



Pollution Control Board:: Assam
Bamunimaidam; Guwahati-21
Department of Environment & Forest::Government of Assam
Phone: 0361-2652774 & 2550258; Fax: 0361-2550259
Website: www.pcbassam.org

No. WB/G-1627/21-22/3

Dated Guwahati, the 15th March, 2022

2059

NOTICE INVITING QUOTATION

The Pollution Control Board, Assam (PCBA) invites sealed quotations from reputed and experienced professional agencies for Management of Social Media Platforms – Facebook, Twitter & Instagram, of the Board to disseminate information, create awareness on functions and services, and for management of comments and queries centrally.

The quotations shall be received up to 1.00 PM on 30/03/2022 and will be opened at 2.00.PM on the same day in presence of the interested bidders or their representatives.

Name of works	:	Management of Social Media Platforms of PCBA
Earnest Money(Refundable)	:	Rs. 10,000/- (Rupees ten Thousand) only shall be deposited by bidders in the form of Bank Draft in favour of "Member Secretary, Pollution Control Board, Assam" payable at Guwahati and should be submitted along with their bids.
Last Date of issue of paper for quotation.	:	24.03.2022
Last Date & Time of submission.	:	30.03.2022 at 1.00PM
Date & Time for opening Technical Bid	:	30.03.2022 at 2.00PM
Cost of Quotation Paper	:	Rs. 1000/- (Rupees One Thousand) - Non Refundable

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(Shantanu Kr. Dutta)
Member Secretary

Memo No. WB/G-1627/21-22/3-A

Dated Guwahati, the 15th March, 2022

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Copy to:

1. P.A. to the Chairman, PCBA for kind appraisal of the Hon'ble Chairman.
2. The Dy.Manager(F&A), Head Office, PCBA for information and necessary action.
3. Website(www.pcbassam.org) / Notice Board of the Board's Head Office, PCBA.

Member Secretary

SPECIFICATION:

1. The Agency qualified for the job will have to work for management of social media platforms, use of social media for dissemination of information, creation of awareness on functions and activities of the Board and management of public comments and queries in social media on lump-sum payment basis.
2. Creation of an overall strategy for social media activities, responsibilities and for key messaging functions.
3. Deployment of a dedicated person to liaise with PCBA, who will monitor, manage and moderate the social media pages, having base in Guwahati.
4. Content creation and Publication of contents on social media.
5. Driving visibility for Likes & Comments towards Social Media posts.
6. All information contained in the proposal, or provided in subsequent discussions or disclosures, shall be of proprietary and confidential in nature. No information may be shared by the bidder with any other organizations/agencies.
7. The Agency selected is not supposed to use its name, logo or any other information/ publicity on content published on social media platforms of PCBA.
8. The Agency must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and applications instantly.
9. The Agency must be vigilant on content being posted on social media platforms and follow with due diligence.
10. Any material, art works used in management of Social Media platforms will be property of the PCBA. Content shared online must be copyright protected.
11. All creative content; physical as well as digital, will be property of PCBA and its Intellectual Property Rights (IPR) will vest with PCBA.
12. The timeline/ schedule of deliverables will be decided as and when the requirement / task/ activities arise. Bidder should complete the jobs/activities promptly as and when asked by PCBA.




(Shantanu Kr. Dutta)

Member Secretary

Terms & Conditions:

1. The quotation is a two bid system.
2. The Bidders must submit Technical bid & Price bid in two different envelope mentioning clearly the price bid and technical bid on the envelope.
3. Only the technically qualified bidders will be informed about the financial bid opening date.
4. The agencies shall have minimum three (3) years of experience in similar field and shall have its corporate office or branch office in Guwahati.
5. The agency must have in-house content development facility. All other requirements such as deployment of skilled manpower, management tools, creative content, etc. will have to be met by the Agency as per the need of the Board.
6. The agency must have expertise in data bank management and shall be liable to provide necessary data/information to PCBA as and when required. The agency shall adopt adequate data backup, storage and recovery mechanism.
7. Qualifications and competency of each of the key professional who will be associated with social media of PCBA will be evaluated and bidders need to submit CV for technical evaluation.
8. The initial contract for the work shall be for a period of 12 months. The extension of the contract shall be based on satisfactory work of the agency.
9. Each agency can submit only one Bid.
10. All duties, taxes, other levies and expenses payable to the bidder shall be included in the price bid as at Appendix B.
11. The bidder shall be in possession of valid Registration Certificate, PAN, GSTIN Registration, and IT return certificate of last consecutive three years.
12. The right of acceptance of a tender rests with the PCBA, which does not bind itself to accept the lowest tender and reserves the authority to reject any or all of the tenders received without assigning any reason. All tenders in which any of the prescribed conditions are not fulfilled or remain incomplete in any respect shall be liable to be rejected
13. PCBA also reserves the right to negotiate with the bidders placed as L1 bidder.
14. The bidder's annual financial turnover (gross) during the last three consecutive financial years, i.e., 2018-19, 2019-20 & 2020-21 duly audited by CA should not be less than 1 crore in each financial year, i.e., 2018-19, 2019-20 & 2020-21.
15. The bidder must have completed 3 Work Orders with minimum value of Rs 5 Lakhs for social media management for any State Government /PSU/Central Government in the last 03 (three) financial years including FY 2020-21.
16. Bidders are requested to submit their quotations in hard copies addressed to The "Member Secretary, Pollution Control Board, Assam, Bamunimaidam, Guwahati-21" by dropping in the tender box in the Head Office Building of the Board at Bamunimaidam, Guwahati – 21.

17. The Prices shall be quoted in Indian Rupees only.
18. 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 quotation will be rejected.
19. The EARNEST MONEY of Rs.10,000.00/-(Fixed Amount) shall be deposited in the form of Demand Draft made in favour of "MEMBER SECRETARY, POLLUTION CONTROL BOARD, ASSAM" payable at GUWAHATI. Quotation without Earnest Money shall be summarily rejected. The Earnest money of the Agency awarded with the said job shall be kept as security deposit for a period of one year.
20. The validity of quotations shall be for a minimum period of 90 days from the date of opening of quotations. A quotation valid for a shorter period than 90 days may be rejected by the Board as non-responsive.
21. Any dispute arising in this matter shall be under jurisdiction of courts in Guwahati city (Assam).


(Shantanu Kr. Dutta)
Member Secretary

SCOPE OF WORK / DELIVERABLE

A. Social Media Platforms

- (i) Creation and Maintenance of PCBA's Accounts/Handles/ Pages etc. on Twitter, Facebook & Instagram during the contract period.
- (ii) Creation of relevant posts/Infographics/graphs, charts, tables etc. with the approval of PCBA.
- (iii) Provide new look to all Social Media Platforms of PCBA every fortnight by putting up new creatives in the line with overall theme/strategy with the approval from PCBA.
- (iv) Daily updates of informative and promotional in the form of relevant text, photos, audio, interactive content, interviews, news. Organize online surveys, quizzes, contests and other events/activities on all the social media platforms in consultation with PCBA.
- (v) Publication of the scientific, technical, mass awareness related and other activities of PCBA on all social media platforms.
- (vi) Creation of relevant tagging & linkages of all the contents on the social media platforms.
- (vii) To ensure maximum reach of each post on the social media by adopting appropriate strategies.
- (viii) Moderation of the all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- (ix) Live coverage of the events of PCBA on social media platforms.

B. Management of Comments and Queries, Media Tracking and Reporting

- Receive, maintain records and forward of comments/ queries /remarks /suggestions received through social media platforms to PCBA for appropriate action.
- All the queries received on social media platforms must be attended within 24 working hours and the same shall be intimated to PCBA.
- Tracking and Filtering of comments and queries using appropriate tools and reporting to the Board for redressal.
- The agency must submit fortnightly "Effectiveness Analysis Report" to PCBA on the effectiveness of the social media strategy. The agency must submit a detailed

analysis on the steps undertaken for overall promotion of PCBA on the Social Media Platforms and the results achieved. The components of the report shall include:

- PCBA's social media and traffic analysis.
- Follower growth.
- Comparative FB/Twitter/Instagram Engagement Analysis.
- Content Analysis of the most engaging type of posts.
- Social Page Analysis.
- Other reports as and when necessary.

C. Miscellaneous work

- Other related and miscellaneous work includes providing monthly strategic inputs for creative campaign.
- Ensure that the viewership and reach over social media site of the PCBA increases substantially within a period of 1 month from the date of start of operation.
- To provide training on, skill up-gradation and capacity building of the officers of PCBA to handle social media sites through lecture, seminar, workshop, class room and online teaching etc.
- Any other works entrusted by PCBA for sensitizing the people through social media Platform.
- To ensure that viewing and uploading on the managed Social Media sites (i.e. Twitter, Facebook & Instagram) is smooth and uninterrupted.


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EVALUATION PROCESS

All bids will be evaluated through Quality and Cost Based Selection (QCBS) procedure as per the following criteria:

- Pollution Control Board, Assam shall open the Key Technical submissions of all Proposals and evaluate for technical responsiveness. Only those bids that are found to be technically responsive will be further evaluated to determine the short-listed bidders.
- As part of the evaluation process, the proposals shall be checked for responsiveness with the requirements of the NIT document and only the short-listed bidders would be invited to make a presentation to the Office of the Pollution Control Board Assam on their proposals.
- The technical proposals would then finally be evaluated as per the evaluation matrix provided below mentioned

TECHNICAL BID SCORE

Technical evaluation that will be carried out prior to opening of the Financial Bid. Result of the technical evaluation shall be informed to the concerned parties accordingly. Financial Bid of the technically Responsive Bidders shall be opened in the office of the Tender Inviting Authority on the mentioned date, in presence of the technically qualified bidder or their authorized representative who like to be present. Technical Mark (MT) will be given on the basis of the evaluation of the Technical Bid and the presentation delivered by the eligible bidder as per the Technical Evaluation Scoring Criteria.

FINANCIAL BID SCORE

For Financial evaluation of the Quotation on the basis of the price quoted by different technically responsive Bidders in the Financial Bid shall in general be followed.

Note - For the purpose of evaluation of financial bids, the total price derived by summation of unit price of all the items in the Bill of Quantities (BoQ) shall be considered. However, all the empanelled bidders will have to execute the contract at the individual L1 rates of the items only irrespective of their quoted/offered rates.

The Lowest financial bid will be allotted a financial mark (MMIN). The financial marks (MF) of other Bidder(s) will be computed by measuring the respective financial bids against the lowest financial bid.

$$MF = FMIN / FBIDDER \times 100$$

COMBINED TOTAL SCORE

The composite mark (MC) is a weighted average of the Technical and Financial Marks. The ratio of Technical and Financial mark is 80:20 respectively. The Composite Mark will be derived using the following formula:

$$\text{Composite Mark (MC)} = 0.8 \times MT + 0.2 \times MF$$

Thus, the composite mark shall be out of a maximum of 100 marks. The responsive Bidder(s) will be ranked in descending order according to the composite marks, which is calculated based on the above formula.

During the evaluation of Rate Schedules, where there is a discrepancy between unit rates in figures and in words, the rates in words will govern and the Employer shall correct the same accordingly.

Here,

MC = Composite/Total Marks secured/obtained by the Bidder in this NIT.

MT = Technical Marks secured/obtained by the Bidder in this NIT.

MF = Financial Marks secured/obtained by the Bidder in this NIT.

FMIN = Lowest (L-1) Financial Bid among the technically qualified bidders.

FBIDDER = Financial Bid of the bidder under consideration.

Example – For the purpose of clarity in the Quality and Cost Based Selection (QCBS) Criteria for evaluation the following example is considered.

Suppose 04 (four) nos. of bidders have participated in the NIT and the technical marks secured/obtained by the bidder as per the evaluation matrix of this NIT is as follows –

Name of the Bidder (MT) Obtained

Name of the Bidder	Technical Marks Obtained (MT)
Bidder 1	95
Bidder 2	89
Bidder 3	97
Bidder 4	82

As such, Financial Bids of the bidders were opened and the rates quoted by the same are as follows –

Name of the Bidder Financial Rates

Name of the Bidder	Financial Rates
Bidder 1	Rs 100
Bidder 2	Rs 95
Bidder 3	Rs 78
Bidder 4	Rs 88

From the above it is seen that Bidder 3 has secured the L1 position and therefore has secured 100 financial marks for this RFQ. Therefore, Financial Marks obtained by other bidders as per the following formulas are as follows -

$$\mathbf{MF = FMIN / FBIDDER \times 100}$$

Bidder 1 = $78 / 100 \times 100 = 78$ Marks

Bidder 2 = $78 / 95 \times 100 = 82.11$ Marks

Bidder 3 = $78/78 \times 100 = 100$ Marks

Bidder 4 = $78/88 \times 100 = 88.64$ Marks

Financial Marks of the Bidders are as follows –

Name of the Bidder	Financial Marks (MF) Obtained
Bidder 1	78
Bidder 2	82.11
Bidder 3	100
Bidder 4	88.64

The total / composite marks obtained by the bidders as per the following formula are as follows –

$$\text{Composite Mark (MC)} = 0.8 \times \text{MT} + 0.2 \times \text{MF}$$

Bidder 1, Composite Mark (MC) = $0.8 \times 95 + 0.2 \times 78 = 91.60$

Bidder 2, Composite Mark (MC) = $0.8 \times 89 + 0.2 \times 82.11 = 87.62$

Bidder 3, Composite Mark (MC) = $0.8 \times 97 + 0.2 \times 100 = 97.60$

Bidder 4, Composite Mark (MC) = $0.8 \times 82 + 0.2 \times 88.64 = 83.32$

Name of the Bidder	Composite Marks (Mc) obtained	Ranking
Bidder 1	91.60	H2
Bidder 2	87.62	H3
Bidder 3	97.60	H1
Bidder 4	83.32	H4

METHOD OF SELECTION

The bidders scoring the highest combined scores (MC) would then be invited for Empanelment for Management of Social Media Platforms of Pollution Control Board, Assam as per the items L1 rates quoted by the technically qualified bidders. In case, any bidder refuses to accept the L1 rates, then the next ranked qualified bidder may be invited for negotiation and empanelled.

TECHNICAL EVALUATION MATRIX

SI No	Evaluation Criteria	Supporting Documents to be submitted	Max Marks
1	Experience of executing social media management of at least # 3 job value 5 lakhs – 8 marks # 2 job value 10 lakhs- 12 marks # 1 job value 35 lakhs and above- 15 marks.	Copy of Work Order / Contract Agreement/ Completion Certificate	15
2	Key professional staff: Qualification & competency for the assignment / job.	CV's to be attached	15
3	The bidder average turnover over the last three years # Rs. 1.00 crore- 5 marks # up to Rs. 3.00 crore- 8 marks # Rs. 3.00 crore and above- 10 marks	CA Turnover Certificate with UDIN	10
4	Presentation 1. Agency Profile =20 marks 2. Presentation detailing the proposed comprehensive Social Media Management Strategy including approach, methodology and work plan including ideas = 20 marks	Presentation	40
5	Samples Designs (creative for social media management for World Environment Day) = 20 marks	Presentation	20
TOTAL			100

Note – Experience of professional staff should be for departments/autonomous institutions/universities/public sector undertakings of the Government of Assam or Public Sector. Experience in private sector shall not be considered. The CV needs to be filed by the bidder as per the APPENDIX -D

Qualifications and competency of each of the key professional as per above will be evaluated separately. The marks for key professionals will be further divided as under:

Sl No	Position	Qualification	Marks
1	Social Media Team Lead/Manager	Min 8 years of experience in handling communication campaigns for Govt. institutions and PSU's. Qualification: MBA / PG degree or diploma in Mass Communication.	3
2	Content Developer (English)	Min 4 years of years of experience in handling communication campaigns for Govt. institutions and PSU's. Qualification: MBA / PG degree or diploma in Mass Communication.	3
3	Content Developer (Assamese)	Min 4 years of years of experience in handling communication campaigns for Govt. institutions and PSU's. Qualification: MBA / PG degree or diploma in Mass Communication.	3
4	Graphic Designer	Min 5 years of experience in making creatives. Proficiency in Adobe creative cloud and COREL draw. Qualification: Any graduate	3
5	Audio Visual Expert	Min 5 years of experience in developing audio visuals, animations and motion graphics. Proficiency in Adobe creative cloud. Qualification: Any graduate	3

Check List

SL No.	Requirement	Bidder Compliance
1.	EMD & Tender Fee	
2.	Covering letter	
3.	Copy of Turnover Certificate for the last three financial years.	
4.	Price Bid(Appedix-B)	
5.	Letter of Acceptance (Appendix- C)	
6.	Firm Registration Certificate	
7.	Proof of Address of the Firm	
8.	GSTN Registration Certificate	
9.	Pan Card Details	
10.	Validity of quoted rate agreed as per NIQ	
11.	Necessary Experience Certificate as per aforementioned clauses.	
12.	Declaration that the firm has not been banned or de-listed by any Govt. or quasi Govt. Agency or Public Sector Undertaking.	
13.	Previous supply order with other department.	
14.	Any other relevant documents.	
15.	All documents submitted by bidder must bear the sign & seal of the Authorized Signatory of the firm.	
16.	EMD to be submitted in demand draft drawn in favour of t The Member Secretary ,Pollution Control Board Assam,Payble at Guwahati	

Price Bid of Quotation

Management of Social Media Platforms of PCBA.

Sl. No.	Item Description	Total Price in Rs. (Lump-sum)
1.	Consolidated/lump-sum price for Management of Social Media Platforms of PCBA for a period of 12(Twelve) month including all payable taxes.	

TERMS & CONDITIONS:

- a) The price should be quoted in the price quotation.
- b) 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.
- c) The prices shall be quoted in Indian Rupees only.
- d) Valid GST registration Certificate of the firm with registration number.
- e) Quotation shall remain valid for a period not less than 30 days after the deadline date specified for submission.
- f) The envelope of the particular quotation shall be super scribed with **“Management of Social Media Platforms of PCBA”**

Signature of Bidder with Seal:-

Name of Bidder:-

Address :-

Date :-

(IN FIRM'S LETTER HEAD)
LETTER OF ACCEPTANCE TO BE SUBMITTED IN THE BID.

To

The Member Secretary
Pollution Control Board, Assam
Bamunimaidam, Guwahati – 781021

Sub: Acceptance of Terms and conditions of tender.

Ref: Tender No.

Sir,

Having examined in details of the above tender documents relating to the works and having acquired all the requisite information affecting the tender invited by you, I/We.....hereby agreed to all terms and conditions of the contract as laid down in the tender document(s).

I/We undertake to complete the whole works within the period specified in the tender. In this connection we are providing with the following information.

1. **Firm Registration** certificate.
2. **Proof of address** of the firm.
3. In case bidder is an Authorized Dealer/ Distributor,
 - a. Authorization certificate from parent company.
4. Fees.
 - a. Details of EMD paid
Amount..... Draft No.....Bank.....
 - b. Cost of Quotation Paper
Amount..... Draft No.....Bank.....
5. GSTN Registration No.....PAN No..... (Copies Enclosed)
6. Declaration that the firm has not been banned or de-listed by any Govt. or quasi Govt. Agency or Public Sector Undertaking enclosed.
7. Previous Supply Order with other department, if any.
8. Any other relevant document.

(Signature with Seal)

(Name & Designation in block letters)

