



OFFICE OF THE ROURKELA MUNICIPAL CORPORATION

Udit Nagar, Rourkela Dist.- Sundargarh (Odisha) Pin-769012

Website: www.rmc.nic.in Email Id: rourkelamunicipality@gmail.com

No. 1711

Date: 30.01.2025

REQUEST FOR PROPOSAL

Rourkela Municipal Corporation (RMC), Rourkela invites Request for Proposal (RFP) for **"Selection of an Agency for Multimedia Content Development & Digital/Social Media Management for Rourkela Municipal Corporation"**. Bidders/ Agencies fulfilling the prescribed eligibility criteria of the RFP can access and download the complete RFP Document and other details from RMC website (www.rmc.nic.in).

The proposal complete in all respects must reach to the undersigned by Speed Post/ Registered Post/ Courier/ or by Hand only latest by 13.02.2025 before 01.00 PM in a sealed envelope clearly mentioning on the top of it **"RFP for Selection of an Agency for Multimedia Content Development & Digital/Social Media Management for Rourkela Municipal Corporation"**. The proposals received beyond the last date and time will be rejected. Authority reserves the right to reject any or all the RFP without assigning any reason thereof.

Sd/-

Commissioner

Rourkela Municipal Corporation

Date: 30.01.2025

Memo No. 1712

Copy to Notice Board of RMC for wide publicity of advertisement through office notice board and MIS, RMC for uploading of the RFP document in the RMC website.

Sd/-

Commissioner

Rourkela Municipal Corporation

Date: 30.01.2025

Memo No: 1713

Copy to Director, I&PR Dept., Govt. of Odisha, Bhubaneswar for information and requested to publish the copy of above-mentioned notice in One highly circulated Odia daily newspaper and One highly circulated English Daily newspaper on 02.02.2025. The font size should be 8 Points and rate should be as per I&PR.

Sd/-

Commissioner

Rourkela Municipal Corporation



Request for Proposal (RFP)
for
Selection of an Agency for
Multimedia Content Development & Digital/Social
Media Management for
Rourkela Municipal Corporation

RFP No. 1711

Date: 30.01.2025

ROURKELA MUNICIPAL CORPORATION
Udit Nagar, Rourkela, Dist. - Sunadrgarh (Odisha), Pin-769012

Website: www.rmc.nic.in E-mail ID: rourkelamunicipality@gmail.com

Phone No: 0661-250388

DISCLAIMER

The information contained in this RFP document or subsequently provided to Agency(s) whether verbally or in documentary form by or on behalf of Rourkela Municipal Corporation(RMC) or any of their employees or advisors, is provided to the Agency(s) on the terms and conditions set out in this RFP Document and all other terms and conditions subject to which such information is provided.

This RFP Document is not an agreement and is not an offer or invitation by the Tendering Authority to any party other than the Agency who are qualified to submit the Bids ("Agency"). The principle of this RFP Document is to provide the Agency(s) with information to support the formulation of their Proposals. This RFP Document does not purport to contain all the information each Agency may entail. This Document may not be apposite for all persons, and it is not possible for Tendering Authority, its employees, or advisors to consider the investment objectives, financial situation, and needs of each Agency who reads or uses this RFP Document. Each Agency should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this Document and where necessary obtain independent advice from appropriate sources. The Tendering Authority, its employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this Document. The Tendering Authority may in its absolute discretion, but without being under any obligation to do so, update, improve or supplement the information in this RFP Document.

SCHEDULE OF RFP PROCESS

Rourkela Municipal Corporation (RMC) invites "Request for Proposal (RFP) For Selection of an Agency for Multimedia Content Development & Digital/Social Media Management for Rourkela Municipal Corporation".

Interested firms/ parties / agencies are advised to download and study the RFP document carefully and must satisfy all eligibility conditions stated in this RFP document in this regard from RMC website i.e. www.rmc.nic.in.

Important Dates and Information

Events	Date
RFP Issue Date	31.01.2025
Uploading of RFP Document on RMC Website (www.rmc.nic.in)	31.01.2025
Last date for receiving queries through E-mail ID only: rourkelamunicipality@gmail.com	06.02.2025
RFP Submission Due Date and time	13.02.2025 by 01.00 PM
Date & Time of Opening of Technical Bids	13.02.2025 at 04.30 PM
Place of Opening of Technical Bid	Council Hall of Rourkela Municipal Corporation, Udit Nagar, Rourkela - 769012
Date & Time for PowerPoint Presentation by the Bidder	To be intimated
Date & Time of Opening of Financial Bids	To be intimated
Address for communication	The Commissioner, Rourkela Municipal Corporation, Udit Nagar, Rourkela Dist.- Sundargarh (Odisha) Pin-769012

1. If any date specified herein is a holiday, then the next working day will be considered for the activity and the time will remain the same.
2. The Schedule indicated above is tentative and RMC may change any or the entire schedule under intimation to all bidders through the website of RMC only.
3. Any Corrigendum / Addendum with regard to this RFP (if any) will only be published through the website of RMC, i.e. www.rmc.nic.in.

**Sd/-
Commissioner
Rourkela Municipal Corporation**

1. INTRODUCTION

As per census 2011 there are 69,609 households in Rourkela Municipal Corporation area having 3.09 lakh populations. Rourkela Municipal Corporation is the second largest urban centers and a fast-growing city in the state and also declared Smart City by the Government of India under Smart City Mission. The total area of Rourkela Municipal Corporation is 53.29 sq km and has 40 wards.

Rourkela Municipal Corporation (RMC) intends to appoint an agency for undertaking various jobs for Multimedia Content Development & Digital/Social Media Management as defined at the Scope of Work and other Terms & Conditions mentioned in this RFP through "Single Stage Two Bid System".

2. DURATION OF APPOINTMENT

The term / duration of engagement shall be initially for a period of 02 year, which may further extendable by another one year on depending on the performance of the Selected Agency and approval of the competent Authority. Decision of Authority of RMC in this regard is final & binding on the Agency.

3. GOALS AND OBJECTIVES

- a) To create brand imagery of RMC on Popular Social Media Platforms.
- b) To create an extensive social media campaign and assisting RMC for Maintaining of its Social Media Platforms: The Agency shall maintain and effectively manage the official Facebook Page, Instagram account & Twitter Profile of RMC.
- c) To post & promote various informative items in various social media platforms mainly Facebook, Google plus, Instagram & Twitter.
- d) To effectively engage with relevant social media community of users.
- e) Engaging audience through interactive Facebook ads management and monitoring them day to day basis.
- f) Engage users and amplify the reach: To properly engage users and amplify the reach of the posts in each Social Media Platforms by putting up new creatives on varied categories and resorting to best practices specific to each platform.
- g) Updates: Daily informative and promotional post updates in the form of relevant text, photos, videos, interactive content, interviews, news articles, Newsfeed, Success Story, Flash message, etc.
- h) To raise awareness about the latest and important events/ Govt. functions.
- i) To create a simple and user-friendly system for exchanging ideas and feedback online to reach to the Administration.
- j) To alley apprehensions, misconceptions if any, prevailing amongst general public/ beneficiaries by addressing their grievances.

4. SCOPE OF WORK

The detail Scope of Work is mentioned in **Annexure-A**.

5. TECHNICAL ELIGIBILITY

- I. The Agency/ Bidder should be an entity incorporated/ registered only under the Companies Act 2013 or a Limited Liability Partnership registered under the LLP Act 2008 or Indian Partnership Act 1932 or should be a Sole Proprietorship. The Agency must submit a proof of Registration of the legal entity (Certificate of Incorporation, PAN, GSTIN registration certificate).
- II. The Agency should not be blacklisted by any Department/ Agency/ PSU in any State or Central Government of India as on date of submission of bid.
- III. The Firm/ Agency interested to participate in the RFP process should have at least 03 (Three) years of experience in the similar field.
- IV. The agency must have completed/ or have in progress at least 05 (Five) assignments of similar nature in the last 5 years from last date of Bid submission for Central/ State Government/ Public Sector Undertaking/ Reputed NGOs/INGOs.

The components of the similar nature project (but not limited to) are:

- Developing content for press releases, news articles, features, etc., and ensure adequate visibility in national and regional media houses including social media.
- Monitoring the presence of and discussions about the client in National and regional media
- Managing the brand reputation and countering negative press coverages
- Social Media Management
- Multi-media Content Development and/or Branding

Note:

- Documentary proof (Work Order or Contract agreement/ Completion Certificate / Satisfaction Certificate from the Client).
- Self-declaration documents to fulfilment of Technical Eligibility criteria shall be rejected.

6. FINANCIAL ELIGIBILITY

The Firm should have audited annual average turnover of Rs. 25 Lakhs (Rupees Seventy Five Lakhs) in the last three financial years (i.e. 2022-23, 2023-24 and 2024-25).

7. INSTRUCTION TO BIDDERS

- a. Bidders/ Agencies who meet the above criteria and intend to quote against this RFP, may download the bidding document from our website (www.rmc.nic.in) and submit the hardcopy of the Bid complete in all respect to **The Commissioner, Rourkela Municipal Corporation, Uditnagar, Rourkela, Dist.- Sundargarh (Odisha), PIN-769012** on or before the Bid closing date and time through Speed post / Registered Post/ Courier/ By Hand only.

- b. All Bids must be accompanied by RFP Document Fee of Rs. 11,800/- (Rupees Seven Thousand Eighty only) and Earnest Money Deposit (EMD) for an amount of Rs. 3,00,000/- (Rupees One Lakh only) in the form of Demand Draft from any Nationalized/ Scheduled Bank in favour of Commissioner, Rourkela Municipal Corporation payable at Rourkela. Any Bid not accompanied by the required Tender Fee and EMD shall be outrightly rejected and no further clarification/ query will be entertained in this regard from the Bidders/ Agencies. EMD of successful Bidder/ Agency shall be returned without interest after the contract agreement with RMC upon submission of Security deposit in the form of Performance Bank Guarantee (PBG) as 3% of Annual Contract value. The EMD of unsuccessful bidder will be returned after finalization of the RFP without interest.

If the successful Bidder fails to accept letter of award, the EMD amount shall be forfeited. The EMD amount may also be forfeited if a Bidder withdraws their Bid at any moment of time.

- c. Financial Bids of the Technically qualified Bidders/ Agencies who meet the pre-qualification criteria, will be opened in presence of the Bidders or their Authorized representatives.
- d. No further discussion / interface will be granted to Bidders/ Agencies whose bids have been disqualified. Authority reserves the right to accept or reject in part or full any or all the offers without assigning any reason whatsoever.

e. Documents Comprising the Bid:

Interested Bidders should submit their Bids in 02 (Two) envelopes as below

- Envelop-I Clearly superscribing "Technical Bid for Selection of an Agency for Multimedia Content Development & Digital/Social Media Management for Rourkela Municipal Corporation".

The Bidders shall submit all necessary documentary evidence to establish that the Bidder meets the Qualification Requirements as detailed above in Technical Evaluation Criteria and format at **Annexure B**.

- Envelop-II Clearly superscribing "Financial Bid for Selection of an Agency for Multimedia Content Development & Digital/Social Media Management for Rourkela Municipal Corporation".

The Bidders shall submit their quote as per **Annexure E**.

Both the envelopes shall be placed in a single bigger envelop clearly superscribing "RFP for Selection of an Agency for Multimedia Content Development & Digital/Social Media Management for Rourkela Municipal Corporation".

8. GENERAL TERMS & CONDITIONS

a. Period of Validity of Bids

Bids shall be kept valid for acceptance for a period of 3 (Three) calendar months from the date of submission of Bids.

b. Submission of Bids to RMC

Any Bid received by the RMC after the deadline for submission of Bids prescribed by RMC in the Schedule of RFP process shall be automatically rejected.

c. Withdrawal of Bids

No Bid shall be withdrawn in the interval between the deadline for submission of Bids and expiry of the period of Bid validity. Withdrawal of Bid during this interval shall result in the forfeiture of EMD.

d. TechnoFinancial Evaluation of the Bids

Bids shall be evaluated as per Criteria fixed in RFP at **Clause No. 5 & 6** for Technical & Financial eligibility. The Evaluation process will be based on the marks given below.

Sl.No	Criteria	Maximum Score
1	In last 5 years from last date of Bid submission, Firms/ Agency must have successfully completed/ in progress 5 separate projects in Central/ State Government/ Public Sector Undertaking/ handling social media/ Public Relation Projects of similar nature: 20 Marks Each additional projects: 2 marks (Maximum up to 10 Marks)	30
2	The Firm/ Agency must have 10 experienced workman professionals on its payrolls as permanent employees: 10 Marks Each additional professionals: 2 marks (Maximum up to 10 Marks)	20
3	The Firm/ Agency should have audited annual average turnover of Rs. 25 Lakhs (Thirty Lakhs) in the last three financial years (i.e. 2022-23, 2023-24 and 2024-25): 10 Marks Each additional Rs. 5,00,000/- average turnover: 5 Marks (Maximum up to 10 Marks)	20
4	Approach, Methodology and Work plan (Submission & Presentation)	30
Total		100

Technical Score (Ts): The Technical marks of participants shall be as per the above point scoring methodology. RMC may include a panel of experts to evaluate the technical presentation. The bidders shall be invited for a PowerPoint presentation in front of the committee.

The Bidders who will obtain minimum 50 marks will be considered as technically qualified bidder for opening of Financial Bid.

e. Opening & Evaluation of Financial Bid

Those Bidders who are fulfilled all the conditions as per the Technical & Financial eligibility will be called for Opening of Financial Bid.

- i. Financial Evaluation of Bids shall be done considering the quoted prices by the Bidders in the Financial Bid i.e. Annexure-C along with taxes.
- ii. Incomplete Financial Schedule will result into rejection of Bid.

Total Price quoted by the Agency will be worked out based on rate quoted by them in Annexure-C (Financial Bid).

Financial Score (Fs):The lowest financial proposal will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:

$$Fs = 100 \times FM1 / F1$$

(F1 = amount of Financial Proposal as proposed by the bidder; FM1 = Lowest financial quote)

f. Combined and Final Evaluation:

Proposals will finally be ranked according to their combined technical (Ts) and financial (Fs) scores as follows:

$$S = (Ts \times Tw) + (Fs \times Fw)$$

(Where S is the combined score, and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal that shall be 0.70 and 0.30 respectively)

The selected Applicant shall be the First Ranked Applicant (having the highest combined score). The Second and Third ranked Applicant shall be kept reserve and may be invited for negotiations and they shall be considered for engagement at the rate agreed by the selected agency in the event of withdrawal, failure of the selected agency or on the event of increase in volume of work, or for any other reason.

9. AWRAD OF WORK

Bidders who have been evaluated the First Ranked Applicant (having the highest combined score) will be the successful bidder and Notification of Award of Contract will be served to the successful bidder. The notification of award shall constitute the formation of Contract with RMC within 7 days (seven) days of the receipt of the Notification, sign and return the duplicate copy of the Notification in acknowledgement thereof. In the event the duplicate copy of the Award Notification duly signed by the Selected Bidder is not received in the stipulated date, the Authority may, unless it consents to extension of time for submission thereof, cancel the AwardNotification and the next highest-ranking Bidder may be considered.

RMC reserves the right, to accept any Bid after performance analysis with the Bidders or to reject any or all the Bids or to cancel/withdraw the Bid or to annul the Bidding process at any time prior to Award of Contract, without assigning any reason for such decision. Such decision by RMC shall not be subject to question by any Bidder and RMC shall bear no liability whatsoever consequent upon such a decision nor shall RMC have any obligation to inform the affected Bidder or Bidders of the grounds of RMC's action.

10. EXECUTION OF AGREEMENT

After acknowledgement of the Award Notification as aforesaid by the Selected Bidder, it shall execute the mutual agreed Contract Agreement with RMC by submission of Performance Security in the form of PBG i.e. 3% of Annual Contract value. The Selected Bidder shall not be entitled to seek any deviation in the Agreement.

11. COMMENCEMENT OF ASSIGNMENT

The Selected Bidder shall commence the Assignment within seven days of the date of the Agreement, or such other date as may be mutually agreed. If the Successful Bidder fails to either sign the Agreement or commence the assignment as specified herein, the Authority may invite the second ranked Bidder for negotiations. In such an event, the Award Notification or the Agreement, as the case may be, may be cancelled /terminated.

12. TAX DEDUCTION AT SOURCE

- i. Income Tax, as applicable as per Income Tax Act, shall be deducted at source from the bills.
- ii. TDS under GST shall also be deducted (if applicable)

13. GOODS & SERVICE TAX (GST)

- i. GST shall be paid EXTRA as applicable as per GST law against GST Registration Number only. Bidder shall clearly indicate the present applicable rate of GST in Percentage (%) in the Price Bid. Bidders shall enclose copy of GST registration certificate in Envelop-I.
- ii. Bidders has to submit the proof of payment of GST paid to him by the RMC, otherwise the same shall be recovered from Bidder's EMD.

14. PAYMENT TERMS & CONDITIONS

- i. The payment will be made on monthly basis to the agency. The monthly payment will be made only after Analyzing Satisfactory Work/ Result at the end of every month.
- ii. For any Special events by RMC, the agency has to cover the events with no other extra Payment.
- iii. The Client's In-charge would check the agency invoice and will release the payment within 15 working days of receipt of invoice.

15. TERMINATION OF CONTRACT

The works may be terminated at any time by RMC upon One Month notice in writing being given to agency, if the agency work is not found to be satisfactory according to the terms of the agreement or fails to take action as per the directions of RMC Authority or change in requirements.

16. ESCALATION / PRICE VARIATION

No claim on account of any price variation/ escalation on whatsoever ground shall be entertained at any stage of works. All rates shall be firm and fixed for entire contract period.

17. FRAUD AND CORRUPT PRACTICES

- i. The Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, the Authority shall reject a Proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the "Prohibited Practices") in the Selection Process. In such an event, the Authority shall, without prejudice to its any other rights or remedies, forfeit and appropriate the Performance Security, if available, as mutually agreed genuine pre- estimated compensation and damages payable to the Authority for, inter alia, time, cost and effort of the Authority, in regard to the RFP, including consideration and evaluation of such Bidder's Proposal.
- ii. Without prejudice to the rights of the Authority and the rights and remedies which the Authority may have under the Award Notification or the Agreement, if the Bidder or Successful Bidder, as the case may be, is found by the Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the Award Notification or the execution of the Agreement, such Bidder or Successful Bidder shall not be eligible to participate in any tender or RFP issued by the Authority during a period of 2 (two) years from the date such Bidder or Successful Bidder, as the case may be, is found by the Authority to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.
- iii. For the purposes of this Clause, the following terms shall have the meaning hereinafter respectively assigned to them:
 - a. "corrupt practice" means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Authority who is or has been associated in any manner, directly or indirectly with the Selection Process or the LOA or has dealt with matters concerning the Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the Authority, shall be deemed to constitute influencing the actions of a person connected with the Selection Process; or (ii) save as provided

herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the Award Notification or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the Award Notification or the Agreement, who at any time has been or is a legal, financial or technical consultant/ adviser of the Authority in relation to any matter concerning the Project;

- iv. "Fraudulent practice" means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process;
- v. "Coercive practice" means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person's participation or action in the Selection Process;
- vi. "Undesirable practice" means (i) establishing contact with any person connected with or employed or engaged by the Authority with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a Conflict of Interest; and (e) "restrictive practice" means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the Selection Process.

18. NON-DISCRIMINATORY AND TRANSPARENT PROCEEDINGS

RMC shall ensure that the rules for the bidding proceedings for the Project are applied in a non-discriminatory, transparent and objective manner. RMC shall not provide to any Bidder information with regard to the Project or the bidding proceedings, which may have the effect of restricting competition.

19. JURISDICTION

Contract shall be deemed to have entered into at Rourkela and all cases of action in relation to the contract shall, therefore, be deemed to have been assigned within its jurisdiction at Rourkela only.

- 20. RMC takes no responsibility for delay, loss or non-receipt of the offer. RMC reserves the right to reject any or all offers without assigning any reason whatsoever.
- 21. Agency or its persons engaged for the services shall act as an independent operating agency, not as an agent/ employee of RMC. The Agency's personnel deployed at RMC premises shall be the employees of Agency for all legal purposes and consequences.
- 22. The agency shall be liable for all cost, damages, expenses suffered or incurred by the RMC due to Agency's negligence or its employees which shall be recovered from the Agency's Bill/ Security deposited. The decision of the DRDA regarding such failure of the Agency/ Its staff and their liability for losses, etc. suffered by the RMC shall be final and binding on the Agency.

Scope of Work

Below given points are the list of proposed activities that the RMC Authority desires from the Agency to execute. However, Authority of RMC is not obliged to employ all activities mentioned below. RMC Authority has the discretion to change the scope of activities without having any commercial implication. The scope of work includes but is not limited to the following:

A. Strategy Formulation

The agency will formulate a result oriented comprehensive social media promotion strategy.

B. Creation and management of Social Media Platforms

- i. The agency shall create and subsequently maintain the official WhatsApp, Facebook Page, Twitter Profile, You Tube Channel, and Instagram including any other social media platform of **Rourkela Municipal Corporation** during the course of contract and hence set up a complete social media networking management system and manage the same by deploying requisite number of persons with requisite qualifications and skill sets.
- ii. The Agency would develop and upload on various social media platforms, creative content or adapt the already available creative content of different schemes, success stories and guidelines. The content includes but not limited to banners, videos, info graphics, graphics etc.
- iii. The activities listed under this sub-section will have to be executed at periodic intervals, the frequency of which will be decided by the RMC Authority.
- iv. Social Media Account will be verified / authenticated by the agency as per the norms of respective platforms.

C. Dissemination of messages through Social Media Platforms

- i. The agency would be responsible for enhancing reach of messages such as Scheme Benefits, Innovations, Initiatives and other activities on various social media platforms through non-paid media so that the content would reach to the last mile on internet domain in real time basis.
- ii. The content will be initially drafted in two languages (Odia and English) and extended to other Indian languages like Hindi as per need.
- iii. Regularly upload posts on chosen media platforms.
- iv. Regularly post original blogs/ articles related work, milestones and achievements (Success Story) etc. of schemes and institution as whole.
- v. While creating content, platform limitation should be given due care (e.g., 140-character limitation on Twitter, image guidelines on Facebook/ Instagram etc.).
- vi. Compilation and coordination of news, events and community involvement postings within social media.
- vii. Select and upload images that increase curiosity and engagement amongst people/ beneficiaries.
- viii. Design creative piece in accordance with campaigns and adapt them to platforms.

- ix. To devise an extensive social media campaign strategy to assist RMC for management of its social media presence and effectively communicate with citizens.
- x. To devise a content calendar and strategically lay down all the posts to be made in the official social media pages.
- xi. Curate topics on relevant (#) Hash tags on digital platforms.
- xii. All activities listed under this sub-section are continuous activities and will be executed at the intimation of RMC authority from time to time.

D. Conversation Management

- i. Set up monitoring services as per the requirement.
- ii. Monitoring to be done using proper tracking mechanism to track conversations relating to RMC / Schemes.
- iii. Redress the grievances received on social media with help of concerned sections of RMC. Revert to the user/ complainer on the resolve of the issue/ grievance.
- iv. Run (#) Hashtag-based discussions frequently with Twitter/ Facebook users.

E. Response Management

- i. The agency shall provide accurate, complete, polite and prompt feedback mechanism to users via social media platforms. The agency shall gather inputs from users and respond back to their requests, queries, suggestions etc. and also pass onto authorized officials of RMC on regular basis.
- ii. User interaction would initially be done in Odia and English only to be extended to other languages subsequently on need-based basis.
- iii. The agency would also moderate the sites to avoid spam, advertisements and inappropriate content.
- iv. The agency is also expected to track social media networks for relevant and related key words and respond to them in a big way to initiate positive conversations on social media sites.

F. Monitoring and Reporting

- i. Tracking conversations, links and blogs about RMC and issues/ topics relating thereto.
- ii. Tracking sentiments – Positive, Neutral or Negative.
- iii. Use effective third-party tracking tools to track the progress of each network.
- iv. Reporting any discrepancy in sentiments.
- v. Channelizing and drafting a plan to work out and neutralize negative sentiments.
- vi. Submit “Effectiveness Analysis Reports” to RMC on a weekly or monthly basis, as required.
- vii. The Agency would employ requisite analytical and software tools, as required.

G. Responsibility

Daily Responsibilities	Weekly Responsibilities	Monthly Responsibilities
<ul style="list-style-type: none"> • Maintaining the goodwill of the Institution. • Respond to any/ all engagements from follower base • Sharing our quality content socially <p>Regular posting on social media accounts:</p> <ul style="list-style-type: none"> ✓ Use local/ native video/ scheme videos ✓ Experiment Posting ✓ Mix up post Types ✓ Test Post Length ✓ Include @Tags of other pages ✓ Repost popular post ✓ Pre-self-target audience ✓ Drive traffic from other sources ✓ Embed post & on your blog <ul style="list-style-type: none"> • Monitor for Keyword Check Mentions Search Engine Activities: <ul style="list-style-type: none"> ✓ Directory Submission ✓ URL Pinging ✓ Search Engine Submission <ul style="list-style-type: none"> • 1 Engaging Twitter Posts per day • 2 Facebook Actions • Any other work related to Media Management & PR Activities as desired by RMC Authority 	<ul style="list-style-type: none"> • 1-2 YouTube Videos per Week • Run non-paid campaigns for required post • Check out status • Weekly goals • Check-in Search Engine Activities: <ul style="list-style-type: none"> ✓ Classified ✓ Business Listing ✓ Social Bookmarking <ul style="list-style-type: none"> • Any other work related to Media Management & PR Activities as desired by RMC Authority 	<ul style="list-style-type: none"> • Analytics Reports • Design & change banners on social media accounts • Increase followers & subscribers on social media accounts. • Create channels like: YouTube • Goal setting & come up with new experiments create more channels and expand our video in other channels • Design Newsletter & share with targeted audience • Monthly Analytic Reports • Any other work related to Media Management & PR Activities as desired by RMC Authority

H. The agency shall ensure that the content and activities on social media platforms do not restrict accessibility of the platforms on various mobile devices and different browsers.

I. The agency must mark all electronic content (text, photo, video or otherwise) as copy right, whenever applicable; and monitor and report unauthorized use.

J. Archival Set-up

Agency would be responsible for storage of content and data by means of online/ offline archival support. The archived content should be made available to RMC Authority.

K. Manpower & Office Set-up

A dedicated team of professionals (01 No. of Content Write, 01 No. of Editor, 01 No. of Cameraman & 01 No. of Asst. Cameraman) having prior relevant experience should be deployed at RMC. A dedicated Office space will be provided within the RMC Office Building to the agency along with office infrastructure.

Also, the Agency shall engage adequate experienced off-site support team for on-time delivery of the activities outlined in the Scope of work.

The logistic requirements like vehicle, Laptop, Digital Camera, digital Camcorder, Drone Camera, Tripods, Voice Recorder, Mac VGA connector cables, SD card readers, Gimble etc. to be arranged by the agency.

The team to work beyond their working hours and days if RMC desires so, considering the work load and deadline to complete the assigned work.

L. Other anticipated activities but not limited to:

- i. Preparation of press releases and updates for traditional media (Print & Electronics).
- ii. Distribute press releases and media announcements in coordination with DIPRO and conduct personal follow-up on outreach.
- iii. Preparation of Leaflets, Posters, Hoardings, Coffee table books etc. (Soft copy)
- iv. Preparation of Short Documentaries for the events, innovations etc.
- v. Utilize social media tools to support day to day image building efforts.
- vi. Means and methods of Social Media Audit.
- vii. Any other work related to Media Management & PR Activities as desired by RMC Authority.

Technical Bid Format**(To be submitted in Technical Bid Envelope)**

The documents have to be arranged serially as per order mentioned below:

1	Name of the Firm/ Company	
2	Name of the Authorized Signatory and Designation	
3	Address & Contact Details	
4	E-mail ID	
5	Registration Details: Company / Firm	<ul style="list-style-type: none"> • Certificate of Incorporation/ Registration • PAN Card • GST Registration Certificate • Bank Account & RTGS details
6	Experience in similar field	<ul style="list-style-type: none"> • Work order/ Contract Agreement Copy/ Completion Certificates • Filled up format as per Annexure-C
7	The Firm/ Agency must have 10 experienced workman professionals on its payrolls as permanent employees	<ul style="list-style-type: none"> • Proof of Documents
8	Annual average turnover of Rs. 25 Lakhs (Thirty Lakhs) in the last three financial years (i.e 2022-23, 2023-24, 2024-25)	<ul style="list-style-type: none"> • Annual Turnover Statement certified by Chartered Accountant as per Annexure-D. • Filed IT return of last 3 years
9	Details of Quality work plan to deliver on the engagement as per the scope of work in terms of achieving Goals and objectives	<ul style="list-style-type: none"> • To be submitted
10	The Firm/ Agency should not have been blacklisted / banned by Central/ State Govt. & PSU/ CPSEs	<ul style="list-style-type: none"> • Self-certification on letterhead to be furnished with stamp paper
11	Submission of undertakings for Bid terms & conditions acceptance.	<ul style="list-style-type: none"> • To be submitted on the Letter Head
12	Non-refundable RFP Document Fee of Rs.11,800/- along with Offer Document.	<ul style="list-style-type: none"> • On backside of DD, company name to be mentioned for identification purpose
13	Earnest Money Deposit (EMD) of Rs.3,00,000/- along with Offer Document.	<ul style="list-style-type: none"> • On backside of DD, company name to be mentioned for identification purpose

Place:**Authorized Signatory with Seal****Date:**

Summary of Technical Capability

Name of the Assignment	Name/ Address of the Organization	Date of Award of Assignment	Date of Completion of Assignment	Annual Value of Work Order in Rs.

Note: Please furnish the Work order / Contract Agreement copy/ Satisfactory Completion Certificate only in support of the information mentioned above.

Place:

Authorized Signatory with Seal

Date:

Annexure-D

Financial Capability of Bidder/ Agency

Annual Turnover Statement

The Annual Turnover for the last three financial years of M/s _____ are given below and certified that the statement is true and correct.

Year	Annual Turnover in Rs.
2019-20	
2020-21	
2020-22	

Average annual turnover for the above three years in Rs. _____
(_____)

Date:

**Signature of Auditor /
Chartered Accountant**

Place:

Name:

Seal:

Membership No:

Regd. No. of Firm:

Note: To be issued in the letter head of the Auditor / Chartered Accountant mentioning the membership number.

Financial Bid**(To be submitted in Financial Bid Envelope)**

Name of the Bidder/ Agency/ Company/ Firm: _____

Address: _____

Sl. No	Description of Item	Price Quoted per Month including of all Charges and excluding of GST	
		Rs. in Figure	Rs. in Words
1	Undertaking of entire scope of work as per the tender as per Annexure-A		
2	Rate of GST (as applicable) on Sl.No.1 in % (_____)		
3	Total (1+2)		

The quoted rates shall be inclusive of Salary, Wages, TA/DA, Logistics etc. to the staff deployed for the job by the agency/ bidder and training by the Agency/ Bidder imparted to RMC employee.

Undertaking

I/ we have read & understood the terms & conditions of the RFP before quoting the above price. I/We confirm that the above quoted prices are inclusive of all as per the scope of work.

Name of the Contact Person: _____

Tel/ Mobile No.: _____

Email ID: _____

Place:**Authorized Signatory with Seal****Date:**