



ଓଡ଼ିଶା ସରକାର  
ଗ୍ରାମ୍ୟ ଉନ୍ନୟନ ବିଭାଗ  
**GOVERNMENT OF ODISHA**  
**DEPARTMENT OF RURAL DEVELOPMENT**

ଓଡ଼ିଶା ରାଜ୍ୟ ସଚିବାଳୟ,  
ସଚିବାଳୟ ମାର୍ଗ, ଭୁବନେଶ୍ୱର-୭୫୧୦୦୧  
**Odisha Secretariat, Sachibalaya Marg,**  
**Bhubaneswar-751 001**  
**Fax. 0674-2531690**  
**E-mail- rdsec.or@nic.in**

No.28575300022017/RD

Dt. 9-Jun-17

**QUOTATION**

Sealed tenders are hereby invited from the firms / agencies for opening of & managing a Facebook Page for the Rural Development Department, Odisha. The intending farms / agencies may submit the bid along with other supporting documents to the office of the Commissioner-cum-Secretary, Rural Development Department, Secretariat, Bhubaneswar by 27th June 2017 (5.00PM) through register post / speed post.

The prescribed bid document is available in the website <http://www.rdodisha.gov.in> (Advertisement Section) and the State Govt. web portal i.e. [www.odisha.gov.in](http://www.odisha.gov.in) (All Advertisement Section).

The authority reserves every right to reject all or any of the tender without assigning/any reason thereof.

Joint Secy. to Government

Memo No. 28575300022017/ RD

Dt. 9-Jun-17

Copy both in hard & soft forwarded to Director, Information & Public Relation Department for kind information and necessary action. It is requested to publish the above quotation notice in one Odia daily news paper and one English daily (National) for one day and send copy of the publication to the undersigned for reference.

Joint Secy. to Government

Memo No. 28575300022017 / RD

Dt. 9-Jun-17

Copy both in hard & soft forwarded to State Portal Group, IT Centre, Secretariat, Bhubaneswar for kind information and necessary action. It is requested to publish the quotation in the web portal (Advertisement Section) of the State Government, Odisha

Joint Secy. to Government



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ଗ୍ରାମ୍ୟ ଉନ୍ନୟନ ବିଭାଗ  
**GOVERNMENT OF ODISHA**  
**DEPARTMENT OF RURAL DEVELOPMENT**

By Fax/E-mail/Speed Post

ଓଡ଼ିଶା ରାଜ୍ୟ ସଚିବାଳୟ,  
ସଚିବାଳୟ ମାର୍ଗ, ଭୁବନେଶ୍ୱର-୭୫୧୦୦୧

**Orissa Secretariat, Sachibalaya Marg,**  
**Bhubaneswar-751 001**  
**Fax. 0674-2531690**  
**E-mail- rdsec.or@nic.in**

QUOTATION

Sealed tender is hereby invited from the Farm / Agencies for Opening, Management of a Facebook Page for the Rural Development Department. The work details are as follows.

Work Details :

**Opening of Account & Maintenance**

- I. The agency/ farm shall create and maintain the Department's Facebook page. The information to be posted includes setting up about-us page, photos, page audience etc.
- II. It will also create a twitter account the same way and integrate it with the Facebook so that posts made are tweeted as well.
- III. It will analyze the cover image of other similar popular organizations in the world and implement the best possible practices with a better cover, profile, and image.
- IV. It will change the profile image with a new one from time to time.
- V. It will monitor the page with a frequency of twice a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.

**Content and editorial service**

- I. The agency/farm will design a content strategy. As and when necessary, it will research and discuss with the designated official of the Rural Development Department, gather information and graphics and write/design them in such a way that they get more engagement.
- II. It will also come up with a posting structure that may help streamline content creation in the future.
- III. The Farm/Agency will edit and post content on a daily basis irrespective of holidays.
- IV. As such the farm will collect the content to be posted on the Facebook page in one day in advance from the Department. The agency/farm has to rewrite/edit the content and schedule it for posting next day.
- V. In an emergency situation, posts are to be created multiple times in a day. Similarly, in case the Department wants to use other features such as Facebook live, the agency/farm

has to provide a temporary admin username and password or depute an expert for the same.

- VI. In an emergency situation, the agency may be asked to launch to design and launch a special campaign. The cost of such campaign including travel and remuneration for such work will be borne by the R. D. Department upon submission of an invoice on actual basis.

#### **Reporting & Data Analysis**

- I. It will also create relevant tagging/hash tag and necessary linkages of content on the Facebook page. The Department may ask to post some content in English and Odia as and when requires.
- II. The content created during the period of contract will be the property of the Rural Development Department.
- III. The agency must submit a detailed analysis of the impact of the initiatives and the results achieved such as what types of posts are generating the most engagement, who are the people liking the page and post from time to time at least twice in a year.

#### **Maintenance and regular update**

- I. The agency/ farm will monitor the page from time to time and reader's feedback. It will delete as early as possible any objectionable or inappropriate comments received or after they were brought to it notice.

#### **Page and post promotion**

- I. The agency/farm has to do the promotion of Facebook page and posts and also if required in twitter. It has to provide the estimated cost of the promotion and the likes it is going to have.

#### **Period of Contract**

The period of contract will be for an initial period of one year and may be extended for further period as per requirement subject to review by competent authority.

#### **Eligibility criteria:**

- I. The Farm/Agency must be having its main office/operating in Odisha and have been doing social media management especially the Facebook page of any Department in Government of Odisha/ Undertaking or Cooperatives, any Ministries or Departments of Government of India or other State Governments satisfactorily for more than one year.
- II. It must have the ability to demonstrate that it is capable of editing the required content, images, and graphics on a daily basis.
- III. It has to submit the proof, examples of at least one Facebook page of any Department in Government of Odisha/ Undertaking or Cooperative, any Ministries or Departments of Government of India or other State Governments, it is handling where it has edited and

- posted content mostly on a daily basis (at least 300 posts in a year and one every day) more than last one year, in order to give a true experience to the stakeholders.
- IV. The farm must be a registered service tax assessee. The annual turnover in the last financial year 2016-17 must not be less than Rs.10 lakh.
  - V. It must have enough experience to perform the works such as research, content creation, editing, graphics, traffic analysis, search engine optimization, the creation of key work and hash tags.

**Bid System:**

The bidding will be of two bid system i.e. Technical bid in Part-I (ANNEXURE-I) and Financial bid in Part -II (ANNEXURE-II).

**Cost of Tender Document:**

Non-transferable tender documents for above project will be available in Rural Development Department, Odisha Secretariat on payment of tender cost of Rs.6300/- (including VAT). The tender document cost, which is non-refundable should be payable in shape of crossed demand draft on any commercial bank having branch at Bhubaneswar drawn in Favour of Under Secretary to Govt., Rural Development Department. Tender document downloaded from the website <http://www.rdodisha.gov.in/> [www.odisha.gov.in](http://www.odisha.gov.in) (Advertisement Section) can also be used provided it is accompanied with the required fee in shape of crossed demand draft in Favour of Under Secretary to Govt., Rural Development Department, Bhubaneswar.

**Right to rejection:**

- I. The Farm/Agency is expected to quote competitive rate for the above works after careful analysis of the nature of work. In case it is noticed that the rates quoted by the agency is unusually high, it will be a sufficient cause for rejection of the bid unless the Commissioner-cum-Secretary, Rural Development Department is convinced about the reason of the rates on analysis of such rate.
- II. The Rural Development Department reserves the right to reject any or all the bids received without assigning any reason thereof and the agency shall not be entitled to get any costs, charges or expenses incidental to or connected with preparation and submission of his bid documents.
- III. Canvassing in connection with bid containing uncalled for remarks are liable to be rejected.
- IV. Bids with any modification(s) and /or special condition(s) of the agencies or with any rider is liable to rejection.

**Withdrawals or Modification of Bids:**

No request for withdrawal or modification will be entertained after the last date of submission of Quotation.

EMD:

- I. The technical bid must be accompanied with an EMD of Rs.20,000.00 (Rupees Twenty thousand) only as per tender notice in shape of Bank Draft drawn in favour of The Under Secretary to Government, Rural Development Department payable at Bhubaneswar. No interest will accrue on the Earnest Money.
- II. Bids without prescribed earnest money will be rejected.
- III. The earnest money will be refunded in case the tender process is cancelled by the Rural Development Department.
- IV. The earnest money deposit of successful agency, if awarded with work, will be kept with the Rural Development Department till the term of the agreement and will be refunded within 30 days from the termination of the contract agreement.
- V. The earnest money deposit of the un-successful agencies will be refunded immediately without interest after the execution of the contract agreement with the selected agency.
- VI. The EMD will be forfeited if the Agency refuses to take up the work at the quoted price.

Agreement:

It shall be the responsibility of the successful agency to submit the signed copies of the agreement to the Commissioner-cum-Secretary, Rural Development Department within 10 days of issue of letter of intent work order.

**Sub-letting of Work in Whole or Part.**

The agency shall not assign the job or any part thereof, any share of interest therein, or money due there under, or sub-let the work/job or a portion thereof, in any manner whatsoever. The contract is liable to be rejected at the option of Commissioner-cum-Secretary, Rural Development Department in such case.

**Instruction for Submission of Bid with Required Documents.**

The bid shall be submitted with EMD in Part-I i.e. Technical bid (ANNEXURE-I) and Part-II i.e. Financial Bid (ANNEXURE-II) in two separate sealed envelopes superscribed with technical and financial bid as the case may be and name and address of the bidder. Both the envelopes i.e. Part-I and Part-II envelopes along with EMD shall be put in another envelope, which shall be superscribed with "Bid documents for Opening of Facebook Page for Rural Development Department" along with name and address of the agency and should bear the address of Commissioner-cum-Secretary, Rural Development Department, Government of Odisha, Secretariat, 751001. The agency should mention his/her complete postal address and telephone number, fax number, e-mail address etc. on the bottom left hand side of the envelope. The agency may submit any other details that he may like to furnish.

- a) Quotation received after the due date and time shall not be entertained.

- b) Both the bids completed in all respects (Technical & Financial) should reach the undersigned on register post or speed post on or before 5.00 P.M. of the last date of acceptance of the bid. The technical bid shall be opened on 29<sup>th</sup> June 2017 in the presence of the agency/their authorized representatives in the office of Commissioner-cum-Secretary, Rural Development Department. The date of opening of the financial bids shall be intimated to those farms who shall qualify the technical bid.
- c) The Agency shall submit the following documents.
  - I. The copy of the previous work orders, an authentic analysis of the facebook pages it is doing and a certificate from at least one concerned Government organization/ undertaking/ cooperative expressing satisfaction for the project undertaken.
  - II. Links to all the Facebook pages it is handling to show that it has edited and posted content/ images on a daily basis irrespective of holidays for more than last one year as on the date of submission of the proposal.
  - III. A copy of the service tax registration certificate and a copy of the service tax return it filed for the year 2016/17.
- d) The Rural Development Department shall not be liable for any delay in receipt of the Bid by the agencies and no extension of time to the date of quotation opening shall be given for this reason.
- e) The Agency failing to submit all the specified documents shall be summarily rejected.

GENERAL CONDITIONS:

- a) All statutory taxes/levies (including service tax presently levied on advertising services) or as may be prescribed by law from time to time shall be borne and paid by the client to the agency.
- b) Similarly, charges for any other services including video creation, application development, media buy, purchase of licensed images and content, etc. if applicable, will be charged extra.
- c) No personnel deployed by the Agency shall be paid less than the minimum wages fixed as prescribed by Govt. prevalent at the time of finalization of the bid.
- d) Statutory dues at appropriate rate as per rules etc. shall be given to each personnel by the Agency.
- e) The Rural Development Department will make monthly payment to the Agency for the services rendered and the Agency will bear/pay all other benefits/statutory dues etc.
- f) The Rural Development Department has the right to terminate the contract by giving at least three months notice in writing to the selected Farm/Agency.

- g) Neither the Client, nor the Agency, shall be liable for any default, delay or lapse occurring due to events beyond their control including riot, strike, theft, war, or acts of god and/or nature.

NOTICE AND COMMUNICATION:

- a) The Agency is required to state his/her correct full address in the document. All notices, communications to any agency by the Rural Development Department, Odisha shall be deemed to have been sent or served if delivered or left at or posted to the agency and shall be deemed to have been so performed on the day on which they were so delivered or left.
- b) All notice and communications addressed by - the Commissioner-cum-Secretary, Rural Development Department, Odisha to the Agency, or by the Agency to the Commissioner-cum-Secretary, Rural Development Department concerning the work to be executed under the contract shall be in writing.

GOVERNMENT OF ODISHA  
RURAL DEVELOPMENT DEPARTMENT,  
BHUBANESWAR -751001

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**ANNEXURE - I**

**PART-1 TECHNICAL BID**

1. Name of the Agency

2. Detail Address of the

Registered Office & Branch Office.

Phone No., FAX. No., E-mail id etc.

i. Registered Office

ii. Branch Office

3. Details of Previous Experience

<u>S/.No.</u>	<u>Name of the Organization</u>	<u>Value of Contract</u>	<u>Period</u>
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I.

II.

III.

(The copy of the previous work orders, an authentic analysis of the Facebook pages it is doing and a certificate from at least one concerned Government organization/undertaking/ cooperative expressing satisfaction for the project undertaken should be attached.)

4. Links to all the Facebook pages it is handling to show that it has edited and posted content/ images on a daily basis irrespective of holidays for more than last one year as on the date of submission of the proposal.

5. Copy of the service tax registration certificate and a copy of the service tax return it filed for the year 2016/17.

6. Earnest Money deposit

(A) Draft No.

Name of the Bank

(B) Date

(C) Amount



7. Other documents as at Clause (c) of "Instruction for Submission of Quotation with Required Documents" should be furnished.

8. CERTIFICATE TO BE GIVEN BY THE QUOTATIONER

Certified that, the above mentioned particulars are correct and true to the best of my / our knowledge. In case any statement made above is found not correct, my / our quotation may be rejected by the Rural Development Department, Government of Odisha.

My/Our price is based on the basis of our full understanding about the job.

It is to confirm that our offers shall be valid for 120 days from the date of opening of the qualifying bid.

I/We also authorize the Commissioner-cum-Secretary, Rural Development Department, Govt. of Odisha to forfeit my earnest money in case I/We fail to execute the job for whatever reason, if my/our quotation is accepted

SIGNATURE OF THE  
BIDDER WITH SEAL

I.

**ANNEXURE - II**

**FINANCIAL BID FOR OPENING OF FACEBOOK PAGE AND IT'S  
MANAGEMENT FOR RURAL DEVELOPMENT DEPARTMENT, GOVERNMENT  
OF ODISHA:**

1. Name of the Agency/Farm
2. Service tax Registration No.:
3. Details of breakup of the cost of the assignment:-

Sl	Work details	Bid Amount in Rs.	Remarks
1	Initial Consultation, Social Media Strategy		
2	Facebook page set up (one time)		
3	Twitter account setup (one time)		
4	The design cost of the cover		
5	Design of Logo ( one time)		
6	Social Media Management (Monthly for both Facebook and Twitter)		
7	Content Writing (Optional)		
8	Content Editing (per post)		
9	Graphics/ Wallpapers (per design)		
10	Monthly/quarterly/ yearly data analysis cost		
11	Social book ( one book containing Facebook posts and images every year)		
12	Any other matter (Should be clearly spell)		

NB: Promotion cost will be reimbursed as on actual basis.

Place :

Date:

**SIGNATURE OF THE  
BIDDER WITH SEAL**