

**GOVERNMENT OF TRIPURA**  
**Department of Information & Cultural Affairs (I&CA)**

**Tender for**  
**Engagement of Social Media Management and Multi-Media Creative Agency for**  
**Department of Information & Cultural Affairs, Government of Tripura**

**No. F.65 (353)-ICA/2020/Advt./P-I**

**Government of Tripura  
Information & Cultural Affairs Department  
Gandhighat, Agartala**

Phone: 0381-2324688

e-mail: [icadirector.tripura@gmail.com](mailto:icadirector.tripura@gmail.com)

**E-Tender Notice**

DNIT NO.F.65 (353)-ICA/2020/Advt./P-I

Dated, Agartala-18.08.2021.

**Notice Inviting Tenders (NIT) for engagement of Social Media Management and Multi Media Creative Agency for Department of Information & Cultural Affairs, Government of Tripura.**

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This is an E-Tender and the Technical & Financial Bids are to be submitted online only on <https://tripuratenders.gov.in> The interested Bidders are to participate in E-tendering and such bidders should have a Digital Signature for the purpose of participation in the E-Tender process.

Key Dates and information pertaining to this NIT are as under:

Name, Designation and address of the authority to whom the bids have to be submitted online	Director, Information & Cultural Affairs, Gandhighat, Agartala, West Tripura, PIN-799001 Contact No-0381-2324688 e-mail: <a href="mailto:icadirector.tripura@gmail.com">icadirector.tripura@gmail.com</a>
Mode for submitting the bids	Online Submission only through <a href="https://tripuratenders.gov.in">https://tripuratenders.gov.in</a>
Bid Publishing date & time	Date:18.08.2021 Time : 4:00 pm
Venue, date and Time of the virtual Pre-bid Meeting (Participating bidders may contact through e-mail ID: <a href="mailto:icadirector.tripura@gmail.com">icadirector.tripura@gmail.com</a> within 3:00 pm of 24.08.2021 for availing link for virtual pre-bid meeting)	Directorate of Information & Cultural Affairs, Gandhighat, Agartala, West Tripura. Date : 25.08.2021 Time : 12:00 noon
Bid Submission start date and time	Date: 27.08.2021 Time : 12:00 noon
Closing date & time for submission of bids.	Date :14.09.2021 Time : 3:00 pm
Venue, date & time for Technical Presentation by all bidders	Directorate of Information & Cultural Affairs, Gandhighat, Agartala, West Tripura, PIN-799001 Date :15.09.2021 Time : 12:00 noon
Venue, date & time for opening of Technical Bids (If possible)	Directorate of Information & Cultural Affairs, Gandhighat, Agartala, West Tripura, PIN-799001 Date : 16.09.2021 Time : 4:00 pm
Estimated Project cost (Approx.)	Rs.1.5 Crore
Amount of Earnest Money Deposit	Rs. 3,00,000/- (Rupees three lakh) only
Bid Validity Period	365 days from the date of opening of the Technical Bids

This Notice Inviting Tender shall also form part of Tender Document and shall be returned duly signed along with the Tender Document while submission of bids.

The bidders have to upload PDF file of Technical Bids and Financial Bid documents at e-procurement web portal: <https://tripuratenders.gov.in>. All future modification/corrigendum shall be made available in the e-procurement web portal. So, bidders are requested to get themselves updated from the e-procurement web portal only.

**(Ratan Biswas)**

Director,  
Information & Cultural Affairs  
Government of Tripura

**Notice for Inviting Tenders (NIT) for Engagement of Social Media Management and Multi-Media Creative Agency for Department of Information & Cultural Affairs, Government of Tripura**

**Open Tender No.:F.65 (353)-ICA/2020/Advt./P-I**

**Date: 18.08.2021**

**Document Control Sheet**

- 1. Open Tender Name : Engagement of Social Media Management and Multi-Media Creative Agency for Department of Information & Cultural Affairs, Government of Tripura**
- 2. Name of Organization : Department of Information & Cultural Affairs**
- 3. Pre-Bid Meeting : 25.08.2021 at 12:00 noon.**
- 4. Last date & Time for online submission of bids : 14.09.2021 upto 4:00pm.**
- 5. Date & time of opening of Technical Bid (If possible) : 16.09.2021 at 4:00 pm.**
- 6. Address for communication: Director, Information & Cultural Affairs,  
Gandhighat, Agartala, West Tripura, PIN-799001  
Contact No-0381-2324688  
e-mail: icadirector.tripura@gmail.com**

**Note:** The “Instructions for online Bid submission are given at Annexure I. A Pro-forma for “Tender Acceptance Letter” is at Annexure II which is also to be filled in and submitted online with the Technical Bid. Complete details of the NIT, viz. Scope of Work, formats for submission of the bids, Terms and Conditions etc. are as per Tender Document attached. Technical Bids and Financial Bids, as per the instructions contained in the Tender Document have to be submitted online separately.

**Engagement of Social Media Management and Multi-Media Creative Agency for Department of Information & Cultural Affairs, Government of Tripura**

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- 1. Scope of Work:** Details of Scope of Work, Deliverables and Timelines are as per **Annexure III (A & B)** to this Tender Document.
- 2. Submission of Tenders:** Two bid (Technical & Financial) system.
  - (i) Technical and Financial bids should be submitted online separately.
  - (ii) **Technical Bid** should be submitted online in the prescribed format as per **Annexure IV** containing Earnest Money Deposit as prescribed and information/documents as mentioned in Para 4 of this Tender Document duly completed in all respects, signed and stamped at all pages but without indicating the rates quoted.
  - (iii) **Financial Bid** containing price bid should be submitted online separately in prescribed **BOQ**. Further information relating to submission of Financial Bids may be referred to in Point (9) of this Tender Document.
  - (iv) Bid is to be submitted online only.
  - (v) Tenders received after prescribed closing time shall not be accepted under any circumstances.
  - (vi) Bids received in the format prescribed in this tender document shall only be considered. Bidders have to furnish the Technical and Financial Bids only in the prescribed forms as per Annexure IV and BOQ, respectively. Bids not received in prescribed format shall be rejected and no correspondence in this regard will be entertained.

**3. Earnest Money Deposit**

- (i) An amount of Rs.3,00,000/- (Rupees Three Lakh only) as EMD must be paid electronically using (only) the online payment facility provided in the portal. Its nonpayment will lead to disqualification of the bidder.
- (ii) Bids received without EMD shall be summarily rejected.
- (iii) EMD has to remain valid for a period of 45 days beyond the final bid validity period.
- (iv) EMD of tendering firms who submit the online tender but withdraw the same before expiry of the tender validity date shall be forfeited.
- (v) EMD of the successful bidder shall be released only after submission of Performance Security of specific amount prescribed in this Tender Document.
- (vi) EMD of the bidders who fail to honour the bid in prescribed time limit shall stand forfeited.
- (vii) No interest will be paid by the Department for not releasing the EMD amount within the tender validity period or at any circumstances.
- (viii) EMD will be returned to unsuccessful bidders as per Government norms.

**4. Eligibility, Essential Competencies & Details to be furnished in the Technical Bid**

- (i) Agency should have experience in the field of social media communications management as well as experienced of content writing and Multi-Media creative works etc. as given in the Annexure-III (A & B).
- (ii) Strong creative and content writing team with communications skills to write clearly and compellingly in Bengali, English, Hindi & regional language.
- (iii) Agency should have permanent staff with minimum of 40 Resources.
- (iv) The agency should have knowledge of the mandate and work of a Government Department communication cell.

- (v) Agency/bidders should enclose brief organizational profile including background, availability of resource and experience of the firm.
- (vi) The agency/ bidders should give undertaking to open an office within 15 days if the work is awarded to the organization.
- (vii) The Agency/bidders should have at least 3 years' experience in the field of the subject matter of this Tender Notice and should have provided/have been providing services in the field of social media management and multi-media creative management to any one of the Govt. Departments/organizations/ PSUs. Documentary proof of satisfactory services in this regard should be attached.
- (viii) The Agency/bidders should have deployed licensed social media listening tools, experience of social media communication campaign, managing of Social Media handles as well as licensing from competent authority for handling multi-media creative management for Government Departments/ PSUs with a capability of real time response management.
- (ix) The Agency/bidders should have/had experience in handling large state/national level events on social media with live coverage as well as multi-media creative activities.
- (x) The Agency/bidders should have executed at least one social media management and multi-media creative assignment exceeding INR 50 lakhs per annum each.
- (xi) The Bidder's average annual turnover should not be below Rs. 2 Crores for the last three years. Copies of Audited Balance Sheet for the last three years (2018-19, 2019-20, 2020-21) be attached.(Attach Auditor/CA Certificate)
- (xii) The Bidder should have social media management planning capability and in-house multi media/ graphic design capabilities Details & proof of service facilities for Technical Support on services, maintenance and availability of multi media lab components and manpower are to be attached. Declaration by the bidder should be submitted.
- (xiii) The agency/firm should be registered under the Goods and Services Tax Rules. The bidders should submit online a copy of registration certificate to this effect.
- (xiv) The firm should be income tax assessee for last three years. Copies of Income tax returns for last 3 years and PAN/TAN Card should be enclosed in online submission.
- (xv) The bids should be accompanied by Earnest Money Deposit (EMD) of the value and in the form as specified in point (3) of this Tender Document.
- (xvi) All documents/proof should be attached as per Annexure-IV sequence.
- (xvii) The firm should not be black listed by any Public Sector/Government Agency. A Certificate in this regard may be enclosed in online submission by the bidder.

## **5. Validity of bids**

Bids should be kept valid for acceptance by Department of I&CA, Government of Tripura for a period of 365 days after the tender opening date.

## **6. Pre-bid meeting with the prospective bidders**

Pre-bid meeting will be held on prescribed date and time as per details given in the e-Tender Notice.

## **7. Date & Time of receipt and opening of bids**

Closing date & time for receipt of bids and opening of technical bids has been specified in the e-Tender Notice.

## **8. Evaluation and comparison of proposals**

The technical bids will be evaluated on the basis of its responsiveness to the requirements to be fulfilled at the technical stage. In the Second Stage, the financial bid of all bidders, who have attained minimum score of 70 in the technical evaluation, will be opened and compared. The contract will be awarded to the bidder using the QCBS- Quality and Cost Based Selection method out of the technically qualified bidders.

### 8.1 Criteria for Technical Evaluation

- a) Only the agencies who fulfil the Minimum Eligibility Criteria and upload the following documents as mentioned shall be eligible for technical evaluation.

Sl. No.	Name of the Documents
1	Annexure-I (Instruction for online bid submission), Annexure-II( Tender acceptance letter), Annexure-III(A)(Scope of work etc. for Social Media Management),Annexure-III(B) )(Scope of work etc. for Multi Media Management), Annexure-IV( Technical Bid form)
2	Background profile of the organization
3	Copy of Certificate to the effect that the firm is neither blacklisted by any Govt. Department nor any criminal case is registered against the firm or its owner anywhere in India.
4	Copy of proof of qualification/additional skills in respect of the team proposed to be employed by the agency.
5	Copies of work experience in Social Media Management (with qualified and experienced professionals) for last 3 years, Multi Media Management (with qualified and experienced professionals) for last 3 years and details of work experience in Multi-Media Creative's (with qualified and experienced professionals) for last 3 years
6	Copies of Audited Balance Sheet / CA Certificate of Average annual turnover for the last 3 years (2018-19, 2019-20, 2020-21) to be attached. and Agency/ bidders undertaking to open an office within 15 days if the work is awarded to the organization
7	Copies of Satisfactory Performance Certificates of having completed at least 3 contracts similar to the subject matter of this Tender Notice during the period of last 3 years in Govt. Departments/ organizations/ PSUs.

#### Other Important documents (OID) to be kept in “My Document” folder of Bidder

Sl. No.	Name of the Documents
1	Copy of Registration Certificate with Registrar of Companies, PAN/TAN Card, GST number, latest Sales Tax/ VAT/ GST Clearance Certificate, ITR returns for the last three years,
2	Brief profile and experience of the key personnel available with firm particularly of those who would to be involved in the management of this programme and
3	Details of work experience in Social Media Management and Multi Media Creative support services, graphics design & editing etc. and Strategy plan & presentation for proposed Social Media Management and Multi-Media Creative for Government of Tripura.

#### b) Essential Criteria for Qualifying Technical Bids are-

Sl. No.	Evaluation Criterion	Max. (score)
1	<p><b>Background/profile of organization:</b></p> <p>a) Brief on the profile and the track record of the agency indicating the strength and the credentials of the agency <b>-2 marks</b></p> <p>b) Network details like affiliation with or direct contract from Social Media networks such as Facebook, twitter, Google, YouTube, Instagram, Wikipedia, Koo etc. <b>- 5 marks</b></p> <p>c) Details with number of Employees as expert in handling social media channels like Facebook, twitter, Google, YouTube, Instagram, Wikipedia, Koo etc. and skilled in multimedia creatives such as multi-media campaigns, film production, animated films, documentary films, Audio Visual Production, Creation of TVC, Radio Jingles, creation of contents for Web ads <b>- 5 marks</b></p> <p>d) Details of in-house facilities like the agency must have in-house tools /applications for social media listening, analytics and multi-media creatives. Also, the agency should have available facilities for in-house solution so that the services are operational within the stipulated time frame and kept functional on 24 X 7 basis. <b>- 3 marks</b></p>	15
2	Satisfactory Performance Certificates of having completed at least 3 contracts similar to the subject matter of this Tender Notice during the period of last 3 years in Govt. Departments/organizations/ PSUs. <b>- 5 marks</b>	5
3	Past experience of handling similar assignments with Govt. of India / minimum 1 North-Eastern State Governments <b>- 7 marks</b>	15

	Other State Government- PSU under Central / State Government –	- 5 marks - 3 marks	
4	Details of work experience in Social Media Management and Multi Media Management (with qualified and experienced professionals) for last 3 years. a) Social media Security like response management & data security and safety mechanism to prevent unauthorized access to Social Media platforms b) Social media footprint increases with expansion/accommodation of new accounts c) Appreciation certificates/best acknowledgement from any Central Government Department/PSU/any State government departments for multi-media creative activities	- 10 marks - 5 marks - 5 marks	20
5	The Bidder's average annual turnover should not be below Rs. 2 Crores for the last three years. Copies of Audited Balance Sheet / CA Certificate for the last three years (2018-19, 2019-20, 2020-21). If, • 2 Cr – • Upto 5 Cr – • Above 5 Cr-	- 5 marks -10 marks -15 marks	15
6	Strategy plan for proposed Social Media Management and Multi-Media Creative for Government of Tripura to be submitted and presented before the committee and the distribution of marking in the presentation are – a) Ownership of Third party software/License held for home-grown software's; knowledge of their usage (e.g Coral draw, Photoshop, video/audio editing etc.) & affiliation with or direct contract from Social Media networks such as Facebook, twitter, Google, YouTube, Instagram, Wikipedia, Koo etc. b) Strategy to increase the social media presence of the ICA Department or State government (to be assessed in terms of followers periodically). c) Strategy to take prompt steps with Social Media Service providers such as Facebook, twitter etc. to close down any non-official Social Media portals which use the name of the ICA Department or any other state departments as and when directed. d) Creation of analytical reports & summarizing of the social media developments of the day e) Strategy to flourish the activities, achievement of ICA department or any other departments of state government using multimedia designs, graphics, documentary films, short ad-films, jingles etc.	-10 marks -5 marks -5 marks -5 marks -5 marks	30
<b>Total Score</b>			<b>100</b>

## 9. Financial Bids

- (i) All the bids which qualify in the technical evaluation stage will only be considered for opening of their financial bids.
- (ii) The financial bid must be submitted online separately in prescribed **BOQ**.
- (iii) The rates quoted should be inclusive of GST. The rate at which the GST has been included should be clearly mentioned in the bid. In case nothing is mentioned, it will be assumed that taxes/other levies are included in the rates quoted.
- (iv) QCBS- Quality and Cost Based Selection method will be used for selection of bidder out of the technically qualified bidders.

**Financial Bid Evaluation:** Proposal with the lowest cost (L1 bidder) will be given a financial score of 100 and other proposal given financial scores that are inversely proportional to their prices.

Example:

Bidder Name	Total amount quoted (Rs.) of Financial Bid	Financial Score
1	2	3
A	80	$80/80 \times 100 = 100.00$
B	100	$80/100 \times 100 = 80.00$
C	150	$80/150 \times 100 = 53.33$

**Overall Evaluations – Identification of successful bidder:**

Total/Final Score as per criteria, Technical/Quality Score X Technical Weightage in% i.e. 70% + Financial Score X Financial Weightage i.e. 30%.

The Bidder who obtains maximum Total/Final Score will be declared as successful bidder.(Example)

Bidder Name	Technical/Quality Score obtained	Financial Score obtained	Calculation	Final Score	Rank of the Bidder
(1)	(2)	(3)			
A	85	100	$(85 * 70\%) + (100 * 30\%)$	$59.50 + 30.0 = 89.50$	L2
B	97	80	$(97 * 70\%) + (80 * 30\%)$	$67.39 + 24.0 = 91.39$	L1
C	90	53.33	$(90 * 70\%) + (53.33 * 30\%)$	$63.0 + 15.99 = 78.99$	L3

Here Bidder ‘B’ will be declared as successful bidder.

(vii) In case two firms offer the same lowest net bundled prices, then only the past experience for similar kind of work by the firms shall be considered for evaluation purpose. The decision of the Department shall be final and binding.

**10. Performance Security**

a) Successful bidder shall be required to furnish a Performance Security for an amount equivalent to 10 % of the total contract value before the signing of Agreement in the form of Bank Guarantee from any Commercial Indian Bank with a validity of the whole contract period and 60 days beyond the date of completion of the contract period.

b) Non-submission of Performance Security Deposit in timely manner shall lead to suspension of the contract and forfeiture of the amount of EMD of the bidder.

c) Performance Security of the firm will be forfeited in the events as mentioned under General Terms and Conditions in this Tender Document.

**11. Award of contract**

(i) The contract will be awarded to the bidder using QCBS selection method.

(ii) The bidder whose rate is accepted shall be notified for award of the contract prior to expiration of the tender validity period.

(iii) The terms and conditions stipulated in the tender document shall be fully applicable to the resultant contract and shall be integral part of the contract concluded.

(iv) I&CA Department, Government of Tripura reserves the right to accept or reject any proposal, and to annul the solicitation process and reject all proposals at any time prior to award of contract, without assigning any reason. Further, I&CA Department, Government of Tripura reserves the right to make partial changes within the general scope of the contract prior to award of contract after pre-bid meeting particularly related to payment terms, performance security and any technical issue arising out of the discussions during pre-bid meeting and same will be intimated through <https://tripuratenders.gov.in>.

**12. Contract period**

(i) The successful bidder shall sign a contract /agreement with I&CA, Government of Tripura as per terms conditions specified in this NIT. The format of agreement will be provided after finalization of successful bidder. The contract also shall include non-disclosure agreement.



- (ii) The total period of the contract will be for one year from the date of commencement of contract. The contract is extendable to 2<sup>nd</sup> year based on the satisfactory services and certified as required. However, contractor has to comply with the time schedule given for deliverables.
- (iii) This period can be extended/ shortened at the discretion of the Department. There shall be an option to renew the engagement for a further additional period of 2 year based on satisfactory performance and with the existing Terms and conditions. The Department will have the right to drop the agency from the said assignment without assigning any reason whatsoever. I&CA Department also reserves the right to modify the terms and conditions.

### **13. Payment Terms**

- (i) No advance payment will be made.
- (ii) Payment shall be made on Quarterly basis as felt appropriate by I&CA Department, Government of Tripura after analyzing the monthly reports as submitted by the agency at end of the month.
- (iii) Tax Deduction at Source (TDS): TDS shall be deducted from each bill/invoice (as applicable) of the contractor under the statutory rules of Union Govt. in respect of Income Tax & other Taxes etc.
- (iv) The documents required for processing of payments are:-
  - a) Invoice.
  - b) Certificate of completed work, for which the invoice has been raised, from the authority designated to oversee the progress/execution of the contract duly certified by the authorized officer from the I&CA Department, Government of Tripura.

### **14. Applicable law**

The contract shall be interpreted in accordance with the laws of Union of India/ State Government. For judicial adjudication, the disputes, if any, arising out of the Contract shall be subject to the jurisdiction of the Courts in Tripura only and will be settled accordingly.

### **15. Disputes & Arbitration**

- (i) All disputes arising out of execution of the contract shall be settled through arbitration. Both the parties shall first try to resolve the disputes amicably by mutual consultation. If they fail to resolve the disputes by such mutual consultation within 30 days, then, depending upon the position of the case, either of the party shall give notice to the other party of its intention to commence arbitration as per the Indian Arbitration and Conciliation Act, 1996.
- (ii) Sole Arbitrator shall be appointed by Secretary, I&CA Department, Government of Tripura within 30 days of notice regarding appointment of Arbitrator.
- (iii) The arbitration shall be conducted in accordance with the provisions of the Arbitration & Conciliation Act 1996.
- (iv) Notwithstanding any dispute between the parties, the agency shall not be entitled to withhold, delay or defer his obligation under the contract and the same shall be carried out strictly in accordance with the terms & conditions of the contract.

### **16. Liquidated Damages**

In case the firm does not comply to the terms & conditions mentioned in the contract, action shall be taken against the firm to recover liquidated damages including administrative expenses. It would be the first and foremost responsibility of the contractor to ensure that the services are being provided satisfactorily and contract is executed as per agreed terms and conditions. In the event of delayed or unsatisfactory services, the I&CA Department, Government of Tripura may recover a sum from the contractor equivalent to minimum of 0.5% of the price for any portion of services delayed / negligence in service. The maximum amount to be recovered would be 10% of the price for any portion of services delayed / negligence in service.

### **17. Penalty Clause**

- a) If the bidder withdraws or alter its bid before the bid validity period, Ministry may take the decision to forfeit the EMD and debar it from participating in future tenders.
- b) If at any future point of time it is found that the bidder has submitted information which is factually incorrect or if the bidder does not fulfill any of the contractual obligations, I&CA Department, Government of Tripura may take a decision to cancel the contract with the immediate effect, and/or debar the bidder from bidding prospectively in this and all other tender procedures for a period to be decided by the Department and take other action as deemed necessary. The penalty with respect to its time period shall be quantified by the I&CA Department, Government of Tripura at its own discretion/satisfaction.

**18. GENERAL TERMS AND CONDITIONS:**

- a) Any conditional offers made by the bidder or any alternations/ corrections made in the tender form shall not be considered. Similarly incomplete and unsigned tender documents will be summarily rejected.
- b) This Notice Inviting Tender and the Tender Document shall be duly signed and stamped will be submitted online with technical bid.
- c) While submitting the tender online for this work the bidders shall be deemed to have read, understood and accepted all the terms and conditions stated in the tender document. Any doubts or clarifications with regard to the interpretation of the Terms & Conditions stipulated in this Tender Notice, shall be got clarified in the pre-bid meeting. Requests for postponing the tender opening date for the same shall not be accepted.
- d) The bidder should be a company registered under the Indian Companies Act 1956/2013 or firm. Joint Ventures & Consortiums are not allowed to participate in the bid.
- e) Bidder shall treat the tender specifications and contents thereof as confidential.
- f) The rates should be quoted inclusive of the cost of Services, Manpower cost, Transportation, maintenance for a minimum period of 1 year, Printing of Questionnaires and report generation and also inclusive of charges of GST/VAT and other taxes/charges as applicable.
- g) The Agency/Firm shall bear all costs associated with the preparation and submission of its bid, including cost of presentation for the purposes of clarification of the bid, if so desired by I&CA Department, Government of Tripura and I&CA Department will, in no case be responsible or liable for those costs regardless of the conduct or outcome of the Tendering process.
- h) Intending agency/firm shall attend the virtual Pre-Bid Meeting as per schedule through its authorized representative at their own cost.
- i) The Contractor and his staff must abide by various rules, regulations and instructions of I&CA Department, Government of Tripura as prevalent/issued from time to time.
- j) I&CA Department, Government of Tripura would have the right to terminate the contract without notice before the expiry of the term, in case the work performance is not found up to the standard, or in case there is any violation of the terms and conditions of the contract or I&CA Department, Government of Tripura rules & regulations, or if there is any incident of indiscipline on the part of the Contractor or his staff. The decision of the I&CA Department, Government of Tripura in this regard would be final and binding on the Contractor.
- k) If the service of the agency continuously remains deficient, the Performance Security of the agency would be forfeited.
- l) Non-compliance of any terms and conditions enumerated in the contract shall be treated as breach of contract.
- m) Frequent changes of contract employees shall not be preferred but any changes shall be done with prior notice and to the satisfaction of I&CA Department, Government of Tripura.
- n) I&CA Department, Government of Tripura reserves the right to reject the whole tender/ partially tendering process at any time without assigning any reason.
- o) The contractor shall not divulge any information that is made known to him or he may come across during execution of the contract to any person not authorized to receive such information.
- p) All information, document, photos, videos and data coming in the possession of firm as a result of the execution of the job shall all at time remain the property of I&CA Department, Government of Tripura. The firm shall not make or allow to make an unauthorized copy, use, access or other utilization of these materials commercially or otherwise, directly or indirectly except as agreed by

the I&CA Department, Government of Tripura. The firm shall also ensure complete confidentiality of the information and data provided to carrying out the job.

- q) The firm has to complete the job assigned within the joint agreement time. In the event of delayed or unsatisfactory services, the I&CA Department, Government of Tripura may recover a sum from the contractor equivalent to minimum of 0.5% of the price for any portion of services delayed / negligence in service. The maximum amount to be recovered would be 10% of the price for any portion of services delayed / negligence in service.
- r) The I&CA Department, Government of Tripura will have no liability regarding transportation, boarding and lodging of firm and their staff.
- s) Suitable space with Furniture/Internet Connection will be provided by I&CA Department to the onsite support staff for social media and multi-media creative management and services related activities only. All design & development work shall be carried out by the agency at their own site. Any specific site work tool with required license will be arranged by the contractor from their own resources and any work should not delay for such reasons.
- t) The support manpower deployed at I&CA Department, Government of Tripura site will be the sole liability of the contractor and any issues regarding the same will be the sole responsibility of contractor only.
- u) There shall be no relationship of employer-employee between the I&CA Department, Government of Tripura and Staff deployed by the Agency and they should be governed by the Agency.
- v) Working hours and days will be as per the norms followed at I&CA Department, Government of Tripura.
- w) Bidder shall provide the backup of support manpower in case of non-availability of any of the resource manpower deployed at I&CA Department. It is desired that services are being provided satisfactorily and contract is executed as per agreed terms and conditions. In the event of delayed or unsatisfactory services, the I&CA Department, Government of Tripura shall impose penalty as per point No.16 in this tender document.
- x) Under no circumstances the firm shall appoint any 3rd party or sub-lease/sub-let the contract.
- y) The rate quoted shall remain firm during the period of contract.
- aa) The firm shall provide backend support from their office.
- bb) The bidder shall be solely responsible for compliance to provisions of various Labour, Industrial and any other laws applicable and all statutory obligations, such as, Wages, Allowances, Compensations, EPF, Bonus, Gratuity, ESI etc. relating to personnel deployed onsite at I&CA Department. The Department of I&CA shall have no liability in this regard.

**N.B:** Other terms & conditions will be followed as per Manual for Procurement of Goods & Services 2018 by Finance Department, Government of Tripura.

**Tender No. F.65 (353)-ICA/2020/Advt./P-I**

**Instructions for Online Bid Submission**

The bidders are required to submit soft copies of their bids electronically on the Government of Tripura e-Procurement portal [https://tripuratenders.gov.in.](https://tripuratenders.gov.in), using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the e-Procurement portal of Government of Tripura, prepare their bids in accordance with the requirements and submitting their bids online on the e-Procurement Portal. More information useful for submitting online bids on the e-Procurement Portal may be obtained at: [https://tripuratenders.gov.in.](https://tripuratenders.gov.in)

**REGISTRATION**

1. Bidders are required to enroll on the e-Procurement portal of the Government of Tripura (URL: [https://tripuratenders.gov.in.](https://tripuratenders.gov.in)) by clicking on the link “Online Bidder Enrollment” on the e-Procurement portal of Government of Tripura which is free of charge.
2. As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
3. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the e-Procurement portal of Government of Tripura.
4. Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificated with signing key usage) issued by any Certifying Authority recognized by the competent authority with their profile.
5. Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC’s to other which may lead to misuse.
6. Bidder than logs on to the site through the secured long-in by entering their user ID/password and the password of the DSC.

**PREPARATION OF BIDS**

1. Bidder should take into account any corrigendum published on the tender document before submitting their bids.
2. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents- including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
3. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender documents/schedule and generally, they can be in PDF/XLS/RAR/DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
4. To avoid the time and effort required in uploading the same set of standard document which are required to be submitted as part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use “My Space” or “Other important Documents” area available to them to upload such documents. These documents may be directly submitted from the “My Space” area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

## **SUBMISSION OF BIDS**

1. Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
2. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender documents.
3. Bidder has to select the payment option as “online” to pay the EMD as applicable and enter details of the instrument as per portal.
4. EMD must be paid electronically using (only) the online payment facility provided in the portal. Its nonpayment will lead to disqualification of the bidder.
5. Bidders are requested to note that they should necessarily submit online their financial bids in the BOQ provided and no other format is acceptable. The BoQ format provided with the tender documents, is to be downloaded and to be filled by all the bidders with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it only online, without changing the filename. If the BoQ file is found to be modified by the bidder, the bid will be rejected.
6. The server time (which is displayed on the bidders dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
7. All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using buyers/bid openers’ public keys.
8. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
9. Upon the successful and timely submission of bids (i.e. after Clicking “Freeze Bid Submission” in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
10. The bid summary has to be printed and kept as an acknowledgement of the submission of the bid.

## **ASSISTANCE TO BIDDERS**

Any queries relating to the tender documents and the terms and conditions contained therein should be addressed to the Tender inviting Authority before or on the pre-bid meeting as per scheduled date in tender notice only.

**TENDER ACCEPTANCE LETTER**

Date:

To  
Director  
Information & Cultural Affairs  
Government of Tripura  
Gandhighat, Agartala  
West Tripura

**Subject:** Acceptance of Terms & Conditions of Tender.  
Tender Reference No.**F.65 (353)-ICA/2020/Advt./P-I**

**Name of Tender/Work:** Engagement of Social Media Management and Multi-Media Creative Agency for Information & Cultural Affairs (I&CA) Department, Government of Tripura.

Dear Sir,

1. I/We have downloaded/ obtained the tender document(s) for the above mentioned Tender/Work" from the website namely <https://tripuratenders.gov.in>. e-Procurement Portal of Government of Tripura as per your advertisement given in the above mentioned website.
2. I/We hereby certify that I/ we have read the entire terms and conditions of the tender documents from page No. 1 to 11 (including all documents like annexure(s). schedule(s) etc.) which form part of the contract agreement and I/We shall abide by the terms /conditions/clauses contained therein.
3. The corrigendum(s) issued from time to time by your department / organization on the website too has also been taken into consideration, while submitting this acceptance letter.
4. I/ We hereby unconditionally accept the tender conditions of above mentioned tender document(s)/ corrigendum(s) in its totality/entirety.
5. In case any provisions of this tender are found violated then your department/ organization shall without prejudice to any other right or remedy be at liberty to reject this tender/ bid including the forfeiture of the full said earnest money deposit absolutely.

Yours faithfully

Signature of the Authorized signatory  
with name, designation, seal and date

**Scope of Work, Deliverables and Timelines for Social Media Management****Agency**

The scope of work for **Social Media Management** of the selected agency shall be, but not limited to, the following:

- a) The agency will be responsible for handling, managing and maintenance of all official social media handles of I&CA Department, Government of Tripura. The agency will study the existing activities of I&CA Department, Government of Tripura and simultaneously prepare a communication plan after discussion with I&CA Department, Government of Tripura and submit it as per requirement of the Department.
- b) Minimum of qualified and experienced professionals as mentioned in the Tender documents are required to be posted on site at I&CA Department. One each for following jobs and shall work in coordination with team spirit. They should have good Communication skill in English, Bengali, Hindi and regional languages. Minimum other qualified & experienced professional will support offsite from agency's office.
- c) **Manpower requirement**
  - i. Social Media Consultant-01
  - ii. Social Media Managers -03
  - iii. Graphics designers -03
  - iv. Content writers -03
- A) **One(1) professional Social Media Consultant–cum-Team Leader** for content writing as per requirement in Social Media, interviews with officials of different Departments and constitutional authorities of the State Government of Tripura, project-based content creation for Social Media platforms. He/she must be a Graduate from any recognized University/College and having minimum of 5 years of experience in the field of Social media analytics, publishing, social media monitoring.
- B) **Three(3) professionals – Social Media Managers** with expertise in handling social media (Twitter/ Facebook/ YouTube/ Instagram/Koo/Google+ etc.) management, content writing on regular day to day basis. He/she must be must be a Graduate from any recognized University/College.
- C) **Three(3) professionals – Graphic designers** with two(2) years of field experience in Conceptualizing, graphic designing, web designing and publishing tools. He/she must be must be a Graduate from any recognized University/College.
- D) **Three(3) professionals - Content writers** (both in English, Bengali, Hindi and regional language) with content writing experience in any reputed media house for minimum of 3 (three)years. He/she must be must be a Graduate from any recognized University/College.
- E) Additional supportive onsite/offsite manpower shall be provided by the agency as and when necessary for time bound activities without any further financial assistance.
- d) Implement strategies to build and engage the community in a creative manner
- e) Management and growth strategy of all social media channels.
- f) Onsite and offsite Support team in consultation with I& CA Department, Government of Tripura shall plan social media strategy.

**Social Media Management work will include, but not limited to:**

- i) The bidder shall prepare a social media communication strategy for effective dissemination of all the activities highlighting the achievements etc. of Government of Tripura on all social media channels (Twitter / Facebook / Instagram /Koo /YouTube) or any other new platform.
- ii) The social media management will consist of post creation, posting and driving of innovative outreach campaigns. The agency needs to provide a detailed plan of campaign ideas & timing.
- iii) The bidder shall make prompt and proper updating of Facebook/Twitter/ Instagram/Koo Blogs/etc. and other social media activities of the department through its onsite and offsite support team in consultation with I&CA Department, Government of Tripura.
- iv) Posting and filtering of user comments, providing responses to all official social media handles & profiles, and creation of relevant tagging & linkages.
- v) Repackaging of the content (videos and photographs) into suitable formats (video packages and others).
- vi) Giving new & colourful look to all social media handles in form of artwork, creative, themes, etc.
- vii) The bidder shall be responsible for posting and filtering of user comments, providing responses to all the official social media handles/profiles, and creation of relevant tagging & linkages of the content on all the platforms.
- viii) The bidder shall set up a complete social networking management system for I&CA Department, Government of Tripura and manage the various social media platforms of I&CA Department, Government of Tripura in English, Bengali and Hindi and regional languages.
- ix) The bidder shall be responsible for round the clock moderation of all social media platforms to address spam, unauthorized and inappropriate content, etc.
- x) The bidder shall manage live events through Facebook, Twitter, Youtube, etc.
- xi) The bidder shall publicize all the State events, national and international events, seminars and workshops as suggested by I&CA Department, Government of Tripura through social media platforms.
- xii) All queries received on all the platforms require a consultation with I&CA Department, Government of Tripura should be answered within two working days. The bidder shall use a good industry standard monitoring tool for analyzing comments/remarks about Government of Tripura in various media like newspapers, magazines, blogs, social media platforms, etc., both offline and online, local, national and international.
- xiii) The bidder would be responsible for storage of content and data by means of Online/Offline archival support including cloud-based servers (online) and servers at I&CA Department, Government of Tripura premises (offline). The archival system should have back up storage with long term retention. The content shall be available for minimum one year. The required hardware will be supplied by I&CA Department, Government of Tripura.
- xiv) The bidder shall be responsible for enhancement of the reach of the messages on various social media platforms through organic means so that the content would reach to the last mile on internet domain on near real time basis. The bidder shall be able to multiply the reach of content and promote content organically on various social media platforms following fair and legitimate methods.
- xv) The bidder shall enhance audience engagement on all social media channels through designing and implementing contests, campaigns, promotions, etc. for generating awareness on developmental activities of Government of Tripura and related fields among people and for engaging citizens in Government of Tripura initiatives.



- xvi) The bidder shall ensure that significant posts made by the public on the I&CA Department's social networking sites are monitored on a real-time basis and are brought to the notice of the designated officials daily.
- xvii) The bidder shall provide training, skill up-gradation and capacity building of the officials of I&CA Department including other Departments of Government of Tripura to handle social media sites through lectures, seminars, workshops, classroom / online teaching etc. as per mutually agreed schedule.
- xviii) The bidder shall have credible contingency plan to effectively handle crisis and emergencies.
- xix) The bidder will be responsible for creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, storyboards etc. without any infringement of Intellectual Property Rights (IPR).
- xx) The bidder shall be responsible for information gathering, material collection, documentation and validation with concerned users for creative content writing and social media/other media management.
- xxi) The bidder shall be responsible for uploading of news, events, schemes and achievements related information, images and videos on daily basis in coordination with I&CA Department officials on Social Media and website/web portal.
- xxii) The bidder shall assist I&CA Department as and when required, during the Mega Events/Seminars/ Conferences etc. organized by the Government of Tripura.
- xxiii) The bidder shall design and provide creative inputs for presentations being made by I&CA Department.
- xxiv) The bidder shall have the responsibility of ensuring that all content featured/published on the basis of this assignment is free of legal encumbrances including copyright issues. I&CA Department will not have any responsibility in this matter.
- xxv) The bidder shall undertake that all processes and standards are being followed to ensure that the data is secure and immune to any fraudulent activity.
- xxvi) The bidder shall submit a suggested process of Performance Review on a quarterly basis before signing of contract. This will be appropriately and suitably amended (if required) by I&CA Department, Government of Tripura and implemented.
- xxvii) The bidder shall submit fortnightly, "Effectiveness Analysis and MIS Reports" to I&CA Department on the effectiveness of the social media strategy for Government of Tripura's activities on the social media platforms and the results achieved.
- xxviii) The bidder should suggest the number of reports eliciting periodicity, format and content of such reports which should help I&CA Department to know the exact position of the efforts undertaken.
- xxix) A predefined fortnightly content calendar for each of the social media platform to be shared with I&CA Department, a week in advance for approval. The same cycle to be followed for approval of the content calendar throughout the year.
- g)** Content could pertain to the projects in progress and on the anvil, schemes, events, funding opportunities etc. Outdated information will be periodically archived to reduce information loads. These messages will be complimented with visual pictures, animation. Video clips and graphics to assist information transfer and attention.
- h)** Conceptualizing, designing and supervise the jobs like e-brochures, & e-magazines, advertising, & posters etc. to be uploaded in Social Media platforms of I&CA Department.
- i)** The Bidder has to share information/documents whenever asked for by any authorized committee of I& CA Department, Government of Tripura.
- j)** Monitor the social media accounts in one place.
- k)** The agency has to provide one price inclusive of all taxes for developing and manpower support for one year and other details.

- l) The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at **Time T - (Date of Allotment of Work):-**

<b>Sl. No.</b>	<b>Activities/Job</b>	<b>Time Period</b>
1	Preparation & Submission of detailed plan of action offsite at agency's office.	T+7 days
2	Providing of qualified & experienced manpower for new content creation, update & maintenance and other creative communication & media activities at I&CA Department site on daily basis inclusive of travelling and other expenses. Updation & maintenance of all the I&CA Department social media sites inclusive of travelling and other expenses.	T+1 year

### ***Digital Media***

- Posts on Government of Tripura's activities on portals of I&CA Department/Face-book/ - 50 per week Twitter/ Youtube /Instagram and other social media ; Creation of Info graphics
- Publicize all the State events, national and international events, seminars and workshops including as suggested by I&CA Department, Government of Tripura through social media platforms
- Conducting live events on Social Media on topical issues relating to developmental activities of the Government of Tripura.
- Bulk Whatsapp messages – as and when required
- Round the clock moderation of all social media platforms to address spam, unauthorized and inappropriate content, etc.
- Enhance the audience engagement on all social media channels through designing and implementing contests, campaigns, promotions, etc. for generating awareness on Government of Tripura's developmental activities
- Shall submit fortnightly, "Effectiveness Analysis and MIS Reports" to I&CA Department on the effectiveness of the social media strategy and the results achieved.

## Scope of Work, Deliverables and Timelines for Multi Media Creative Agency

The scope of work of the selected agency shall be, but not limited to, the following:

- a) The agency will be responsible for creative requirements for print, multi-media campaigns, film production, animated films, documentary films, Audio Visual Production, Creation of TVC, Radio Jingles, creation of contents for Web ads, Newspaper ads, printing and designing of calendars, brochures, pamphlets, hoardings, billboards, diaries, clone cards etc. of I&CA Department, Government of Tripura. The agency will study the existing activities of I&CA Department, Government of Tripura in regards to Multi-Media activities and also submit plan after discussion with I&CA Department, Government of Tripura.
- b) Minimum of qualified and experienced professionals as mentioned in the Tender documents are required to be posted onsite at I&CA Department. One each for following jobs and shall work in coordination with team spirit. Multi-Media Creative skill in English, Bengali, Hindi and regional languages is essential requirement. Minimum other qualified & experienced professional will support offsite from agency's office.
  - i) **Two(02) professional Multi-Media Specialist– cum- Team Leader-** for monitoring of multi-media creative management as per requirement in consultation with I&CA Department, Government of Tripura and other State Government Department of Tripura. He/she must be a post graduate with degree in Creative Multi Media content etc from any recognize UGC approved university in India and having minimum of 7 years of experience in the particular field.
  - ii) **Three(03) professionals –Multi-Media Managers-** with minimum three(3) years experience in Creative Multi-Media (for print, multi-media campaigns, film production, animated films, documentary films, Audio Visual Production, Creation of TVC, Radio Jingles, creation of contents for Web ads, Newspaper ads, printing and designing of calendars, brochures, pamphlets, hoardings, billboards, diaries, clone cards etc. .) management. He/she must be graduate preferably in Creative Multi Media content etc from any recognize UGC approved university in India.
  - iii) **Five(05) professionals–Multimedia designers-** with field experience in Conceptualizing, graphic designing, web designing and publishing tools etc.
  - iv) **Six(06) professionals – Multimedia Content writers** with three(3) years of multimedia content writing experience in (both in English, Bengali, Hindi and regional language)
  - v) Additional supportive onsite/offsite manpower like- **five(05) Video Editors, five(05) Cameraman, two(02) Voice Over artists and two (02) Reporting / Data operators** shall be engaged by the agency as and when necessary for time bound activities without any further financial assistance.
- c) Implement strategies to build and engage the community in a creative manner
- d) Management and growth strategy of Multi Media creative activities.
- e) Onsite and offsite Support team in consultation with I&CA Department, Government of Tripura shall plan Creative Multi-Media strategy.
- f) Work to be done on **Creative Multi-Media, Outdoor/ Indoor Advertise Management** will include, but not limited to:
  - The Agency shall perform the following functions:  
The Selected agency shall prepare a Creative Multi-Media strategy for print, multi-media campaigns, indoor/ outdoor advertisement, film production, animated films, documentary films, Audio Visual Production, Creation of TVC, Radio Jingles, creation of contents for Web ads, Newspaper ads, printing and designing of calendars, brochures, pamphlets,

hoardings, billboards, diaries, clone cards etc. of I&CA Department including other State Government Departments, Government of Tripura. The Creative Multi-Media management will consist of post creation, posting and driving of innovative outreach campaigns. The agency needs to provide a detailed plan of campaign ideas & timing. However, detailed parameter in each category is given below:

- **Outdoor/Indoor Advertise Management:** Creation of graphic designs, billboards, preparation of content for showcasing various development activities, schemes and policies of the government, documentary films, short ad-films, jingles etc.
- a. **Graphics Creation:** A team of graphic designers will work on converting data and information released by various departments into info graphics and other graphical representations to be published in various platforms of I&CA Department, Government of Tripura.
  - Developing e-Books on Content shared by the Government of Tripura.
  - Design Backdrops, direction panels, posters, ads and other awareness creating content for various workshops/ meetings/ conferences/ trainings organized by ICA Department, Government of Tripura.
- b. **Creation of Calendars, Government Diary, Coffee Table Books**  
The agency shall be able to prepare and print Calendars, Government Diary, Coffee Table Books etc, as and when required by the direction of the I&CA Department, Government of Tripura.
- c. **Creation of E-Book/M-Books, brochures, Emailers**  
The selected agency on requirement of the department may create E-Book, M-Book, brochures, Emailers on the assigned Topics.
- d. **Video team:** A video production team including producers, GFX creators, editors, VO artists etc. will be required to create TVC, Short ad videos, documentary etc. that can be published on various platforms.
- e. **Production of Audio- Visual Films**
  - The selected agency on requirement of the department may produce, animated films, documentary, Audio Visual Films.
  - Production of high-quality special videos using VR/ celebrity/ special shooting equipment as per specific requirements of Government of Tripura.
- f. **Strategy for campaigns:** The agency will be expected to plan awareness campaigns around the various schemes and projects that need to be highlighted and communicated to citizens. The selected agency should have a background in planning such campaigns.
  - Help publicize all festivals, cultural events National, International and Ministerial events suggested by the Government of Tripura using the Outdoor/ Indoor Advertisement etc.
  - Content shared online must be copyright protected.
- g) **Manpower Requirement:**

The following manpower is required:

- I. **Multi-Media Specialist – cum- Team Leader-02**
  - II. **Multi-Media Managers-03**
  - III. **Multimedia Content writers-06** (2-Bengali,2-Hindi, 2-English)
  - IV. **Multimedia Designers -05**
  - V. **Video Editors – 05**
  - VI. **Cameraman-05**
  - VII. **Voice Over artist- 02**
  - VIII. **Reporting / Data operator - 02**
- h. **Content Creation:** The selected agency shall be responsible for creating content as per deliverables be it creative designs, posters, backdrops, leaflets, pamphlets, jingles, Audio, videos, animated films, documentary, calendars, diary, M-books, billboards, content for indoor/

outdoor advertisements etc. It is expected out of agency to develop content with impeccable spelling and grammar with clear understanding of Government of Tripura through research. The team should have familiarity with keyword placement.

- i. **Photo/ Video Bank:** A still Photo/ Video Bank with cataloguing needs to be developed high quality and high-resolution aesthetic photographs/ videos on various themes / aspects of Government of Tripura procuring photographs and videos as may be required, for which no cost shall be paid to the selected agency.
- j. **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored. Also the agency will not use any copyrighted material until it has permission/license of using it. In case of any legal dispute for the content the responsibility shall be of the selected agency only.
- k. **Reporting:** The selected agency must submit a monthly report to ICA Department, Government of Tripura indicating the item wise achievement of their works and strategy.

The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at **Time T - (Date of Allotment of Work):-**

Sl. No.	Activities /Job	Time Period
1	Preparation & Submission of detailed plan of action offsite at agency's office.	T+7 days
2	Providing of qualified & experienced manpower for new content creation, update & maintenance and other creative communication & media activities at I&CA Department site on daily basis inclusive of travelling and other expenses. Updation & maintenance of all the I&CA Department Creative Multi-Media sites inclusive of travelling and other expenses.	T+1 year

## 1. Key Deliverables

### 1. Content/graphic design etc

- Design of flyers/posters/brochures/Pamphlets - - 30 per month
- Design of Coffee Table Book/Calender– - 10 per year
- Design of Booklet on Annual achievements/brochure/folder -02 per month.
- Design of content of Government diaries/card etc - 10 per month.
- Design of content of hoarding/bill board etc - 10 per month.
- Design of content for advertisement in newspapers/ website etc - 15 per month.

### 2. Audio Visual production

- 1-2 minute audio visual Production - 15 month
- 5-10 minute documentary - 05 per month
- Animated film on achievement of government etc - 05 per month
- Radio Jingles- - 05 per month

**Technical Bid Form**

Technical bid containing the information/documents as specified in Point 4 of this tender Document and other details should be submitted properly page numbered as the format given below:

Sl. No	Particulars	Yes/No
1	<b>Background profile of the organization:</b> a) Brief on the profile and the track record of the agency indicating the strength and the credentials of the agency, b) Network details like affiliation with or direct contract from Social Media networks such as Facebook, twitter, Google, YouTube, Instagram, Wikipedia etc. c) Details with number of Employees as expert in handling social media channels like Facebook, twitter, Google, YouTube, Instagram, Wikipedia etc. and skilled in multimedia creatives such as multi-media campaigns, film production, animated films, documentary films, Audio Visual Production, Creation of TVC, Radio Jingles, creation of contents for Web ads d) Details of in-house facilities like the agency must have in-house tools /applications for social media listening, analytics and multi-media creatives. Also, the agency should have available facilities for in-house solution so that the services are operational within the stipulated time frame and kept functional on 24 X 7 basis.	
2	Copy of Registration Certificate with Registrar of Companies.	
3	Copy of PAN/TAN & GST number as applicable	
4	Copy of ITR returns for the last three years	
5	Copy of latest Sales Tax/ VAT/ GST Clearance Certificate or copy of latest tax deposit challan	
6	Copy of Certificate to the effect that the firm is neither blacklisted by any Govt. Department nor any criminal case is registered against the firm or its owner anywhere in India.	
7	Copy of proof of qualification/additional skills in respect of the team proposed to be employed by the agency.	
8	Brief profile and experience of the key personnel available with firm particularly of those who would to be involved in the management of this programme.	
9	Details of work experience in Social Media Management (with qualified and experienced professionals) for last 3 years	
10	Details of work experience in Multi Media Management (with qualified and experienced professionals) for last 3 years	
11	Details of work experience in Multi-Media Creative's (with qualified and experienced professionals) for last 3 years	
12	The agency/ bidders should give undertaking to open an office within 15 days if the work is awarded to the organization.	
13	Average annual turnover should not be below Rs. 2 Crores for the last three years. Copies of Audited Balance Sheet / CA Certificate for the last three years (2018-19, 2019-20, 2020-21) to be attached.	
14	Details of work experience in Social Media Management and Multi Media Creative support services, graphics design & editing etc. in Government of India/ minimum 1(one) North-Eastern States Governments, other State Governments and PSUs under Central/ State Government. (please attach proof/copy of work orders). indicating the followings- a) Social media Security like response management & data security and safety mechanism to prevent unauthorized access to Social Media platforms b) Social media footprint increases with expansion/accommodation of new accounts c) Appreciation certificates/best acknowledgement from any Central Government Department/PSU/any State government departments for multi-media creative activities	
15	Copies of Satisfactory Performance Certificates of having completed at least 3 contracts similar to the subject matter of this Tender Notice during the period of last 3 years in Govt. Departments/organizations/ PSUs.	
16	Strategy plan for proposed Social Media Management and Multi-Media Creative for Government of Tripura to be submitted. The plan must be equipped with – a) Ownership of Third-party software/License held for home-grown software's; knowledge of their usage (e.g. Coral draw, Photoshop, video/audio editing etc.)	

	<ul style="list-style-type: none"> <li>b) affiliation with or direct contract from Social Media networks such as Facebook, twitter, Google+, YouTube, Instagram, Wikipedia, Koo etc.</li> <li>c) Strategy to increase the social media presence of the ICA Department or State government (to be assessed in terms of followers periodically).</li> <li>d) Strategy to take prompt steps with Social Media Service providers such as facebook, twitter etc. to close down any non-official Social Media portals which use the name of the ICA Department or any other state departments as and when directed.</li> <li>e) Strategy &amp; Resources (human/technological) for social media analysis</li> <li>f) Creation of analytical reports &amp; summarizing of the social media developments of the day</li> <li>g) Strategy to flourish the activities, achievement of ICA department or any other departments of state government using multimedia designs, graphics, documentary films, short ad-films, jingles etc.</li> </ul> <p>The plan shall be presented before the committee.</p>	
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18	Copy to this Notice Inviting Tender and Tender Document duly signed and stamped	
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**Declaration:**

This is to certify that I/We before signing this Technical Bid Document have read and fully understood all the terms and conditions contained in the Tender Document and undertake myself/ourselves to strictly abide by them.

**Signature of the Authorized signatory  
with name, designation, seal and date**