

**Government of Odisha**  
**Higher Education Department**

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No.: 16527 /H.E., Dated: 4/06/2018  
HE-PTC-EGOV-0001-2016

From

Parmeswaran B, IAS  
Joint Secretary to Govt.

To

The Director,  
Information & Public Relation Department,  
Govt. of Odisha

**Sub: Publication of Advertisement**

Madam/Sir,

I am directed to enclose herewith the copies of advertisement regarding Hiring of Firms/Agency to manage Social Media Account of the department. The same may please be published in the following newspapers as per the following schedule. The cost will be borne by Higher Education Department.

Date of publication	News Paper Name
05-June-2018	The Samaj (Odia) The Times of India (English)

Yours faithfully,

*BR*

Joint Secretary to Government

Memo No. 16528/HE/ Dated: 4/06/2018

Copy forwarded to P.S. to Commissioner-cum-Secretary, H.E. Department for kind information of Commissioner-cum-Secretary.

*BR*

Joint Secy. to Government

Memo No. 16529/HE/ Dated: 4/06/2018

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

*BR*

Joint Secy. to Government

Memo No. 16530/HE/ Dated: 4/06/2018

Copy forwarded to O.E. Section, H.E. Department for information.



Joint Secy. to Government

***Encl: Both hard copy & soft copy of the advertisement in a CD.***



# Government of Odisha

## Higher Education Department

### Hiring of Firm/Agency to manage Social Media Account

Sealed tenders are hereby invited from the firms / agencies for managing existing Twitter Handle & Facebook Page for the Higher Education Department, Odisha. The intending firms / agencies may submit the bid along with other supporting documents to the office of the Commissioner-cum-Secretary, Higher Education Department, Odisha Secretariat, Bhubaneswar by 20<sup>th</sup> June 2018 (5.00PM) through registered post / speed post.

The prescribed bid document is available in the website <http://www.dheodisha.gov.in> (Tender 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.

**For more details please visit**

[www.dheodisha.gov.in](http://www.dheodisha.gov.in)

Sd/-

Joint Secretary to Government

**Government of Odisha**  
**Higher Education Department**

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**QUOTATION**

Sealed tender is hereby invited from the Firm / Agencies for Management of existing Twitter handle & Facebook Page for the Higher Education Department. The work details are as follows.

**Work Details:**

**Maintenance of existing Account**

- I. The agency/ firm shall maintain the Department's Twitter handle and Facebook page. The information to be posted includes setting up about-us page, photos, page audience etc.
- II. 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.
- III. It will change the profile image with a new one from time to time.
- IV. 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/firm will design the content. As and when necessary, it will research and discuss with the designated official of the Higher Education 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 will help streamline content creation in the future.
- III. The Firm/Agency will edit and post content on a daily basis irrespective of holidays.
- IV. The Firm/Agency will respond to the Tweets/Posts/Messages of the people with the approval of the Department.
- V. As such the firm will collect the content to be posted on the Twitter handle and Facebook page one day in advance from the Department. The agency/firm has to rewrite/edit the content and schedule it for posting next day.
- VI. 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/firm has to provide a temporary admin username and password or depute an expert for the same.
- VII. 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 Higher Education 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 & Twitter handle. 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 Higher Education 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/ firm will monitor the account 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/firm has to do the promotion of client's Facebook page and posts as per instructions. Official rate will be paid by the client.

### **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 reviewal by competent authority.

### **Eligibility criteria :**

- I. The Firm/Agency must be having its main office/operating in Bhubaneswar (with submission of establishment proof) and have been doing social media management especially the Facebook page & Twitter handle 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 & Twitter handle 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)
- IV. The firm must be a registered service tax assessee. The annual turnover in the last financial year 2017-18 must not be less than Rs.10 lakh.

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- 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).

**Availability of Tender Document:**

Tender document can be downloaded from the website <http://www.dheodisha.gov.in> or [www.odisha.gov.in](http://www.odisha.gov.in) (Advertisement Section).

**Right to rejection:**

- I. The Firm/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, Higher Education Department is convinced about the reason of the rates on analysis of such rate.
- II. The Higher Education 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.10,000 (Ten Thousand Rupees) only as per tender notice in shape of Bank Draft drawn in favour of The Under Secretary to Government, Higher Education 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 Higher Education Department.

- IV. The earnest money deposit of successful agency, if awarded with work, will be kept with the Higher Education 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, Higher Education 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, Higher Education 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 Managing of Facebook Page & Twitter Handle for Higher Education Department**" along with name and address of the agency and should bear the address of Commissioner-cum-Secretary, Higher Education 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 **21<sup>st</sup> June 2018** in the presence of the agency/their authorized representatives in the office of Commissioner-cum-Secretary, Higher Education Department. The date of opening of the financial bids shall be intimated to those firms 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 & Twitter handle 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 & Twitter handle 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 GST certificate and a copy of the GST return it filed for the year 2017/18.
- d. The Higher Education 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 GST) or as may be prescribed by law from time to time shall be borne and paid by the client to the agency.
- b. 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.
- c. Statutory dues at appropriate rate as per rules etc. shall be given to each personnel by the Agency.
- d. The Higher Education Department will make quarterly payment to the Agency for the services rendered and the Agency will pay all other statutory dues.
- e. The Higher Education Department has the right to terminate the contract by giving at least three months notice in writing to the selected Firm/Agency.
- f. 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 Higher Education 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.
- b. All notice and communications addressed by the Commissioner-cum-Secretary, Higher Education Department, Odisha to the Agency, or by the Agency to the Commissioner-cum-Secretary, Higher Education Department concerning the work to be executed under the contract shall be in writing.

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### Tentative Schedule of Quotation Process

Sl#	Event Description	Scheduled Date
1	Date of publishing advertisement for inviting quotation from the eligible firms/agencies.	05/06/2018
2	Pre-Bid enquiry through e-mail (sptc.hed2017@gmail.com)	10/06/2018
3	Last Date for submission of quotation	20/06/2018(5 PM)
4	Opening of Bids and selection of firm/agency	21/06/2018

Any amendment to the above schedule is subject to the decision of the  
Commissioner-cum-Secretary, Higher Education , Govt. of Odisha

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**Government of Odisha  
Higher Education Department**

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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

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

II.

III.

(The copy of the previous work orders 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/ Twitter handle it is handling.

5. Copy of the GST registration certificate and a copy of the GST return it filed for the year 2017/18.

6. Earnest Money deposit

(A) Draft No.

Name of the Bank

(B) Date

(C) Amount

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7. 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 Higher Education 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, Higher Education Department, and 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



**FINANCIAL BID FOR MANAGING OF TWITTER HANDLE & FACEBOOK PAGE FOR HIGHER  
EDUCATION DEPARTMENT, GOVERNMENT OF ODISHA:**

1. Name of the Agency/Firm
2. GST 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	The design of the cover		
3	Social Media Management (Monthly for both Facebook and Twitter)		
4	Content Writing (Optional)		
5	Content Editing (per post)		
6	Graphics/ Wallpapers (per design)		
7	Monthly/quarterly/ yearly data analysis cost		
8	Social book (one book containing Facebook posts / Twitter handle posts and images every year)		
9	Any other matter (Should be clearly spelt)		

NB: Promotion cost will be reimbursed as per Facebook's official rate.

Place :

Date:

SIGNATURE OF THE  
BIDDER WITH SEAL

