

**INDIAN INSTITUTE OF CORPORATE AFFAIRS**  
**MINISTRY OF CORPORATE AFFAIRS**  
**PLOT NO.6,7 & 8, SECTOR-5, IMT MANESAR, GURGAON**

**Invitation for Expression of Interest (EoI) for empanelling  
agencies for Social Media Development and Management for IICA**

**Schedule**

Last Date/Time for receipt of Bids: **8<sup>th</sup> December, 2014/5:00 PM.**

Address for Communication: Indian Institute of Corporate Affairs, B wing,  
2<sup>nd</sup> Floor Paryavaran Bhawan, CGO Complex Lodhi Road New Delhi  
110003

- The Agencies that satisfy the eligibility criteria may be considered for selection. Sealed Technical Bids are to be addressed to Centre for IP&CC :

**Programme Executive,  
Centre for IP&CC  
Indian Institute of Corporate Affairs,  
  
B wing, Second Floor Paryavaran Bhawan  
CGO Complex Lodhi Road  
New Delhi 110003**

### **Scope of Work:**

To develop, manage and maintain the social media presence of IICA across platforms such as Facebook, Twitter, LinkedIn, YouTube and allied digital tools to leverage social media professionally for promotion of the IICA brand and increased stakeholder engagement.

### **Eligibility Criteria**

#### **Technical:**

- a) The agency should be able to create, develop, manage and maintain IICA's digital presence across social media platforms such as Facebook, Twitter, LinkedIn, YouTube as well as set up microsites, websites, response management system, and allied digital/ mobile application
- b) The agency should have ability to do online reputation management and social listening, as well as demonstrated capability of handling live event coverage on social media.
- c) Ability to provide technical solutions in the form of mobile/ digital and social media applications, recognised by platforms such as Facebook, Twitter, LinkedIn, YouTube etc.
- d) At least one member of the team should be a trainer or trained on CSR or possess domain knowledge in its areas of impact.

**General:**

- a) The Agency should have minimum three years' experience in the field of social media development and management (proof to be submitted in support of their experience).
- b) The Agency should submit copies of the work order for at least one Government department/ institution or government approved/recognised entity through which it has fulfilled job orders.
- c) Agencies must submit samples of the Social Media platforms / pages / handles created and managed by them.
- d) Copy of the PAN card, Service Tax Registration Number to be attached with the bids.
- e) The Agency should have a minimum annual turnover of INR 50 Lakhs in each year for the last three years.
- f) The Agency should give an undertaking that they have not been black-listed by any Government department and no criminal case/ complaint is pending against them anywhere in India, copy of the undertaking may be attached with the bid.
- g) The successful agency shall have to submit performance security of Rs. 30,000/- in the shape of Bank Guarantee valid till the currency of the contract.
- h) The successful bidder shall have to enter into a separate agreement with IICA.

**Preferable criteria:**

- Located in Delhi / NCR
- Experience in working with the Government system on notable campaigns
- Expertise in handling assignments related to Corporate Affairs.

**Terms & Conditions:**

- The empanelment would be valid for the period of one year.
- Technical bids should be submitted in a sealed cover. Cover should clearly indicate "Technical Bid for Social Media Development and Management."
- It should also be supported with Earnest Money Deposit (EMD) of Rs. 15,000/- in shape of Bank Draft drawn in favour of "Indian Institute of Corporate Affairs" payable at New Delhi. The bid without EMD shall be summarily rejected.
- Any effort by a bidder to influence the IICA in the IICA`s bid evaluation, bid comparison or contract award decisions may result in rejection of the bidder`s bid.
- Indian Institute of Corporate Affairs, reserves the right either to accept or reject any or all the bids at any time prior to award of contract.
- All disputes are subject to the jurisdiction of courts in the National Capital Territory of Delhi.
- DG & CEO, IICA will be the Sole Arbitrator on all matters and his decision will be binding on the bidder.

### **Evaluation process**

An Evaluation Committee (EC) will be constituted to ensure the completion of the selection process in a transparent and accountable manner.

After opening Technical Bids, the Evaluation Committee (EC) of IICA shall scrutinize all the bids received on the criteria enumerated in Evaluation Criteria above. The Committee may also verify the credentials of the firm with the organization where it has provided such services in Social Media Development and Management.

Evaluation shall be done on all parameters mentioned in the Technical Criteria. It is mandatory for all bidders to qualify the criteria mentioned in the technical bid.

### **Guidelines for Submission**

Interested / eligible Agency / Firm / Individual may submit required documents as detailed in the Guidelines for Submission given below.

The cover containing the Technical bid should be addressed to:

**Programme Executive,  
Centre for IP&CC  
Indian Institute of Corporate Affairs,  
B wing, Second Floor Paryavaran Bhawan  
CGO Complex Lodhi Road  
New Delhi 110003**

**The following documents should be attached:-**

- a) Experience certificate in the field of Social Media Development and Management from a prior/current client.
- b) List of firms for whom similar nature of work has been done.
- c) An undertaking/certificate that the Agency/ Firm/ Individual is not blacklisted.
- d) 2-3 samples of the web links developed as part of Social Media Development and Management.
- e) Income Tax Return (ITR) for three years which may indicate the turnover for each year.
- f) Copy of PAN card.
- g) Copy of registration certificate.
- h) Audited financial statement for last three financial years.
- i) Earnest Money Deposit of Rs. 15,000/-.

**Financials:**

Leveraging of social media for institutional branding and stakeholder engagement being a relatively new aspect of corporate communications within the governmental system, the approved rate cards for specific tasks related to social media/tools are currently not available in public domain. In the absence of such a document, IICA has adopted the criteria detailed below in order to arrive at a *running rate*.

## **Social Media Channel Management**

- i. **Monthly management and maintenance cost** of the IICA Facebook Page, Twitter handle, LinkedIn Page, YouTube channel

**Financials to be provided for period of 12 months**

- ii. **Cost per post/ tweet** and updating across channels.

**Financials to be calculated for 50 posts/tweets/updates per month**

The selection process will take into account the total cost of i. and ii. Given as above.

## **Selection Criteria**

The *criteria for selection* would be based on the following aspects:

- a. The agency must meet all technical criteria defined in the EOI
- b. The agency must have submitted EMD and Performance Guarantee of **INR 15,000/- and INR 30,000/-** respectively.
- c. The agency should have ability to do online reputation management and social listening, as well as demonstrated capability of handling live event coverage on social media.
- d. The agency should have the ability to provide technical solutions in the form of mobile/ digital and social media applications, recognised by platforms such as Facebook, Twitter, LinkedIn, YouTube etc.

- e. At least one member of the team should be a trainer or trained on CSR or possess domain knowledge in its areas of impact.
- f. The financial bids of only those who are found eligible on the basis of the eligibility criteria shall only be opened.



## FINANCIAL BID FORMAT

(Cost in INR)

<b>Item: Social Channel Management</b>	<b>Onetime setup + monthly management fee</b>	<b>Cost Per update/tweet</b>	<b>Cost for 50 Updates/tweets</b>
Facebook			
Twitter			
LinkedIn			
YouTube			
<b>TOTAL</b>			

The Rates should be net of taxes.

The taxes would be payable as applicable.

Agencies are requested to send in their documents in accordance with the EoI requirements as stated, by the **stipulated date and time (i.e. 8<sup>th</sup> December, 2014/5:00 P.M.)**