

Request for Proposal

(Invited through e-Tendering mode only)
(Limited to agencies as per list enclosed in "Annexure IV")

For

Selection of Social Media Agency

No. RECPDCL/Tender/Social Media/2015-16/2047

Dated: 16.10.15

REC Power Distribution Company Limited
(A wholly owned subsidiary of REC, a 'Navratna CPSE'
Under the Ministry of Power, Govt of India)

CIN no of RECPDCL-U40101DL2007GOI165779

Corporate office

1016-1023, Devika Tower, Nehru Place,
New Delhi-110019

Telefax: 011-44128768

Website: www.recpdcl.in

Description of task, e-tender submission format and procedure is provided in the Financial Bid document available on RECPDCL website (www.recpdcl.in), REC website (www.recindia.com), e-tendering website (www.tenderwizard.com/REC), (www.eprocure.gov.in)

Important Dates for E- Bid mode	
Date of Release of RFP	16.10.2015
Last date of queries/ seeking Clarification	23.10.2015 up to 10:45 Hours
Pre bid Meeting	23.10.2015 at 11:00 Hours
Last date of submission of Bid	2.11.2015 up to 15:30 Hours
Date of Opening of Technical Bid	2.11.2015 at 16:00 Hours
Date of Presentation & Opening of Financial Bid	Will be intimated later

Note:

Online registration shall be done on e-tendering website i.e. www.tenderwizard.com/REC & in general, activation of registration may takes 24 hours subject to the submission of all requisite documents required in the process.

-Sd-
(S.C. Garg)
Addl. C.E. O.

[This document is meant for the exclusive purpose of Agencies against this Bid and shall not be transferred, reproduced or otherwise used for purposes other than that for which it is specifically issued.]

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SECTION-I
(BID INFORMATION)

Name of the assignment: Selection of Social Media Agency

Important information

S. No.	Event	Information to the agencies	
1	Date of Release of RFP	16.10.2015	
2	Last date of queries/ seeking Clarification	23.10.2015 up to 10:45 Hours	
3	Pre Bid Meeting	23.10.2015 at 11:00 Hours	
4	Last Date & Time for online Submission of Bid	2.11.2015 up to 15:30 Hours	
5	Date of Opening of Technical Bid	2.11.2015 at 16:00 Hours	
6	Date of Presentation & Opening of Financial Bid	Will be intimated later	
7	Tender Document	The details can be downloaded free of cost from the websites www.recpdcl.in (or) www.recindia.com (or) www.tenderwizard.com/REC (or) www.eprocure.gov.in	
8	EMD #	Rs. 1,00,000/- (Rs. One Lakh only)	
9	Address for Bid submission/EMD/PBG	Shri. Subhash Chandra Garg, Addl. C. E. O. REC Power Distribution Company Limited, 1016-1023, 10 th Floor, Devika Tower, Nehru Place, New Delhi- 110019, India. Telefax : 011-4128768,44128760/67 Email- recpdcl@rediffmail.com	
10	Contact Person	Shri. Ajay Kumar , Chief Technical Officer REC Power Distribution Company Limited (RECPDCL) Phone:011-44128767; Fax:011- 44128768 Email-recpdcl@rediffmail.com	Shri. Sunil Bisht , Assistant Manager (Technical) REC Power Distribution Company Limited (RECPDCL) Phone:011-44128760; Fax:011- 44128768 recpdcl@rediffmail.com

The EMD (Earliest Money Deposit) is to be submitted by all the participating bidders of an amount of Rs.1,00,000/- (Rs. One Lakh only) in the form of irrevocable Bank Guarantee (BG) from a nationalized/scheduled Bank as per Performa enclosed as "Annexure-II" or Bank Demand Draft drawn in favour of REC Power Distribution Company Limited payable at New Delhi. The EMD of unsuccessful bidder/s will be returned within 90 days from the award of contract and EMD of successful bidder will also be returned after acceptance of work order and submission of PBG (Performance Bank Guarantee) of requisite value.

SECTION-II

PREFACE

1.0 INTRODUCTION:

REC Power Distribution Company Limited (REC PDCL), registered office at Core-4, SCOPE Complex, 7, Lodhi Road, New Delhi- 110003 an ISO 9001:2008 & 14001:2004 certified, a wholly owned subsidiary of Rural Electrification Corporation Ltd (REC), a “Navratna CPSE” under the Ministry of Power, Govt. of India is engaged in providing value added consultancy services in power sector arena covering Power Generation, Transmission & Distribution (T&D), Renewable Energy Sector and Energy Efficiency programs including Govt. of India’s power schemes for power utilities across the country and various regulatory assignments with SERCs. It includes the project works under Rural Electrification (RGGVY), PMC works of RGGVY/DDUGJY, DPR preparation for R-APDRP/ RGGVY/ NEF/ DDUGJY/ IPDS and other power projects scheme, Third Party Inspection, Feeder Renovation Program, Feeder separation, HVDS program, Lender’s Engineers assignment, IT related assignments in Distribution sector including Energy Audit, Evaluation study for HVDS/Distribution network, AT&C Loss assessment, system study, MRI based billing and Cost Book Data Preparation as per the need of the power utilities, Regulatory Commission across the country.

1.1 Objective

REC PDCL is intending to engage agency for providing services for campaigning and promotion of various major projects/initiatives undertaken by REC under DDUGJY and rural electrification of Un-electrified villages etc. by handling various social media platforms viz. Facebook, twitter, linkedIn, etc. and any other upcoming social media platforms during the course of contract with following objectives:

- I. Making people aware about various ongoing developments in the ambitious project of electrification of all UE villages and other rural electrification projects as undertaken by REC under DDUGJY.
- II. Widening REC's reach among different communities on social media and online platforms.
- III. To create a simple and user-friendly system for exchanging ideas and feedback on services online.
- IV. To inform people online regarding new policies and updates on rural electrification.

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SECTION-III

INSTRUCTIONS TO BIDDING AGENCIES

This bid is invited from the agencies, which is already empanelled with NeGD to meet the above said objective. (List is enclosed as Annexure “IV”)

The agencies/bidders are advised to study the financial bid document carefully. Submission of Financial Bid shall be deemed to have been done after careful study and examination of the financial bid document with full understanding of its implications.

Submission of the Bid:

Agency shall submit their responses online through e-tendering website www.tenderwizard.com/REC.

A. The submission and opening of Financial Bid will be through e-tendering process only.

Interested Agencies/bidders can download Financial Bid document from the RECPDCL website i.e. <http://www.recpdcl.in> or www.recindia.com or www.eprocure.gov.in and e-tendering regd. link is given in RECPDCL website i.e. www.tenderwizard.com/REC.

(Note: To participate in the e-Bid submission, it is mandatory for the agency to have a user ID & Password. For this purpose, agency has to register them self with REC/RECPDCL through tender Wizard Website given below. Please also note that the agency has to obtain digital signature token for applying for the e-Bid. In this connection, vendor may also obtain the same from tender Wizard.)

B. Steps for Registration:

- i. Go to website “<http://www.tenderwizard.com/REC>”.
- ii. Click the link ‘Register Me’ or ‘New User? Sign Up’
- iii. Enter the details about the E-tendering as per format.
- iv. Click ‘Create Profile’.
- v. E-tender will get confirmation with **Login ID and Password**.

C. Steps for application for Digital Signature from Bid Wizard:

Download the Application Form from the website <http://www.tenderwizard.com/REC>. Follow the instructions as provided therein. In case of any assistance, you may contact RECPDCL officers whose address is given at the Bid.

Bid is to be submitted through online mode on website www.tenderwizard.com/REC in the prescribed form.

Scanned soft copy of the documents given below for the qualifying response:

➤ **General Documents/EMD/PBG**

1. Form-I----- Letter for Submission of Bid & Form-II ----- General criteria details.
2. EMD of Rs. 1,00,000/- in the form of Bank Guarantee (BG) from a nationalized/scheduled Bank as per Performa enclosed as "**Annexure-II**" or Bank Demand Draft drawn in favour of REC Power Distribution Company Limited payable at New Delhi & scanned copy to be uploaded and original to be submitted before the last date & time of Submission of Tender.
3. Performance Bank Guarantee as applicable details mentioned in Section VI, Clause 6.0 in this tender, in form of DD or Bank Guarantee may be drawn from a scheduled commercial bank in favor of "REC Power Distribution Company Ltd", New Delhi.

➤ **Financial Bid**

1. Form-III-----Financial Proposal/Bid.

Financial bid to be uploaded in the specific format designed & same may be downloaded from website www.tenderwizard.com/REC and after filling the form it is to be uploaded therein through digital signature.

All the documents should be addressed to.

**Addl. Chief Executive Officer
REC Power Distribution Company Ltd.
1016-1023, 10th Floor,
Devika Tower, Nehru Place,
New Delhi – 110019**

(Note: All papers that comprise the Bid document of the concerned Bid must be numbered. An index of each page should also be provided.)

SECTION-IV

DETAILED SCOPE OF WORK & PERFORMANCE EVALUATION

A. Scope of Work:

The selected Agency shall begin Social Media Management for REC for a period of 1 year which may be extended further for a period of 2 years or part of the year, for various projects of Ministry of Power, Govt. of India and other projects/activities/assignments/initiatives etc. undertaken by REC including, but not limited to the following activities:

1. The Agency shall create and subsequently maintain the official Facebook Page, Twitter Profile and YouTube Channel, Google plus, LinkedIn and Instagram including any other upcoming social media platform during the course of contract and hence set up a complete social networking management system for REC and manage the same by deploying requisite number of persons with requisite qualifications and skills-set.
2. Populating, publishing and updating the content as and when required on 24X7 basis. The frequency of information will be on a continuous and daily basis.
3. Feedback, messages and any other communication received from visitors to the sites shall be forwarded to the officials concerned directly from time to time.
4. Generate buzz about Ministry of Power and REC projects and inform citizens over the status/progress of such projects.
5. Round the clock running of social media sites, updating, analyzing social media trends, moderation and intervention as and when required.
6. Feedback/comment management on regular basis, moderation of pages on regular basis to keep the social media site free from spam/advertisement/ inappropriate contents, appropriate tagging etc.
7. Manage response on social accounts through setting up standard response management processes.
8. Repackaging of the content (videos and photographs) into suitable formats (video packages and others)
9. Uploading of repackaged and creative content on various social media platforms such as Face book, YouTube, Google, Twitter etc.
10. The agency should be able to develop interesting and innovative content, campaigns, in order to have proper communication strategy for various social media platforms to enhance the reach of content in real time basis.
11. The agency shall provide live coverage of event(s) on Social Media, at department's request, on a notice period of at-least 2 days, such that there is at-least 50% of the coverage on the same day itself, remaining (if any) on the day after, across all applicable

social media sites as per contract. It is understood that live event coverage of several hours may translate as one or more posts on the social media; with text, snapshot or few minutes video of actual coverage (per post), as opposed to several hours captured in practice. Such event may not exceed 4 Press Releases and one Annual event.

12. Provide detailed analytics about Social Media activities.
13. Ensure that significant posts made by the public on the RECPDCL's social networking sites are monitored on a real time basis and is brought to the notice of the designated RECPDCL's official on daily basis.
14. Ensure that the response to these posts is provided on the social networking site under the supervision of the designated RECPDCL's official.
15. Use appropriate CRM to track social media sites of all the departments and monitor the following:
 - a) Social media sentiments
 - b) Overall trends on various social media platforms
 - c) Monitor and generate reports in various formats like graphs, charts etc.
16. Agency would also be responsible for advertising of REC's various schemes, acts and related activities on the social media platforms.

Additionally the bidder needs to provide for the following:-

- i. The bidder should assign one officer as Single Point of Contact (SPOC), with minimum qualification of B.E./B.Tech/MBA and a minimum relevant experience of two years in social media, dedicatedly for this assignment and shall be required to be present at the RECPDCL's office at least once a week or as and when desired by RECPDCL.
- ii. The bidder should arrange their own Laptops/Computers, internet, software etc. RECPDCL would provide only space, furniture & electricity for operations.

NOTE:

- I. The selected Agency shall be actively involved in Content Creation & Management for a period of 1 year or such extended period thereafter and all such content created will be the property of RECPDCL.
- II. The Agency must also be advised that the operation of the Social Platforms shall fall under the purview of the Right to Information Act, 2005. Thus, it must understand the governing laws and must answer any queries only after consultation with RECPDCL.
- III. The Social Media Platforms content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc., failure of any one of which shall be considered an incomplete execution of the Work Order.

B. Timelines & Deliverables:

- i. The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at time T(Issuance of Work Order).

Sr. No	Deliverables	Timelines
1.	Preparation & Submission of detailed plan of action	T+7 Days
2.	Content Creation & Deployment	Continuous Work
3.	Updating, Maintenance, New Content Creation, etc.	Continuous Work

- ii. Monthly Progress Reports/MIS to be submitted every month or as and when desired by RECPDCL indicating the activities remaining/completed and progress as against the scheduled tasks / activities.

C. Milestones & Performance Evaluation: The performance of the bidder during the course of the tender shall be subjectively evaluated based on the fan base/number of followers in Social Media.

- i. The agency should be able to generate a minimum Indian Fan base of 20,000 on Facebook in first quarter which shall be deemed to begin from the date of award of work order to the successful bidder. Further, the number of followers on other social medias as mentioned in the contract shall accordingly be managed in line with other applicable social media governing guidelines/prevaling trends etc.
- ii. The growth rate of followers should be maintained exponentially. The consistency with regard to the publicity should be maintained.
- iii. The agency should be able to generate a minimum fan base of 2 Lacs on Facebook during the entire period of contract.

Milestones to be achieved:

Quarter	1st	2nd	3rd	4th
Total Min Indian Fan base	20,000	60,000	1,20,000	2,00,000

SECTION-V

GENERAL CONDITIONS OF BID

1. The bidder should submit the documents through e tendering mode viz. **letter of submission of Bid enclosed as Form-I, General criteria details enclosed as Form-II, Financial bid/Performa of schedule rates enclosed as Form-III, Annexure-I, performance bank Guarantee format(Annexure-III)** for evaluation of their financial bids. Original of requisite EMD to be submitted in original on or before last date of submission of Bids, fulfilling the above conditions will only be evaluated by the duly constituted evaluation committee. Bids of the bidders not fulfilling the conditions given above may be summarily rejected. Undertaking for subsequent submission of any of the above documents will not be entertained under any circumstances.
2. RECPDCL reserves right to ask to submit any document if desired so at any stage & also the right to verify/confirm all original documents & failure to produce the same within the period as and when required and notified in writing by RECPDCL shall result in summarily rejection of the bid.
3. Engagement with RECPDCL does not confer any right to the agencies to be invited for participating in any bids, tender etc. floated by RECPDCL. RECPDCL reserves the right to call bids/assign work/ associate the agency(ies) in any area as may be deemed fit by RECPDCL depending upon the profile provided by the agencies and requirement of assignment.
4. RECPDCL reserves the right to accept or reject any or all requests for engagement without assigning any reason or to accept in parts and engage more than one agency at its sole discretion.
5. Acceptance of the application(s) constitutes no form of commitment on the part of RECPDCL. Furthermore, this acceptance of the application confers neither the right nor an expectation of minimum order within the proposed project.
6. RECPDCL reserve the right to accept the whole or its part of part of any responses with any short fall at its sole discretion.
7. RECPDCL reserve the right to call for fresh tenders/financial bid invitation at any stage and /or time as per the present and /or envisaged RECPDCL requirements even if the tender is in evaluation stage or in any stage.
8. RECPDCL reserve the right to modify, expand, restrict, scrap, re-float the tender without assigning any reason for the same.

9. The responder shall bear all costs associated with the preparation and submission of its response, and RECPDCL will in no case be responsible or liable for these costs, regardless of the conduct or the outcome of the tender process.
10. RECPDCL reserves the right to conduct the reverse auction (if required) for the services being asked in the tender. The terms and conditions for such reverse auction event shall be as per the Acceptance Form attached as Annexure V of this document. The bidders shall mandatorily submit a duly signed copy of the Acceptance Form along with the tender document as a token of acceptance.

11. Service Level Agreement (SLA)

The timely achievement of the milestones each quarter is the essence of the contract. In the event of failure to achieve the milestones within respective quarter, the same shall attract the penalty as follows:

Deviation from Milestones	% of the Quarterly payment deducted
Upto 5%	0
5%-10%	5%
10%-15%	8%
>15%	10 %

The penalty amounts shall be recovered from the payments due to the agency.

12.) Liquidated damages (LD) for delay for completion of work:

- a.) The bidder shall appoint one single-point-of-contact with minimum qualification of B.E./B.Tech/MBA and a minimum relevant experience of two years in social media who shall be required to visit RECPDCL office at least once per week or as and when required as per scope of work and in case of non-visit a penalty of such amount shall be deducted per day as calculated below:

$$\text{Deduced Amount} = (\text{L1 price quoted} * 10\%) / (12 * 22) * \text{No of absent days}$$

- b.) In the event of failure to submit the deliverables/ monthly progress report within the stipulated completion period, the liquidated damages are payable by the agency at 1% (one percent) per week of delay or part thereof on quarterly price on pro rata basis based on L1 price quoted.

However, the total liability of the agency under this clause shall be restricted to 10% of the contract value as awarded. The payable amount quarterly shall be based on billable amount after accounting for any such LDs.



13.) In case of continued non-satisfactory performance, RECPDCL have the right to withdraw the work & get completed the work at the risk and cost of the agency. For such evaluation, performance of two consecutive quarters will be sufficient to take any decision by RECPDCL. Further the agency may be blacklisted for a period of one year or more for participating in any of the bids invited by RECPDCL. Also, RECPDCL would be free to intimate such black listing to various state/central utilities/ Ministry of Power/State Governments/other agencies not to consider the said agency for any assignment including of the same on websites.

SECTION-VI

EVALUATION METHODOLOGY OF BID

A.) Technical Evaluation Criteria

1.) The bidders are required to score minimum 60 marks as per below mentioned technical evaluation criteria to qualify for the next stage of financial evaluation.

S. No.	Parameters	Documentary Evidence	Maximum Marks
1.	Relevant experience in online Social Media Management for Government / PSU /Private Sector (Last 5 years) (5 marks for each project)	Client Work Order/ Client certificate clearly mentioning the scope of work under Social Media Management	30
2.	Lead member's having minimum qualification of B.E./B.Tech/MBA with minimum relevant experience of : <ul style="list-style-type: none"> • 2- 7 Years (5 marks) • 7 – 15 Years (10 marks) • 15 above Years (20 marks) 	CV of Lead Member duly signed by the member and the authorizing signatory.	20
3.	Strategy, Strength, Approach & Methodology etc. including but not limited to the following: <ul style="list-style-type: none"> • Proposed brand vision and digital marketing strategy (10 marks) • Plan for increasing Following/ Likes for Social Media (10 marks) • Amplification Strategy (10 marks) • Innovations & Creativity for designing content (10 marks). • Usage of Social Media management tools, applications etc. for the following purposes : (10 marks) <ul style="list-style-type: none"> ▪ Support different roles for creating posts, approving posts, and reviewing posts. ▪ Increase the visibility of Twitter and Facebook posts by automated sharing them with internal & external audiences ▪ Moderation of social media posts using the tool. ▪ Monitor the performance of 	Presentation	50

S. No.	Parameters	Documentary Evidence	Maximum Marks
	campaign and generate campaign performance report. <ul style="list-style-type: none"> ▪ Usage of Social Media management tools, applications and mobile devices supporting different roles for creating posts, approving posts, and reviewing posts. ▪ Increase the visibility, monitoring and report of Twitter and Facebook posts by automated sharing them with internal & external 		

- RECPDCL may, at its discretion, call for additional information from the Bidder(s). Such information has to be supplied within the set out time-frame, otherwise RECPDCL on its sole discretion shall make its own reasonable assumptions at the total risk and cost of the Bidders and the Proposal is liable to be rejected. Seeking clarifications cannot be treated as acceptance of the proposal.
- For verification of information submitted by the Bidders, RECPDCL may ask the Bidder to furnish any original documents and may visit Bidder's offices at its own cost. The Bidders shall provide all the necessary documents, samples and reference information as desired by RECPDCL. The Bidders shall also assist RECPDCL in getting relevant information from the Bidder's references, if desired.
- For calculating the Technical Score (TS) the individual scores, as per respective weightages specified above, will be summed up. In order to qualify technically, a Bidder must secure minimum TS of **60**.
- Only technically qualified Proposals shall be considered for Financial bid Opening.

2. Technical Proposal Evaluation and Normalization of scores

The technical proposal of the bidders shall be normalized according to the following formula:

Normalized Technical Score of a Bidder = {Technical Score of that Bidder / Score of the Bidder with the highest technical score} X 100

3. Evaluation of Financial Proposal

Financial proposals of only those firms who are technically qualified shall be opened on the date & time which will be intimated later, in the presence of the Firm's representatives who choose to attend. After opening of financial proposals, QCBS selection method shall be applied to determine the Firm who will be declared winner and be eligible for award of the work.

Financial Proposal Evaluation and Normalization of scores

The financial proposal of the bidders shall be normalized according to the following formula:

$$\text{Normalized Commercial Score of a Bidder} = \left\{ \frac{\text{Lowest Commercial Quote of Bidder}}{\text{Commercial Quote of Bidder under consideration}} \right\} \times 100$$

Selection Criteria

- a. The final score will be calculated through Quality and Cost selection method based with the following weight-age:

Technical (TS): 50%

Commercial (CS): 50%

$$\text{Final Score} = (0.50 \times \text{Normalized Technical Score}) + (0.50 \times \text{Normalized Commercial Score})$$

Note: All the figures will be rounded off to nearest two decimal places.

- b. The bidder with the highest Final score shall be treated as the Successful bidder.
- c. In the event the Final scores are 'tied', the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Project.

C.) Instruction for Financial Bid

1.0 Preparation of Financial Bids

- 1.1 The Agency should upload Bid document with duly signed copy of the requisite documents through digital signature.
- 1.2 The Bidders are required to submit the complete financial bid documents through e-tendering only after satisfying each and every condition laid down in the tender documents. Other forms the bid shall be summarily rejected.
- 1.3 Do not upload Financial Bid document with any other bid documents. Financial bid has to be uploaded separately.
- 1.4 All rates should be in figures and in words. In case of discrepancy between the words and the figures the rate indicated in figure shall prevail.
- 1.5 Rates quoted should be firm and fixed. No price variation and escalation will be allowed.

2.0 Submission of Financial Bid:

- 2.1 Scan copy of "Earnest Money Deposit" should be uploaded in portal.
- 2.2 Original EMD is to be submitted as on and before the last date of the submission.
- 2.3 Financial Bid should only be submitted through e-tendering mode and duly digitally signed by the authorized person, giving full name of the firm with its current business address. The letter

of authorization shall be indicated by written Power-of-Authority/ Authorization Letter accompanying the bid.

- 2.4 REC PDCL reserves the right to reject any or all tenders or drop part of tender without assigning any reasons whatsoever.
- 2.5 The quotation shall be valid for entire contract period/completion of the Assignments.
- 2.6 The bidders should satisfy themselves before submission of the bid to RECPDCL that they understand and satisfy each and every condition laid down in the bid document.

3.0 Opening of Bid:

- 3.1 Tenders duly submitted/uploaded, will be opened online on the schedule date and time. The tenders will be opened and the bidders or their authorized representative may, if they so desire be present at the time of opening of tenders.
- 3.2 Bid of only those bidders will be opened who have submitted requisite EMD in original detail as above within the specified time limit.
- 3.3 If due date of receipt of tenders and/or that of opening of tender happens to be a closed holiday(s), the tenders would be opened on the next working day but the time of receipt and of opening will remain the same.
- 3.4 RECPDCL reserves the right to postpone and/or extend the date of submission/opening of tenders or to withdraw the tender notice, without assigning any reason thereof. In such a case the bidders shall not be entitled to any form of compensation from the Company.

4.0 Financial Bid:

- 4.1 Bidders has to quote their rates strictly as per the financial bid format enclosed as Form-III should be submitted/uploaded through online/e-tendering mode only.
- 4.2 The prices shall remain FIRM till entire contract period /completion of the Assignment.
- 4.3 The prices to be quoted would be exclusive of service tax which shall be payable extra as applicable.
- 4.4 The price quoted shall be inclusive of any cost incurred in any activities/ media engagement / advertisement if any, to achieve the milestones as mentioned.
- 4.5 Price quoted by bidders with any deviation or any conditionality, the offer will be treated as incomplete and will be rejected.
- 4.6 Any variation in rates, prices or terms during validity of the offer shall lead to forfeiture of the EMD of said bidder.

5.0 Earnest Money Deposit (EMD)

- 5.1 Bidders shall submit, Earnest Money of Rs.1,00,000/- (Rs. One lakh only) in the form of irrevocable Bank Guarantee (BG) from a nationalized/scheduled Bank as per Performa enclosed as "**Annexure-II**" or Bank Draft drawn in favour of REC Power Distribution Company

Limited payable at New Delhi and shall be initially be kept valid up to validity of the offer plus 30 days or such extended period. Tenders not accompanied by the requisite amount of Earnest Money shall be rejected.

5.2 Earnest Money shall be forfeited in case of the following:

- a) On revocation of tender or increase in rates after opening of the tender but before the validity of the quotations expires.
- b) On refusal to enter into contract agreement after award of contract.
- c) Non submission of Contract Performance Guarantee.

5.3 The EMD shall be returned without interest:

- a) To the all unsuccessful bidders and successful bidders on acceptance of LOA & submission of Contract Performance Guarantee by successful bidder.
- b) In case bidding process is terminated by REC PDCL for any reason.

6.0 Performance Bank Guarantee (PBG):

6.1 The Performance Bank Guarantee should be submitted by successful bidders in form of Demand Draft(DD)/ Bank Guarantee after the award of work as per prescribed format enclosed as "ANNEXURE-III" issued in favor of REC Power Distribution Company Ltd. and Payable at New Delhi in below said manner.

6.2 The Performance Bank Guarantee (PBG) shall be submitted by the bidder @10% of the contract value within 15 days of award of work order which shall be valid for a period of 1 year plus 3 months claim period. In case of extension of the work, the validity of PBG shall be extended accordingly as required by RECPDCL.

7.0 Deviation:

The bidder must comply with the Scope of work, all terms and conditions & milestone target for execution of work as per bid document. No deviation on the lower side in this regard shall be accepted. In case of any deviation, Bids shall be summarily rejected.

8.0 Bidders may be present in person or may send their authorized representative at the time of opening of bid as per schedule. No further intimation shall be given if there is no change in the schedule. It is expected that all bidder shall attend the opening of bids. However, bids shall be opened and decision shall be taken even in absence of representative if the bid opening is not attended.

9.0 REC PDCL reserves the right to reject any offer in full or in part & award the work to one or more than one bidders, without assigning any reason thereof and without incurring any liability to the affected bidders for the action of REC PDCL.

SECTION-VII

CONTRACT DETAILS

A. CONTRACT

1.0 Duration/ Period of Contract:

1.1 The contract will be for a period of 1 year from the date of the award of contract which may be extended further for a period of 2 years or part of the year and the same shall be done on same rates, terms & conditions at the sole discretion of RECPDCL as per requirement.

2.0 Termination of Contract:

2.1 The contract shall remain in force as per the award of work or till satisfactory completion of awarded work, whichever is earlier.

2.2 However, in case, in the opinion of REC PDCL if the agency is not likely to make up for the delay or indicating poor quality work or the agency is acting in anyway prejudicial to the completion of project or on adoption of unethical practices, the contract may be terminated partly or fully by giving 15 days' notice and the balance works shall be got executed at the risk & cost of the agency.

2.3 RECPDCL reserves the right to terminate the contract partly or fully due to any other reason apart from as mentioned above by giving a one month notice. The targets therefore to be met and payment shall be calculated for the remaining tenure of contract period on pro-rata basis.

2.4 In case of default in services or denial of services, RECPDCL, at its sole discretion, will be free to avail services of other service providers at the "Risk & Cost" of the defaulter.

3.0 Terms of Payment & Schedule:

3.1 Payment Schedule:

- a.) No advance payments will be made.
- b.) The Bidder will be paid on the quarterly basis for its services at the completion of each quarter on production of invoice/bill. Start of 1st quarter shall be deemed as the date of award of work order to the successful bidder.

3.2 Payment amount:

The invoice/bill should be based on quarterly rates on pro rata basis based on the L1 price quoted for the award of agreement to the successful agency. The payable amount shall be based on billable amount after accounting for any LD/Penalty due to service level requirements and any other terms and condition of the contract.

3.3 Due payments shall be made promptly by RECPDCL within fifteen days after submission of invoice by bidder and accepted by RECPDCL.

3.4 Any penalties/liquidated damages, as applicable for delay and non-performance, as mentioned in the bidding document, will be deducted from the payments for the respective milestones.

4.0 Tax Deduction at Source:

Income Tax and any other taxes etc. as may be applicable from time to time during the currency of contract shall be deducted at source from the running bill(s).

5.0 Force Majeure

The REC PDCL and Agency shall ensure due compliance with the terms of this tender/Work order. However no party shall be liable for any claim for any loss or damage whatsoever arising out of failure to carry out the terms of the tender/Work order to the extent that such a failure is due to force Majeure events which include fire, riot, strike and lockout, forces of nature, accident, and act of God. But any party claiming the benefit of this clause shall satisfy the other party of the existence of such an event and give written notice within 72 hrs. of occurrence to the other party to this effect. The services covered under this tender/Work order shall be started as soon as the condition of force majeure ceases to exist against the particular party to this tender/Work order.

B. General Conditions

1.0 Disputes Resolution & Arbitration

- 1.1 Disputes under the agreement shall be settled by mutual discussion.
- 1.2 However, in the event amicable resolution or settlement is not reached between the parties, the differences of disputes shall be referred to and settled by the Sole Arbitrator to be appointed by Chairman, REC PDCL.
- 1.3 The arbitration proceedings shall be in accordance with the prevailing Arbitration and Conciliation Act, 1996 and Laws of India as amended or enacted from time to time.
- 1.4 The venue of the arbitration shall be New Delhi, India.
- 1.5 The fee & other charges of Arbitrator shall be shared equally between the parties.
- 1.6 The Arbitrator will give the speaking & reasoned award. The party will not be entitled to any Pendente lite interest during arbitration proceedings.

2.0 Jurisdiction of Courts etc.

The Courts/any other Tribunal or Forum in Delhi/New Delhi alone shall have exclusive jurisdiction with regard to any matter/dispute relating to or arising out this contract.

3.0 Sub-contracting

Agencies to which work is awarded are not allowed to Sub-contract the work to any other parties either in part or full.

- 4.0 It will be imperative on each bidder to fully acquaint itself of all factors/activities which would have effect on the performance of the work and its cost.

Letter for Submission of Bid

To,
Addl. Chief Executive Officer
RECPDCL,
1016-1023, 10th Floor,
Devika Tower,
Nehru Place, New Delhi-110019

Sub.: Engagement of Service Agency

Sir,
1. With reference to your Tender No. _____ dated _____
for "**Selection of Social Media Agency**" for RECPDCL, I wish to apply for engagement with
RECPDCL .

Further, I hereby certify that-

2. I have read the provisions of the all clauses and confirm that notwithstanding anything stated elsewhere to the contrary, the stipulation of all clauses of Tender are acceptable to me and I have not taken any deviation to any clause.
3. I further confirm that any deviation to any clause of Tender found anywhere in my Bid, shall stand unconditionally withdrawn, without any cost implication whatsoever to the REC PDCL.
4. Our bid shall remain valid for period of 180 days from the last date of bid submission.

Date:
Place:

Signature:
Full Name:

Designation:
Address:

Note: In absence of above declaration/certification, the Bid is liable to be rejected and shall not be taken into account for evaluation.



Form-II

Selection of Social Media Agency

GENERAL CRITERIA DETAILS

1. THE FIRM : _____

2. Name : _____

3. Regd. Address :

a) Address of Office : _____

b) Contact Person's

i. Name & Design.: _____

ii. Address : _____

iii. Tel No. Landline Mobile: _____

iv. Email ID : _____

4. Type of Firm (Please tick): Private Ltd./ Public Ltd./ Cooperative/Partnership/Proprietor

5. PAN No. : _____

6. Service Tax Reg. No.: _____

7. E.M.D. Details : Rs. _____

DD No. _____

Name & Address of Bank: _____

Signature.....

.....

Full

Name.....

....

Designation.....

.....

Address.....

.....

Financial Bid

Name of the Bidder: _____

S.NO	DESCRIPTION	AMOUNT(In Figure)	
A	Lump-sum rate excluding service tax for engagement of Social Media Agency for a contract period of one year.		
	Total	₹ (In Words)	

Note:

1. The prices shall remain FIRM till entire contract period /completion of the Assignment.
2. In case of discrepancy between the value indicated by the bidder "In Figures" & "In Words" , the value indicated at "In Figures" shall prevail.
3. The prices to be quoted would be inclusive of all taxes & duties exclusive of service tax which shall be payable extra as applicable.
4. The prices to be quoted inclusive of any media cost/advertisement charges if any incurred in order to achieve the target as defined in Section IV, Clause C of this tender.
5. Price quoted by bidders with any deviation or any conditionality, the offer will be treated as incomplete and will be rejected.
6. Any variation in rates, prices or terms during validity of the offer shall lead to forfeiture of the EMD/PBG of said bidder.

Authorized Signatory:

Address:

Financial bid to be uploaded in the specific format designed same may be downloaded from website www.tenderwizard.com/REC and after filling the form it is to be uploaded through digital signature

BID BANK GUARANTEE (EARNEST MONEY)

(To be stamped in accordance with Stamp act)

This deed of Guarantee made this _____ day of _____ 2015 by

(Name of the Bank)

having one its branch at _____ acting through its Manager (hereinafter called the "Bank") which expression shall wherever the context so requires includes its successors and permitted assigns in favour of REC Power Distribution Company Ltd., registered under the Companies Act, 1956, having its office at _____ (hereinafter called "RECPDCL") which expression shall include its successors and assigns.

WHEREAS RECPDCL has invited tender vide their Tender Notice No. _____ Dated _____ to be opened on _____ AND _____ WHEREAS M/s _____

(Name of Tenderer)

having its office at _____ (hereinafter called the "Tenderer"), has/have in response to aforesaid tender notice offered to supply/ do the job _____ as contained in the tender.

AND WHEREAS the Tender is required to furnish to RECPDCL a Bank Guarantee for a sum of Rs. _____ (Rupees _____ Only) as Earnest Money for participation in the Tender aforesaid.

AND WHEREAS, we _____
(Name of Bank)

have at the request of the tenderer agree to give RECPDCL this as hereinafter contained.

NOW, THEREFORE, in consideration of the promises we, the undersigned, hereby covenant that, the aforesaid Tender shall remain open for acceptance by RECPDCL during the period of validity as mentioned in the Tender or any extension thereof as RECPDCL and the Tenderer may subsequently agree and if the Tenderer for any reason back out, whether expressly or impliedly, from his said Tender during the period of its validity or any extension thereof as aforesaid or fail to furnish Bank Guarantee for performance as per terms of the aforesaid Tender, we hereby undertake to pay RECPDCL, New Delhi on demand without demur to the extent of Rs. _____ Rupees _____ only).

We further agree as follows:-

1. That RECPDCL may without affecting this guarantee extend the period of validity of the said Tender or grant other indulgence to or negotiate further with the Tenderer in regard to the conditions contained in the said tender or thereby modify these conditions or add thereto any further conditions as may be mutually agreed to in between RECPDCL and the Tender AND the said Bank shall not be released from its liability under these presents by an exercise by RECPDCL of its liberty with reference to the matters aforesaid or by reason of time being given to the Tenderer or any other forbearance, act or omission on the part of the RECPDCL or any indulgence by RECPDCL to the said Tenderer or any other matter or thing whatsoever.
2. The Bank hereby waive all rights at any time in consistent with the terms of this Guarantee and the obligations of the Bank in terms thereof shall not be otherwise affected or suspended by reason of any dispute or dispute having been raised by the Tenderer (whether or not pending before any arbitrator, tribunal or court) or any denial of liability by the Tenderer stopping or preventing or purporting to stop or prevent any payment by the Bank to RECPDCL in terms thereof.
3. We the said Bank, lastly undertake not to revoke this Guarantee during its currency except with the previous consent of RECPDCL in writhing and agree that any charges in the constitution, winding up, dissolution or insolvency of the Tenderer, the said Bank shall not be discharged from their liability.

NOTWITHSTADING anything contained above, the liability of the Bank in respect of this Guarantee is restricted to the said sum of Rs. _____ (Rupees _____ only) and this Guarantee shall remain in force till _____ unless a claim under this guarantee is filed with the bank within 30 (thirty) days from this date or the extended date, as the case may be i.e. up to _____ all rights under Guarantee shall lapse and the Bank be discharged from all liabilities hereunder.

In witness whereof the Bank has subscribed and set its name and seal here under.

Note: - The date shall be thirty (30) days after the last date for which the bid is valid.

PERFORMANCE BANK GUARANTEE

M/s REC Power Distribution Company Ltd.,
Core 4, Scope Complex, Lodhi Road,
New Delhi — 110003 (INDIA)

(With due stamp duty if applicable)

OUR LETTER OF GUARANTEE NO.: _____

In consideration of REC Power Distribution Company Ltd., having its office at _____ (hereinafter referred to as "RECPDCL" which expression shall unless repugnant to the content or meaning thereof include all its successors, administrators and executors) and having issued BID/Work Order No. _____ dated _____ with/on M/s _____ (hereinafter referred to as "The Agency" which expression unless repugnant to the content or meaning thereof, shall include all the successors, administrators, and executors).

WHEREAS the Agency having unequivocally accepted to perform the services as per terms and conditions given in the BID/Work Order No _____ dated _____ and RECPDCL having agreed that the Agency shall furnish to RECPDCL a Performance Guarantee for the faithful performance of the entire contract, to the extent of 10% (ten percent) (or the percentage as per the individual case) of the value of the BID/Work Order for one year calculated on pro-rata basis i.e. for _____.

We, _____ ("The Bank") which shall include OUR successors, administrators and executors herewith establish an irrevocable Letter of Guarantee No. _____ in your favor for account of _____ (The Agency) in cover of performance guarantee in accordance with the terms and conditions of the BID/Work Order.

Hereby, we undertake to pay up to but not exceeding _____ (say _____ only) upon receipt by us of your first written demand accompanied by your declaration stating that the amount claimed is due by reason of the Agency having failed to perform the BID/Work Order and despite any contestation on the part of above named-agency.

This letter of Guarantee will expire on _____ including 30 day of claim period and any claims made hereunder must be received by us on or before expiry date after which date this Letter of Guarantee will become of no effect whatsoever whether returned to us or not.

Authorized signature
Chief Manager/ Manager
Seal of Bank

Note: The date shall be 90 days after the date of completion of contract.

“ANNEXURE-IV”

NAME OF AGENCIES

S. No.	Name of Agencies
1	M/s Glocaledge Consultants
2	M/s Scenario Consulting Pvt. Ltd
3	M/s Isobar India (Aegis Media)
4	M/s Trivone Digital Services Pvt. Ltd
5	M/s Om Logic consulting Media Pvt. Ltd
6	M/s Ignitee Digital Media Pvt. Ltd
7	M/s Prachar Communication
8	M/s Wizcraft

Annexure V

ACCEPTANCE FORM FOR PARTICIPATION IN REVERSE AUCTION EVENT

(To be signed and stamped by the bidder)

In a bid to make our entire procurement process more fair and transparent, RECPDCL intends to use the reverse auctions as an integral part of the entire tendering process. All the bidders who are found as technically qualified based on the tender requirements shall be eligible to participate in the reverse auction event.

The following terms and conditions are accepted by the bidder on participation in the bid event:

1. RECPDCL shall provide the user id and password to the authorized representative of the bidder. *(Authorization Letter in lieu of the same shall be submitted along with the signed and stamped Acceptance Form).*
2. RECPDCL decision to award the work would be final and binding on the supplier.
3. The bidder agrees to non-disclosure of trade information regarding the purchase, identity of RECPDCL, bid process, bid technology, bid documentation and bid details to any other party.
4. The bidder is advised to fully make aware themselves of auto bid process and ensure their participation in the event of reverse auction and failing to which RECPDCL will not be liable in any way.
5. In case of bidding through Internet medium, bidders are further advised to ensure availability of the infrastructure as required at their end to participate in the auction event. Inability to bid due to telephone line glitch, internet response issues, software or hardware hangs, power failure or any other reason shall not be the responsibility of RECPDCL.
6. In case of intranet medium, RECPDCL shall provide the infrastructure to bidders. Further, RECPDCL has sole discretion to extend or restart the auction event in case of any glitches in infrastructure observed which has restricted the bidders to submit the bids to ensure fair & transparent competitive bidding. In case an auction event is restarted, the best bid as already available in the system shall become the basis for determining start price of the new auction.
7. In case the bidder fails to participate in the auction event due any reason whatsoever, it shall be presumed that the bidder has no further discounts to offer and the initial bid as submitted by the bidder as a part of the tender shall be considered as the bidder's final no regret offer. Any offline price bids received from a bidder in lieu of non-participation in the auction event shall be out rightly rejected by RECPDCL.
8. The bidder shall be prepared with competitive price quotes on the day of the bidding event.
9. The prices as quoted by the bidder during the auction event shall be inclusive of all the applicable taxes, duties and levies and shall be FOR at site.
10. The prices submitted by a bidder during the auction event shall be binding on the bidder.
11. No requests for time extension of the auction event shall be considered by RECPDCL.
12. The original price bids of the bidders shall be reduced on pro-rata basis against each line item based on the final all inclusive prices offered during conclusion of the auction event for arriving at Contract amount.

Signature & Seal of the Bidder