

TERMS OF REFERENCE

Empanelment of Social Media Management Agency to Service the Karnataka Rural Drinking Water & Sanitation Department.

1. Background:

Ministry of Jal Shakti, Department of Drinking Water and Sanitation, GoI is implementing the Swachh Bharat Mission Gramin (SBM-G) and National Rural Drinking Water Programme (NRDWP) in co-ordination with the RDW&SD, Govt. of Karnataka. These programmes are focused on achieving the desired goals viz Open Defecation Free State, Effective Management of Solid and Liquid Waste, Healthy Sanitation Practices and Providing Safe Drinking Water and Conservation of water through best practices.

In the present day digital world such as Facebook, YouTube, Whatsapp, Twitter, Instagram, etc, helps us to reach to public about the programmes and their benefits, creating awareness through video and audio communication, pictures with specific messages. Thus, digital media plays a greater role to educate the public and their behavioural changes.

In view of the above, the RDW&SD intends to empanel eligible and reputed agency for social media management of Rural Drinking Water & Sanitation Department.

2. Objectives:

- 2.1 Monitor and handle all digital platforms of RDW&SD.
- 2.2 To target the rural public specifically.
- 2.3 To effectively communicate and co-ordinate with PDOs, IEC/HRD Consultants, NGOs etc.
- 2.4 Capacity building through trainings and conducting state level workshops for concerned stake holders.
- 2.5 To bring in behavioural change among the rural public with active engagement in digital platforms.

3. Scope of Social Media Management Agency:

The empanelled Agency shall perform below activities:

- 3.1 Creative and innovative design concepts to publish in social media.
- 3.2 Increasing the numbers of viewers of all department social media platforms on constant basis.
- 3.3 Ensuring regular announcements, live updates and other activities of the department programs.
- 3.4 Regular innovative campaigns to maintain continuous engagement of targeted audience.
- 3.5 Regular Ad campaign in social media.

3.6 Execution - Implementation based on approved plan; content, designs & social media management; campaign activation, designs, etc.

4. Minimum Technical Qualification Criteria required of an Agency as below:

- 4.1 For an Agency, it should be registered/empanelled under any state or central Government authorities, in social media management activities.
- 4.2 The Agency should have a minimum experience of at least 5 years in Social Media Management and preferably experience in the Rural Development sector which should include areas such as: Social Media Planning & Advertising, Social Channel optimization, Content Creation, Analytics, Executing campaigns, Social Listening, Response Management, Coverage of on ground activities and other areas of Social Media Marketing. The work done certificates should be submitted.
- 4.3 The minimum financial turnover should be not less than Rs.30 Lakhs per year in any 2 years over a period of last Five years. The financial turnover shall be obtained from exclusively social media management. The CA certified financial turn over certificates shall be submitted.
- 4.4 Bidder must have valid TIN/PAN and GST Registration number and attach a documentary proof with the Tender.

5. Presentation details and Score (Technical Responsiveness)

The agency shall satisfy the minimum qualifications & experience as per clause (4) and they would be eligible for giving presentation before the committee constituted by the RDW&SD.

1.	Past Performance & Credentials		30
	Game Changing Innovations / Campaigns / Ideas executed, (preferably 10 in numbers of different cases which is successfully completed and implemented)and if any Recognition to the Agency in the last 5 years.	15	
	Should have done social media management (Facebook, Twitter, YouTube, Whatsapp, Instagram etc.) Government Department or private sector on development programs of acceptable standard.(minimum 2 departments)	15	
2.	Presentation of social media approach towards the assignment before the evaluation committee. (Approach & Methodology shall be submitted)		20
	Action plan / strategy proposed for the Department to enhance its Social Media presence & leverage the same to outreach the public.	10	
	Quality of Team working for RDW& SD	10	

Total marks	50 Marks
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The minimum score of key staffs required to qualify for empanelment is 35 Marks.

The date of presentation shall be intimated to the Agency by the RDW&SD among those who satisfy the minimum requirement as per the clause (4).

6. Duration of the Empanelment:

6.1 The RDW&SD proposes to appoint the Social Media Management Agency for a period of Three year, subject to annual review. The initial appointment shall be for a period of One year, however, at the discretion of the Department, the appointment can extended for a further period of two years, one year at a time, if services are found to be satisfactory and subject to performance review of the Agency with escalation of 10 percent in the previous year contract price.

7. Possession of Rights:

- 7.1 The content and concept developed is the exclusive property of the RDW&SD.
- 7.2 The Agency shall not show/submit any of content developed by department in any place or any competition or in any programme till the same is approved by the department for public dissemination/viewing.
- 7.3 The Agency shall not disclose or share any information related to RDW&SD projects without prior approval of the department.
- 7.4 The electronic media gadgets (hard disk/drive, pen drive, DVD, etc.) used shall be handed over to department at the end of every assignment.

8. The Evaluation Committee:

The Evaluation Committee (EC) shall be constituted under the Chairmanship of Principal Secretary, RDPR. The committee consists of following members:

1. Principal Secretary, RDPR department.
2. Commissioner, RDW&SD.
3. Director-WSSO, RDW&SD.
4. IEC Expert.
5. Digital Media Expert.
6. Expert in Drinking Water and Sanitation.

9. Deliverables:

The social media management shall be done in Kannada and English languages. The payments shall be done based on the deliverables and after satisfactory completion of the assignment and submission of the bills. The details of the deliverables described as below:

Sl.No	Monthly Deliverables
1.	Management of dept. of social media including Facebook, Twitter, Youtube, instagram minimum 40 posts +25 videos per month.
2.	Campaigns
3.	Digital activations –Pledge Campaign or district specific campaigns
4.	Content creations
5.	Regular updates and management of dept. website
6.	Content creation and dissemination on RDPR Gramavani and IEC Consultants whatsapp groups.
7.	Content creation of the sourced content from whatsapp groups
8.	Training and workshop Presentations for consultants
9.	Sourcing and cataloguing of district content from IEC consultants group
10.	Management of event promotion, dissemination and creation support.

1. Payments Terms:

No advance payment shall be made by Department under any circumstances. Payment shall be released after satisfactory completion and acceptance of the entire job. The payment will be made within 15 (Fifteen) days from the date of receipt of Tax Invoice duly supported by receipted challan.

2. Penalty Clauses:

- 11.1 The Agency will take all measures to ensure timely and accurate delivery of content based on Client brief and consultation. These will also go through clearly defined approval processes. However, in case of any misrepresentation of facts / imagery on a repeated basis, Agency will be penalised at 3.33 % of their retainer fee per day and the total penalty amount should not exceed not more than one month retainer fee (Monthly payable fee to an agency). If it exceeds, it will result in termination of contract.
- 11.2 The Agency will deliver as per the agreed monthly deliverable plan. However, in case some of the agreed deliverables have not been met in the defined timelines for reasons other than non-receipt of information/content or timely approval from Client or Force Majeure, Agency will be penalised at 3.33 % of their retainer fee per day and the total penalty amount should not exceed not more than one month retainer fee (Monthly payable fee to an agency). If it exceeds, it will result in termination of contract.

12. Selection process of agency for empanelment by Least Cost Method (LCS).

The agency technical proposals shall be evaluated against the prescribed marks. The agency which satisfies the technical requirements shall only be eligible for making presentation before the evaluation committee.

The bid which is technically responsive is eligible for opening of the financial bid. The agency which quotes least cost (L1) will be selected for empanelment (subject to Negotiation, if any).

13. Submission of Proposals:

No agency shall submit more than one proposal. If any agency has submitted more than one proposal, both proposals shall be rejected outright. The agency should submit the proposal in two envelopes, i.e. Technical Bid and Financial Bid separately. Only the firms which fulfil the technical criteria and technically responsive will be eligible for opening of financial bid. Those firms who do not qualify technically, their financial bid cover will be returned back without opening.

The eligible agency shall submit their proposals to the Commissioner, Rural Drinking Water & Sanitation Department, 2nd Floor, KHB Complex, Cauvery Bhavan, K.G. Road, Bengaluru -560 009., on or before 14-10-2019 at 5:30 P.M. Any submission after due date shall be rejected.

**PARTICULARS FOR APPOINTMENT OF SOCIAL MEDIA MANAGEMENT AGENCY
TECHNICAL BID**

(To be submitted by Social Media Management agency on their letter heads)

The Commissioner,
Rural Drinking Water & Sanitation Department.
2nd Floor, KHB Complex, Cauvery Bhavan,
K.G. Road, Bengaluru -560 009.

Dear Sir/Madam,

We hereby offer to submit our request for selection of **Social Media Management Agency** of Rural Drinking Water & Sanitation Department as per Notice no. _____ Dated: _____ for “**EMPANELMENT OF SOCIAL MEDIA MANAGEMENT AGENCY**”. We unconditionally agree to abide by the Terms & Conditions specified therein.

Our brief profile is as under:

Sl. No	Parameters	Particulars/Description		
1	Name & Address of the Agency/Firm (Details of Tel. Fax, Email)			
2.	Constitution of the Agency/Firm (Proprietorship / Partnership / Joint venture or registered under Companies Act enclose necessary documentary proofs)			
3.	Date of Establishment			
4.	Financials of the Agency/firm for the last 5 years (mention amount in Crores Rs., enclose auditor's certificate for the same)	Particulars	Turn over	Net-worth
		2014-15		
		2015-16		
		2016-17		
		2017-18		
		2018-19		
5.	Employees Details for the assignment:	1. Name: Designation: Experience: 2. Name:		

		Designation: Experience:
6.	Provide past case studies in 10 slides where the agency has executed similar kind of assignment:	

We certify that the above particulars are correct and we understand and agree that if any statement is found to be false or not correct, RDW&SD reserves the right to remove us as appointed empanelled Agency, if appointed, with immediate effect and department's decision in this regard shall be full, final and binding on us. We understand and agree that the empanelment does not obligate the department in any manner. We also understand that RDW&SD has the right to cancel the name of the agency from the approved lists at its absolute discretion at any time during the term of the engagement.

I/we certify that if appointed for selection, I/we shall appoint separate teams for any competing clients who are in the same business as RDW&SD to avoid clash of interests and maintenance of confidentiality.

In case at any stage, it is found that that the information given by me/us is false/incorrect, RDWSD shall have the absolute right to take any action as deemed fit/ without any prior intimation to me/us.

Signature of the authorized person:

Full name of the authorized person:

Designation:

Seal of the firm and date:

**PARTICULARS FOR APPOINTMENT OF SOCIAL MEDIA MANAGEMENT AGENCY
FINANCIAL BID**

SUMMARY OF COSTS

No.	Description of particulars	Amount in Rupees	Quoted by the bidder
a.	Project Leader	1,00,000/-	
b.	Media Planner/ Manager	75,000/-	
c.	Content Writer/Developer	60,000/-	
d.	Graphic Designer	60,000/-	
e.	Video Editor	60,000/-	
f.	Agency Service Charges	1,77,500/-	
g.	Contingency amount (Documentation, Reports & other overheads)	26,625/-	
TOTAL COST (Inclusive of all other taxes)		5,59,125/-	
GST amount (18%)		1,00,642/-	
GRAND TOTAL COST		6,59,767/-	

Note:

- If any aforesaid key staff is found unsatisfactory during the assignment, agency should immediately replace with equally qualified personnel. Replacement is allowed only one time of contract period. Change of key staff shall attract permanent deduction of 10% of amount from the remuneration of the position.
- Department will provide working space and Internet facilities. All other necessary requirements for the assignment shall be arranged by the agency.


Commissioner,
RDWSD, Bengaluru.