



**OFFICE OF THE PROJECT DIRECTOR
ASSAM STATE AIDS CONTROL SOCIETY
KHANAPARA, GUWAHATI – 22**

Phone: +91-361-2360524, E-mail: assamsacs@gmail.com, Website: <https://asacs.assam.gov.in>

No. ASACS/NACP-IV/IEC/SM/2020/1175 /Part-1/23

Dated

Notice Inviting Tender

Sealed RFP (Request for Proposal) in two bid systems affixing non-refundable court fees Stamp worth Rs.8.25 (Rupees Eight and Paise Twenty Five) only are invited from reputed Firms/Agencies having registered office/branch office/production house in Guwahati for promotion of IEC activities in digital social media on HIV/AIDS and Creative Designing of the Printing Materials including adaptation, Translation of printing materials, DTP & Modification of existing designs. The RFP must reach the undersigned on or before **28-3-2024** up to **1:30 P.M.** after which no RFP will be accepted. The Technical Proposal will be opened on the same day at **2:00 P.M.** in presence of the bidders or their authorized representatives, if any. No Complaint will be entertained and considered on the plea of postal delay or otherwise and also no correspondence will be made or entertained regarding non-compliance of any terms and conditions and submission of documents along with the proposal as required. The tender is valid for 180 (One Eighty) days.

The RFP Document containing details of scope of work, professional requirements and other bidding parameters can be accessed and downloaded from the website <https://asacs.assam.gov.in> or <https://sppp.assam.gov.in/#/en> (Tender ID : 2324_ASM_HFWD_11834). The key events of the bidding and evaluation process are as follows:

Published Date	16-3-2024
Clarification Start Date	16-3-2024
Clarification End Date	20-3-2024
Bid Submission Start Date	20-3-2024
Bid Submission End Date	28-3-2024 up to 1:30PM
Bid Opening Date	28-3-2024 at 2:00PM at the office of the undersigned
Financial Bid Opening	To be informed to the qualified bidder
EMD Amount	Rs.16,000/-

INSTRUCTIONS TO BIDDERS:

- A. Proposals shall be submitted super scribing “**Proposals for designing & promotion of IEC activities in digital social media**” on the envelope mentioned below. The bids shall be submitted by post or by hand or drop in the box earmarked by ASACS.
- B. Bidders are requested to furnish particulars for Technical and Financial parts as per the Bid Forms mentioned in the RFP. The bidders are also advised to go through the General Terms & Conditions and evaluation process and satisfy themselves before submitting the proposals.
- C. Quality-and-Cost based Selection (QCBS) method will be used to select the most advantageous bid.

- D. **Project Director, Assam State AIDS Control Society, reserves the right to accept or reject any or whole of the Tender without assigning any reason thereof and does not bind himself to accept the lowest or any other rates. The decision of the Project Director, Assam State AIDS Control Society, will be binding and final in all cases.**
- E. **The Tender documents are not transferable.**
- F. **For any query please contact Mr. Rajib Sarma, In-Charge IEC, ASACS, Mobile No.9864421607 or e-mail at : asacsaddp@gmail.com**

**Project Director
Assam State AIDS Control Society
Khanapara, Guwahati-22**

REQUEST FOR PROPOSAL (RFP)

ASSAM STATE AIDS CONTROL SOCIETY (ASACS), KHANAPARA, GUWAHATI-22 invites proposals from reputed firms, having registered office in Assam for promotion of IEC Activities in digital social media.

1) ELIGIBILITY CRITERIA

- a) The Agency should have Registered Office/Production House/Branch Office in Guwahati.
- b) The bidders must submit all the documents and information

2) GENERAL TERMS AND CONDITIONS

- a) All the pages of the proposal have to be signed by the authorized bidder.
- b) The Assam State AIDS Control Society reserves the right to change/add terms & conditions as and when felt necessary through a letter issued to the agency.
- c) Bidder should fill up rates both in figures and words in the Financial Part.
- d) The selected agency shall be entitled to the mentioned job based on the approval by Selection Committee constituted for the purpose by the Assam State AIDS Control Society (ASACS).
- e) The selected agency shall have to provide services on government holidays also if such services are required on those days.
- f) Bidders are requested to submit their proposals in hard copies addressed to Project Director, Assam State AIDS Control Society, Khanapara, Guwahati-22
- g) Partial financial quotation will not be acceptable and such proposals shall be considered as non-responsive and shall not be evaluated.
- h) Any discrepancy between the unit price and the total price, between words and figures shall be re-computed by the committee. The unit price shall prevail and the total price shall be corrected, in case of any discrepancy. If the prospective agency does not accept the final price based on re-computation and correction of errors, the bidder's proposals will be rejected.
- i) The rates quoted by the bidder shall be fixed and shall not be subject to adjustment/modification on any account.
- j) The prices should be quoted in Indian Rupees only.

3) Preparation of Proposal

The bidders are requested to submit their bids in the following manner:

- a. **Technical Submission:** Earnest Money Deposit and Technical Proposal.
- b. **Financial Proposal:** Priced Bid Format

4) Documents in Technical Proposal

Following documents must be furnished in the Technical Proposal:

- a) Copy of Firm's Registration certificate registered under a Central/State Act.
- b) Copy of Valid GST registration certificate.
- c) Photocopy of Valid PAN card of the firm under IT Act
- d) Certified copy of the IT Return for the last 3 financial years (2022-23, 2021-22 & 2020-21)
- e) The experience certificate or award letter from clients in support of ongoing / completed assignments must be submitted.
- f) Power of attorney in the name of the person signing the bidding documents on behalf of the firm.
- g) Earnest money: All bids must be accompanied with Earnest Money Deposit (EMD) as specified in the bid document, in the form of Demand Draft/ Bankers Cheque.
- h) Signed copies of CVs
- i) Preparation of Technical Proposal
- j) The proposal submitted by the Agency must be in English language.
- k) In preparing the Technical Proposal, Agency is expected to examine the documents constituting this RFP in detail. Material deficiencies in providing the information requested may result in rejection of a proposal.

5) Financial Proposal

- a)** In preparing the Financial Proposal, bidders are expected to take into account the requirements and condition outlined in the RFP document. The Financial Proposal should follow Standard Forms. The Financial Proposal should clearly include, all taxes (GST) imposed under the applicable law.
- b)** All payments will be paid in Indian National Rupee (INR) and the client will make payment after deducting taxes as applicable as per laws in India.
- c)** Conditional offer or the proposal not furnished in the format attached shall be considered non-responsive and is liable to be rejected.

6) Sealing, Marking and Submission of Bids

- a. Bidders will have to submit their technical and financial bids separately in two envelopes. The Technical bid should be marked as "Technical Bid" and the financial bid should be marked as "Financial Bid". Both the envelopes, should be put in one single sealed outer envelope.

- b. Bidders may submit their bids by post or by hand or drop in the box earmarked by the Client.
- c. The inner and outer envelopes shall bear the:
 - i. name and complete address along with the mobile, telephone number and email address of the bidder;
 - ii. complete postal address of the client;
 - iii. Bid Ref. No. and subject matter of procurement;
- d. If all envelopes are not sealed and marked as required, the Client will assume no responsibility about its consequences viz. misplacement or premature opening of the bid

7) Deadline for Submission of Bids

- a. Bids must be received by the Client at the address and no later than the date and time specified in this RFP.
- b. If the due date for submission of bids is not a working day, the bids shall be received and opened at the same time and hour on the next working day.

8) Late Bids

- a. The Client's officer authorized to receive the bids shall not receive any bid that is submitted personally by hand after the time and date fixed for submission of bids under any circumstances.
- b. Any bid which arrives by post after the deadline for submission of bids shall be declared and marked as "Late" and returned unopened to the Bidder by registered post.

9) Withdrawal, Substitution and Modification of Bids

- a. A Bidder may withdraw, substitute, or modify its bid after it has been submitted by sending a written notice, duly signed by the Bidder or his representative authorised in writing and such letter of authority shall be enclosed with the bid. The corresponding substitution or modification of the bid contained in sealed envelopes as required must accompany the written notice. Such written notice shall be –
 - i. submitted in accordance with the Bidding Documents with the envelope clearly marked as "Withdrawal," "Substitution," or "Modification" as applicable, and
 - ii. received by the officer authorized to receive the bids or directly dropped in the bid box prior to the last time and date fixed for receiving of bids.
- b. Bids requested to be withdrawn shall be returned unopened to the Bidders.
- c. No bid shall be withdrawn, substituted, or modified after the time and date fixed for receipt of bids as specified in this RFP.

10) Opening of Bids

- a. The sealed bid box shall be opened by the Bid Opening Committee constituted by the Client at the time, date and place as specified in this RFP in the presence of the Bidders' authorized representatives who choose to be present, enabling them to watch the proceedings.
- b. The Client's officer authorized to receive bids shall also handover all the bids received by him up to the time and date for submission of bids to the convener of the Bid

Opening Committee and obtain the signature of the convener of the Committee in the bids receipt register.

- c. Each bid received shall be opened by the Bid Opening Committee in the presence of the Bidders or their authorized representatives who choose to be present. All envelopes containing bids shall be signed, indicating date and time, by the members of the Committee in token of verification of the fact that they are sealed. The envelopes shall be numbered as "a/n", where 'a' denotes the serial number at which the bid envelope has been taken for opening and 'n' denotes the total number of bids received by the specified time;
- d. The Bid Opening Committee shall prepare a list of Bidders or their representatives attending the opening of bids and obtain their signatures on the same. The list shall also contain the name, e-mail and mobile telephone number of the representatives and the corresponding names and addresses of the Bidders they represent. The list shall be signed by all members of Bid Opening Committee indicating the date and time of opening of the bids.
- e. First, envelopes marked "WITHDRAWAL" shall be opened, read out, and recorded and the envelope containing the corresponding bid shall not be opened, but returned to the concerned Bidders. No bid shall be permitted to be withdrawn unless the corresponding withdrawal notice contains a valid authorization to request the withdrawal which shall also be read out and recorded. If the withdrawal notice is not accompanied by the valid authorization, the withdrawal shall not be permitted and the corresponding bid shall be opened.
- f. Next, envelopes marked as "SUBSTITUTION" shall be opened, read out, recorded and exchanged for the corresponding bid being substituted and the substituted bid shall not be opened, but returned to the Bidder. No bid shall be substituted unless the corresponding substitution notice contains a valid authorization to request the substitution which shall also be read out and recorded. Thereafter, envelopes marked as "MODIFICATION" shall be opened, read out and recorded with the corresponding bid. No bid shall be modified unless the corresponding modification notice contains a valid authorization to request the modification which shall be read out and recorded.
- g. All other envelopes shall be opened one at a time and the following details shall be read out and recorded-
 - i. The name of the Bidder and whether there is a substitution or modification;
 - ii. The bid security deposited; and
 - iii. Any other details as the Committee may consider appropriate.
- h. After all the bids have been opened, these shall be initialed and dated on the first page of each bid by the members of the Bid Opening Committee. Key information shall be encircled and unfilled spaces in the bids shall be marked and signed with date by the members of the Committee. The original and additional copies of the bid shall be marked accordingly. Alterations, corrections, additions, overwriting shall be initialed legibly to make it clear that such alterations, corrections, additions, overwriting existed in the bid at the time of opening.
- i. No bid shall be rejected at the time of bid opening except the late bids, alternative bids and bids not accompanied with bid security.
- j. The Bid Opening Committee shall prepare a record of the proceedings of the bid opening that shall include the name of the Bidders and whether there is a withdrawal, substitution, or modification, the bid price, per lot, if applicable, any discounts and alternative offers if they were permitted, any conditions put by Bidder and the bid security. The Bidders or their representatives, who are present, shall sign the record.

The omission of a Bidder's signature on the record shall not invalidate the contents and effect of the record. The members of the Committee shall also sign the record noting the date.

11) Proposal Evaluation:

Technical score: Technical score out of 100 shall be given on the basis of technical submission by the bidders, evaluation of the CVs of the resource persons (Technical Team) and the experience of the firm, which will carry the following marks:

Sl. No	Eligibility Criteria	Supporting Documents	Maximum Marks
1	The bidder should have previous similar social media management experiences of working with the Govt departments or agencies	Copies of work orders or agreements a. 1-2 assignments b. 3-5 assignments & above	10 20
2	The bidder should have executed/ executing similar assignment for any organization for last 10 years since 2011-12.	Copies of work orders or agreements a. Value up to 10 lakh. b. Value above 10 lakh -30 lakh c. Value above 30 lakh	10 20 30
3.	Power point Presentation by bidders (Presentation should include the brief profile of the bidder, sample of creative and works accomplished by the bidder in other departments, plans and proposals for improving the social media of ASACS etc)		50

Note: Copies of work orders, signed copies of CVs and concept note should be included in technical proposals only. The resource persons (Technical Team dealing with social media) must be physically present during the presentation.

The weights given to the Technical (T) and Financial (P) Proposals are:

T =70%, and

P = 30%

$$\text{Score} = \frac{\text{Lowest Price Bid}}{\text{Price of the Current Bid}} \times (30) + \frac{\text{Technical Score of the current bid}}{\text{Highest Technical Score obtained by a bidder}} \times (70)$$

12) Award of Contract

- i) The client shall award the contract to the selected selected firm/agencies only.
- ii) The selected firm/agencies is expected to commence the services on the date and at the location specified in the Notice to proceed.
- iii) The rates are fixed initially for 1 (one) year from the date of execution of the Agreement and may be extended as per mutual consent. However, the Tender Inviting Authority reserves the rights to reduce/cancel the agreement period.

13) Payment Conditions

- a. No advance payment will be made.
 - b. Payment related to Sl. 1 of the Price Bid Format, will be paid based on invoices raised on a quarterly basis, subject to certification by the Client or nominated officer, that the services have been rendered satisfactorily.
 - c. Payment related to Sl. 2-6 of the Price Bid Format, will be made based on the approval of the design/creative deliverable on a monthly/quarterly basis. Such payment will be made only after acceptance of the deliverables by the Client.
- 14) **Force Majeure:** No failure or delay or omission by either party to fulfill any of its obligations under shortlist contract (other than the obligations to make payments when due) shall give rise to any claim against such party or be declared to be a breach of any terms and conditions defined in the shortlist contract if any to the extent such failure, delay or omission arises from the "Force Majeure" event not within the reasonable control and at the instance of such Party (each an event of "Force Majeure"). Events of force Majeure shall be:
- a. Blockade, Revolution, Riot, Bombs, Religious strife or civil commotion;
 - b. Strikes, lock-outs or other industrial action (other than those involving primarily Service Provider's own employees or any of the contractors, sub- contractors, etc. directly associated with the provision of Services under this RFP); Act of war (whether declared or undeclared), terrorist or military action, politically motivated sabotage;
 - c. A decision or the order of a court or tribunal, which has the effect of restraining or delaying the provision of Services;
 - d. Sub-contractors, sub-lessees or any other agencies of the affected Party or any of their respective employees, and not being due to inherent defects of the affected facility of the failure to properly operate the affected facility; Fire, lightening, earthquake, cyclone, hurricane, whirlwind, flood, landslide or any such natural disaster.
 - e. Any event or circumstance of the nature analogous to any of the above or any natural disaster.
- 15) **Non Waiver:** Waiver of any breach of the provision of, or any default under the short listing must be in writing and signed by the Party granting the waiver. No failure or delay on the part of either Party in exercising or any omission to exercise any right or remedy accusing to either Party under the shortlist contract shall be a waiver thereof, nor will any partial exercise of any right or remedy particular be a waiver of further exercise of that right or remedy.
- 16) **Amendment:** Terms and conditions as defined in the short listing process shall not be modified, added to or amended in any manner except by mutual agreements in writing of the Parties. All modifications, additions or amendments under the shortlist contract must

be in writing and signed by an authorized representative of the Parties hereto to be effective and enforceable between the Parties.

- 17) **Arbitration:** All disputes, differences, claims and demands arising under the shortlist contract shall be referred to arbitration of a sole arbitrator to be appointed by the mutual consent. All arbitration shall be held at Guwahati (Assam). If the parties cannot agree on the appointment of the Arbitrator within a period of one month from the notification by one party to the other of existence of such dispute, then the Arbitrator shall be nominated by the Judicial Department, Government of Assam. The provisions of the Arbitration and Conciliation Act, 1996 shall be applicable and the award made there under shall be final and binding upon the parties hereto, subject to legal remedies available under the law. Such differences shall be deemed to be a submission to arbitration under the Indian Arbitration and Conciliation Act, 1996, or of any modifications, Rules or re-enactments thereof.
- 18) **Governing Laws:** Short listing and selection process shall be covered and construed in accordance with Laws of India including without limitation, the relevant Central and State Acts and Rules, Regulations and Notifications issued and amended there under from time to time. Courts at Guwahati shall have the jurisdiction in case of litigation between the parties.
- 19) **Third Party Claims:** Bidder (the "Indemnifying Party") undertakes to indemnify the client (the "Indemnified Party") from and against all losses, claims for damages including losses, claims for damages on account of bodily injury, death or damage to tangible assets etc.
- 20) **Limitation of Liability:** There shall be no limitation of liability in case of any damages for bodily injury (including death) and damage to real property and tangible personal property as also intangible personal property and intellectual property rights.
- 21) **Time duration of the project:** The duration of the project is 12 months, from the date of Contract Signing. However, the duration may extended if the performance of the selected firm/agency is satisfactory.

SECTION III: SCOPE OF WORK:

A. Designing:

- i) Creative designing of the printing materials including adaptation (Pre Design)
- ii) Translation of printing materials from English to Local Languages or vice versa
- iii) DTP
- iv) Modification of existing design

B. Social Media Accounts to be Managed: *facebook, twitter, instagram, youtube, ASACS website*

1. Overall maintenance of ASACS' official *facebook, twitter, instagram, youtube* & ASACS website. This includes uploading of posts and contents. The uploaded posts must get the maximum engagement in the form of reactions/comments and clicks.
2. Upload & promotion of HIV related activities and messages in *facebook, twitter, instagram, youtube* and *ASACS website*.
3. Formulation of content strategy and planning calendar of events at the beginning of each month.
4. Content creation/customization with text & photograph based on ASACS inputs/updates along with external link when required.

5. Content creation which includes animated or footage based Audio Visual of minimum 60 seconds.
6. Giving a new look to the social media accounts every month based on different themes, occasions, contemporary issues, updates etc
7. Live webcasting of events in Facebook and You Tube whenever required by using the high resolution equipment.
8. Undertaking and managing social media advertisement campaign whenever required.
9. Promoting and boosting of social media accounts to increase the overall reach of the contents/posts and ensuring 200 new followers every month.
10. Organizing online competitions/events as and when required.
11. Query management – handling comments, queries, feedback etc for the target audience.
12. Providing monthly performance reports and analytics on all activities in all accounts including analysis of reach, engagement, impressions etc of organic and paid posts.

Quantification of posts:

1. Static post with text and photograph – 4 nos per month
2. Static post with graphic design/info graphic graphics – 4 nos per month.
3. Animated/ footage-based Audio visual (60 sec) – 4 nos per month

**Section IV
BID
FORM**

(This form must be submitted using official letterhead of the agency)

RFP No.:dated Guwahati the....., 2024.

To,
Project Director
Assam State AIDS Control Society
Khanapara, Guwahati-22

Sub: RFP for promotion of Assam State AIDS Control Society activities in digital social media.

Sir,

I/We, the undersigned, hereby submit our Proposals in two parts, namely:

- (a) Technical Part, and
- (b) Financial Part

In submitting Proposals, we make the following declarations:

- (a) No reservations: Having read RFP in its entirety and services to be provided, I/We, offer to participate in social media promotion of P&RD Department in conformity with the terms and conditions specified in the proposals and have no reservations whatsoever;
- (b) Conformity: We offer to provide service in conformity with the RFP document and in accordance with the specifications specified in the RFP document;
- (c) Proposals Validity Period: Our Proposals shall be valid for the period of 180 days from the deadline fixed for submission of the Proposals;
- (d) Eligibility: We meet the eligibility requirements and have no conflict of interest. We are not participating in more than one proposals in this bidding process and we have not been suspended or debarred by or blacklisted or suspended by the Central or any State Government/PSU, etc in India;
- (e) Fraud and Corruption: We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in any type of corrupt, fraudulent, collusive, coercive, or obstructive practices, and we will strictly observe all the laws against fraud and corruption in force in India including, "Prevention of Corruption Act1988."
- (f) Annulment: We understand that you are not bound to accept any Proposals you may receive and may also empanel more than one agency for the stated services under the RFP.
- (g) Declaration: It is hereby declared that particulars furnished herewith are true and correct as per my/our knowledge and belief. In the event of any particulars are found to be false, I/We shall be liable to such consequences/lawful actions as Project Director, Assam State AIDS Control Society, Government of Assam wish to take.

Yours faithfully,

(Authorized Signature)

Name & Title of Signatory_____

In the capacity of [insert legal capacity of person signing the Letter of Proposals]

Name of Bidder_____

Address_____

Telephone no. _____ e mail id. _____

Dated on _____ day of _____ [insert date of signing]

SECTION V
Price Bid Format

Tender Inviting Authority: Assam State AIDS Control Society	
Name of Work	
Tender Ref. No.	
Bidder Name	

Sl. No	Item Description	Unit of Measurement	Rate per unit (in Rs.)	Amount (in Rs)	Taxes Amount (in Rs.)	Total Amount (in Rs.)
1.	<p>1. Overall maintenance of ASACS' official <i>facebook, twitter, instagram, youtube</i> & ASACS website. This includes uploading of posts and contents. The uploaded posts must get the maximum engagement in the form of reactions/comments and clicks.</p> <p>2. Upload & promotion of HIV related activities and messages in <i>facebook, twitter, instagram, youtube</i> and ASACS website.</p> <p>3. Formulation of content strategy and planning calendar of events at the beginning of each month.</p> <p>4. Content creation/customization with text & photograph based on ASACS inputs/updates along with external link when required.</p> <p>5. Static post with text and photograph.</p>	Per Month				

	<p>4 nos (per month)</p> <p>6. Static post with graphic design/info graphic graphics. 4 nos (per month)</p> <p>7. Content creation which includes animated or footage based Audio Visual of minimum 60 sec. 4 nos (per month)</p> <p>8. Giving a new look to the social media accounts every month based on different themes, occasions, contemporary issues, updates etc</p> <p>9. Providing monthly performance reports and analytics on all activities in all accounts including analysis of reach, engagement, and impressions etc of organic and paid posts.</p>					
2.	Extra Static post as and when required	Per post				
3.	Extra Audio Visual post (60 sec) as and when required	Per post				

4.	Live webcasting of events in Facebook and YouTube with high resolution equipment whenever required.	Per event				
5.	Organizing online competitions/events as and when required.	Per event				
6.	Query management – handling comments, queries, feedback etc for the target audience.	Per Event				
7.	Creative designing of the printing materials, including adaptation	Per Design				
8.	Translation of printing materials from English to local languages or vice versa	Per 100 word				
9.	DTP	Per Page				
10.	Modification of existing design	Per Design				
Total						

Terms & Conditions:

- a) The price should be quoted in the price proposals format attached.
- b) GST should be quoted extra.
- c) The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
- d) The prices shall be quoted in Indian Rupees only.
- e) There should be no hidden cost.