. Monetization of Social Media Accounts (Facebook, YouTube, Instagram and X) G. Project completion report.	4th Instalment After Completion of Agreement Period	20% of the agreement value

Note: Service provider is expected to meet the time lines in the normal course of carrying out the activities as per the detailed scope of work. In case of unjustified delay, the CEO, BRLPS will reserve the rights to levy penalties on the service provide i.e. 0.07 % penalty on every day delay on the Project component. Overall penalty will not exceed 5 % of total cost of the project component.

- **Organic Subscriber Requirement:** The agency must ensure that each relevant social media platform (e.g., Facebook, Twitter, Instagram, YouTube) reaches at least 100,000 organic subscribers by the end of the one-year period.

- **Invoicing:** The agency will submit invoices at the end of each month, accompanied by the relevant performance reports.

Cost of Video production: The cost of video production will be added to the total cost of the agreement. The total quantity of videos is 96 (1-to-2-minute video for social media accounts). The video should be in HD quality.

18. TERMINATION

- a) If any bidder found to be involved in fraudulent practices (misrepresentation or omission of facts or suppression/hiding of facts or disclosure of incomplete facts), in order to secure eligibility to the bidding process during the submission of bid or after release of Letter of Intent (LoI) or agreement formalization after signing of agreement, shall be liable for punitive action amounting to blacklisting of the bidder, including the forfeiture of EMD and/or Performance Security also, whatever it relates.
- b) Notwithstanding contained here, the BRLPS, Patna prejudiceto any other agreement rights and remedies available to it, shall by written notice of default sent to the bidder, terminate the agreement in whole or in part, if the successful bidder fails to perform services as specified in the present agreement read with the terms of the agreement or any other obligations within the time period specified in the agreement and the firm may be blacklisted, consequently the performance security may be forfeited.
- c) **Termination for Insolvency** - If the bidder becomes bankrupt or otherwise insolvent, it will inform to the Bihar Council on Science & Technology, Patna within 30 days written notice to terminate the agreement. BRLPS, Patna reserves the right to terminate, without any compensation, whatsoever, to the bidder, and may forfeit the performance security.
- d) **Termination by mutual consent** - In the event the BRLPS, Patna and the bidder mutually agrees to terminate the agreement, either party shall give 90 days' written notice to the other party and after the consent of both the parties agreement may be terminated without any Legal or financial obligation on any party to the agreement.
- e) **Termination due to unsatisfactory performance:** Agreement with the agency would be terminated in the following circumstances:
 - I. Agency fails to begin work within two (2) weeks of the agreement being signed.
 - II. Fail to ensure replacement of manpower (if any) within 15-day period of being notified by BRLPS.
 - III. Fail to carry out its responsibilities or improve its performance following adequate reminders and ample opportunities provided by BRLPS.

18. Force Majeure

- a) For purposes of this clause, Force Majeure means an event beyond the control of the bidder and not involving the bidder's fault or negligence, and which is not foreseeable and not brought about at the instance of, the party claiming to be affected by such event and which has caused the non – performance or delay in performance. Such events may include wars or revolutions, hostility, acts of public enemy, civil commotion, sabotage, fires, floods, explosions, earthquake, epidemics, quarantine restrictions, strikes excluding by its employees, lockouts excluding by its management, and freight embargoes.
- b) If a Force Majeure situation arises, the bidder shall promptly notify the BRLPS, Patna in writing of such conditions and the cause thereof within 7 days of occurrence of such event. Unless otherwise directed by the bidder in writing, the bidder shall continue to perform its obligations under the agreement as far as reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.
- c) If the performance in whole or in part or any obligation under this agreement is prevented or delayed by any reason of Force Majeure for a period exceeding thirty days, either party may at its option terminate the agreement without any financial repercussion on either side.

19. Penalties

If there is a delay in achieving the milestones or submission of deliverables, penalty to the Bidder may be imposed as follows:

- 0.1 % of the payment cost for respective Deliverable(s)/Milestone(s) for the delay per week or part thereof for the delay provided the delay is attributable solely to the successful bidder (service provider).
- Such deductible amount shall be deducted from the invoice/s of the successful bidder (service Provider).

20. Notices

Notice, if any, relating to the agreement given by one party to the other, shall be sent in writing or e-mail or by post. The addresses of the parties for exchanging such notices will be the addresses as incorporated in the agreement between the BRLPS, Patna and the successful bidder.

21. Resolution of Disputes

- a) Any dispute or difference or claim arising out of or in relation to this Agreement, will be settled by reaching a mutual understanding between the parties.
- b) If any further dispute arises between the parties thereupon, the same will be settled as per the extant law of land through the competent court of law under the territorial jurisdiction of Patna only.

22. Applicable Law

The agreement shall be governed by and interpreted in accordance with the laws of India for the time being in force.

<Company Letter head>
Technical Bid Format
Engagement of Agency for Social Media Management

1. Name of the company/firm and Complete Postal Address (as per Registration Certificate)				
2. Company/Firm Profile:				
3. Name, Designation and Tel. No(s) of the Contact Person, Mobile /Phone and email address.				
4. Declaration that the bidder has not been debarred / blacklisted by any Government/Semi-Government Organization (As per annexure 4)				
5. Total Number of years of experience in Social Media Management with the Central / State Government Organization / Public Sector Unit (PSU) in India/Local Bodies.				
6. Statutory details (photocopy to be attached) a) Registration No. of the Firm- b) PAN- c) GST Reg. No.-				
7. Full-time employees on payroll as on date one year prior to proposal submission due date.	Name (List of employees – at least 5)		Date of Joining	
	1.			
	2.			
3.				
8. Average turnover of the company in the last 3 years	FY 2020-21	FY 2021-22	FY 2022-23	
9. Experience of completing projects related to Social Media Management in last 3 calendar years with Central / State Government Organization / Public Sector Unit (PSU) in India/local bodies.	Name of the Project	Name of the Party (Central / State Government Organization / Public Sector Unit (PSU) in India.)	Date of Starting of project	Date of completion of project
	1.			
	2.			
	3.			

Note: Attach necessary documentary evidence to substantiate information mentioned above.

*** If the agreement is successfully completed, the bidder must provide a completion certificate for that duration.**

< Authorised Signature >

Name :

Designation :

ANNEXURE-2

FINANCIAL BID FORMAT

To,

The Chief Executive Officer cum Mission Director,
Bihar Rural Livelihoods Promotion Society,
Annexe-II, Vidyut Bhawan,
Bailey Road, Patna-800021

Hiring of Agency for Social Media Management

S.no.	Item	Bid Amount (A)	Applicable GST (B)	Remarks (if any)
1	Social Media Management and manpower charges inclusive of all travelling and other expenses, as per scope of work as mentioned in RFP, for one year (applicable GST extra)	Please do not fill rate here. A separate price format is available on eproc2.bihar.gov.in (in EXCEL format)		
Total (A+B)				

Bid amount in words -

<Authorised Signature>

Name:

Designation:

Note: In case of any discrepancy in amount in number and words, amount quoted in words only shall be considered.

FORMAT FOR PERFORMANCE BANK GUARANTEE

(To be stamped in accordance with Stamp Act)

Ref: Bank Guarantee No.:

Date:

To

.....

.....

Dear Sir,

WHEREAS (*Name of Bidder*) hereinafter called "the Bidder" has been identified and selected for, and has undertaken, in pursuance of Agreement dated 2024 (hereinafter referred to as "the Agreement") to implement the [Name of the project: **Tender Notice for Hiring of Agency for Social Media Management for Bihar Rural Livelihoods Promotion Society, Patna.**

AND WHEREAS it has been stipulated in the said Agreement that the bidder shall furnish a Bank Guarantee ("the Guarantee") from a Scheduled Bank for the project/performance of the [Name of the Project] as per the agreement. WHEREAS we ("the Bank", which expression shall be deemed to include its successors and permitted assigns) have agreed to give **Bihar Rural Livelihoods Promotion Society, Patna, the** Guarantee:

THEREFORE, the Bank hereby agrees and affirms as follows:

1. The Bank hereby irrevocably and unconditionally guarantees the payment of Rs/- (*... rupees only*) to Bihar Rural Livelihoods Promotion Society, Patna under the terms of their agreement dated on account of full or partial non-performance / non- implementation and/ or delayed and/ or defective performance / implementation. Provided, however, that the maximum liability of the Bank towards Bihar Rural Livelihoods Promotion Society, Patna under this Guarantee shall not, under any circumstances, exceed in aggregate.
2. In pursuance of this Guarantee, the Bank shall, immediately upon the receipt of a written notice from Bihar Rural Livelihoods Promotion Society, Patna stating full or partial non-implementation and/ or delayed and or defective implementation, which shall not be called in question, in that behalf and without delay/demur or set off, pay to Bihar Rural Livelihoods promotion Society, Patna any and all sums demanded by Bihar Rural Livelihoods Promotion Society, Patna under the said demand notice, subject to the maximum limits specified in Clause 1 above. A notice from Bihar Rural Livelihoods Promotion Society, Patna to the Bank shall be sent by Registered Post (Acknowledgement Due) at the following address: Attention Mr. (*Mention the official address of the Bank*)
3. This Guarantee shall come into effect immediately upon execution and shall remain in force for a period of **months** from the date of its execution.
4. The liability of the Bank under the terms of this Guarantee shall not, in any manner whatsoever, be modified, discharged, or otherwise affected by:

- a. any change or amendment to the terms and conditions of the Agreement or the execution of any further Agreements.
 - b. any breach or non-compliance by the bidder with any of the terms and conditions of any agreements/credit arrangement, present or future, between bidder and the Bank.
5. The Bank also agrees that Bihar Rural Livelihoods Promotion Society, Patna at its option shall be entitled to enforce this Guarantee against the Bank as a Principal Debtor, in the first instance without proceeding against bidder and notwithstanding any security or other guarantee that Bihar Rural Livelihoods Promotion Society, Patna may have in relation to the bidder's liabilities.
6. This guarantee shall be governed by the laws of India and only thecourts of Patna only, shall have exclusive jurisdiction in the adjudication of any dispute which may arise hereunder.

Dated this the Day of 2024

Witness 1:

Name:

(Signature)

Witness 2:

Name:

(Signature)

ANNEXURE 4

Format for Declaration by the bidder for not being Blacklisted/Debarred:

To be executed on a non-judicial stamp paper of appropriate stamp duty.

Date:

To,

**Chief Executive Officer cum Mission Director,
Bihar Rural Livelihoods Promotion Society (BRLPS),
Annexe-II, Vidyut Bhawan,
Bailey Road, Patna-800021**

Subject: Submission of proposal in response to the Tender for “_____”

Ref: Tender No. :

Dear Sir,

I, authorized representative of _____, hereby solemnly confirm that the Company/Firm _____ is not blacklisted / banned / debarred/ declared ineligible / declared having dissatisfactory performance and not banned by the Government of Bihar/ Any other State Government/ Government of India which includes any Government Department, Public Sector Undertakings of the Government, Statutory Department formed by the Government, Local Bodies in the State, Co-operative Institutions in the State, Universities and Societies formed by the Government for any reason as on last date of submission of the Bid. In the event of any deviation from the factual information/ declaration, Bihar Rural Livelihoods Promotion Society, Patna reserves the right to reject the Bid or terminate the Agreement without any compensation to the Company.

Thanking you.

Yours faithfully,

<Authorized Signatory >

Name:

Designation:

Address:

Telephone & Fax:

CURRICULUM VITAE (CV)

Position Title and No.	{e.g., K-1, TEAM LEADER}
Name of Expert:	{Insert full name}
Date of Birth:	{day/month/year}
Country of Citizenship/Residence	

Education: {List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}

Employment record relevant to the assignment: {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.}

Period	Employing organization and your title/position. Contact info for references	Country	Summary of activities performed relevant to the Assignment
[e.g., May 2005-present]	[e.g., Ministry of, advisor/consultant to... For references: Tel...../e-mail.....; Mr. Hbbbb, deputy minister]		

Membership in Professional Associations and Publications:

Language Skills (indicate only languages in which you can work): _____

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
{List all deliverables/tasks as in TECH- 5 in which the Expert will be involved}	

Expert's contact information: (e-mail....., phone.....)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client.

{day/month/year}

Name of Expert

Signature

Date

{day/month/year}

Name of authorized
Representative of the Consultant
(the same who signs the Proposal)

Signature

Date