

REQUEST FOR PROPOSAL
(RFP)

Request for Proposals invited for selection of agency at
Social Media Communication Hub for services related to
24 x 7 function, operation and maintenance for the
Ministry of Information and Broadcasting, Government of India
and
Supply, installation, testing of software.

RFP Ref No: BECIL/Social Media/MIB/02 Dated 03-12-2015



Broadcast Engineering Consultants India Limited

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(A Mini Ratna Company)

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Invitation to Bid (ITB) /Request for Proposal

Selection of an agency at Social Media Communication Hub for services related to 24x7 function, operation and maintenance for new media wing of ministry of Information & Broadcasting, Govt. of India and supply, installation, testing of software.

- 1) BECIL, a Public Sector Enterprise, under the Ministry of Information and Broadcasting, on behalf of the Ministry of Information and Broadcasting, Government of India invites proposals from eligible bidders for the project. BECIL has been engaged by the Ministry of Information and Broadcasting to undertake the bid process management and execute the project and functioning, operationalisation and maintenance of the social media communication hub (hereinafter referred to as “Project”).
- 2) Bidding will be conducted through the Two Envelope Competitive Bidding procedures specified in the GFR Procurement Manual, and are open to all eligible Bidders as defined in this ITB.
- 3) Interested eligible Bidders may obtain further information from Project Coordinator Mr. V.P. Singh, DGM (TV).
- 4) Qualification requirements are specified in the ITB
- 5) Bids must be delivered as specified in the Instructions to Bidders of this ITB (please read this part carefully). Late bids will be rejected.

ITB for Services to Social Media Hub

Summary

Section I. General Information & Instructions to Bidders

This Section provides information to help Bidders prepare their bids. Information is also provided on the submission, opening, and evaluation of bids and on the award of Contracts. Section I contains provisions that are to be complied without modification.

Section II. Technical System Requirement

This Section includes Generic and Technical requirements of the project, List of Services and Technical Specifications of the Services to be procured.

Section III. Enclosure

The Bidder has to be a System integrator (SI) who would integrate the entire system including Loggers, Storage, and connectivity etc. This Section includes format for System Integrator (S.I.) Information and their customer's references and checklist for the bidders/ system integrator.

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SECTION I

GENERAL INFORMATION & INSTRUCTIONS TO BIDDERS

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A. RFP SCHEDULE AND CRITICAL DATES

The RFP tentative schedule and critical dates are shown below:

	EVENT	DATE
1.	Issue of RFP documents to Prospective Bidders	03-12-2015
2.	Pre Bid Meeting	15-12-2015 at 03:00 PM
3.	Venue for Pre Bid Meeting	BECIL BHAWAN, C-56- A/17, Sector -62, Noida 201 301,Uttar Pradesh
4.	Submission of Proposals/bids	23-12-2015 up to 12:00 hrs
5.	Venue for Submission and Opening of Bids	BECIL BHAWAN, C-56- A/17, Sector -62, Noida 201 301,Uttar Pradesh
6.	Opening of Technical Bids	23-12-2015 at 15:00 hrs
7.	Technical evaluation of bids	To be intimated
8.	Opening of Financial Bid	To be intimated
9.	Commercial Bid evaluation	To be intimated
10.	Award of Purchase Order	To be intimated

BECIL reserves the right to amend the RFP tentative schedule and critical dates. Original tender document against a fee of Rs. 20,000/- (Rupees Twenty Thousand only) can be purchased from the address given as under:

BECIL BHAWAN,
C-56- A/17, Sector -62,
Noida 201 307
Tel. No. 0120 - 4177850
 Till 22-12-2015 before 12:00 hrs

The tender document can also be downloaded from our website www.becil.com and if so, a Demand draft of Rs. 20,000/- (Rupees Twenty Thousand only) towards tender fee must be submitted along with the bid otherwise the bid will be rejected.

Demand Draft should be in favor of “**Broadcast Engineering Consultants India Limited**” payable at New Delhi.

No tender document will be issued after the last date as mentioned above.

B. INTENT OF THE REQUEST FOR PROPOSAL

In order to provide services to Social Media Communication Hub with 24x7 function, operation and maintenance and supply, installation, testing of software & services for new media wing, it is proposed to select an agency, which will be responsible for the above mentioned scope of work & services. **For this propose scope of work & services** to be taken care by the agency (till December 31st, 2016) extendable for a period of two year in case of renewal at the same terms and condition of work order, have been broadly spelt out in Section-II. The estimated date of start of operations and services will be tentatively from January 01st, 2016. The selected agency must have all the facility and solution in-house, so that the “project” must be made operational within the stipulated time frame and is to keep it functional thereafter on 24x7 basis.

All other requirements such as essential equipment / hardware, software, networking, creative content, advertising, branding, mobile application and required services etc including bandwidth will have to be provided by the selected agency. Agency must have expertise in these works.

The entire data will also be stored / archived in a central server and the firm has the responsibility to provide and maintain the server space, backup, storage and recovery mechanism.

C. PROCEDURE AND TERMS & CONDITIONS

1. The proposal is to be submitted in **TWO BID SYSTEM** with **separate Technical and Financial bid** under separate sealed covers.

2. TWO BID SYSTEM

All bidders are required to submit their offer in two covers as under:-

2.1 **Technical Bid** should contain the following:-

- (i) Tender documents along with Bill of Material duly completed, signed & stamped **BUT WITHOUT INDICATING THE RATE QUOTED.**
- (ii) The technical details of the system offered along with the supporting original technical literature, Leaflets, Brochure etc. in duplicate.

2.2 **Financial bid** should contain the following:-

- (i) Details of rate, taxes, duties, discount, if any, quoted by the bidder. These details should be submitted on their letter head.
- (ii) Delivery period / schedule

Both the above mentioned bids should be sealed separately and thereafter be kept in a third cover and sealed again.

This cover should be superscripted with **“RFP for Selection of an agency at Social Media Communication Hub for services related to 24x7 function, operation and maintenance for new media wing of ministry of Information and Broadcasting, Govt. of India and supply, installation, testing of software.”** against tender enquiry no. **BECIL/Social Media/MIB/02 Dated 03-12-2015** and should reach us on or before 1200 Hrs on 23-12-2015.

The composite bid i.e. rate indicated in the Technical bid openly in tender will be ignored.

Only the first cover i.e. Technical bid shall be opened on the date of opening the Technical bids mentioned in Section- A above.

The words **“TECHNICAL BID”** should be written clearly and prominently on the First cover along with tender no. and date of opening. Similarly, the words **“FINANCIAL**



BID” should be written clearly and prominently on the second cover along with Tender No. and date of opening of Technical bid.

3. Bid Responses must be addressed to and submitted at the following address:

**The Chairman & Managing Director
Broadcast Engineering Consultants India Ltd,
C-56 A/17, Sector -62, Noida 201 307
Tel: 0120-4177850, Fax: 0120-4177879**

4. The Bids, both technical and the financial, should reach the office of BECIL, on the above address, not later than 1200 hrs on 23-12-2015. **Bids received beyond the specified date and time will be treated as rejected.** It is the responsibility of the Bidder to confirm that the bids have been received on time & at the proper place within the specified dates. Facsimile and electronic replies are not acceptable.
5. All bids are to remain valid for **Six months** from the date of opening of Technical Bid.
6. BECIL reserves the right to solicit additional information from Bidders to evaluate which bid best meets the need of the Project. Additional information may include, but is not limited to, past performance records, lists of available items of work that will be done simultaneously with the project, on-site visit and evaluations by BECIL personnel, or any other pertinent information. It will be System Integrator (S.I.)’s responsibility to check for updated information on BECIL’s web site www.becil.com.
7. Additional questions should be submitted in writing to the RFP Coordinator addressed to

**Mr. V.P. Singh
Dy. General Manager
Broadcast Engineering Consultants India Ltd,
C-56 A/17, Sector -62, Noida 201 307
Tel: 0120-4177850 Fax: 0120-4177879
Mobile No. 9818666817/ 8130190432
E-mail: ypsingh@becil.com**

8. BECIL will make its decision based on the ability of the Bidder(s) to meet our specific needs, technical expertise of the Bidder(s), delivery capabilities, customer references, past satisfactory performance experience, system completeness (which is a must) besides cost.
9. BECIL reserves the right to waive off any deviations, accept the whole or part thereof or reject any or all bids and to select the Bidder(s) which, in the sole opinion of the Project Incharge, best meets the project's interest. BECIL also reserves the right to negotiate with potential bidders so that its best interest to fulfill the need of project is served.
10. All information contained in this RFP, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared with any other organization, including potential sub-contractors, without prior written consent from BECIL.
11. BECIL reserves the right to either increase or decrease the quantity of any or all the items included in suggestive bill of material which are estimated requirements and therefore open to variation.
12. BECIL reserves the right to alter/modify the scope of work mentioned in this RFP document at any stage of the bidding process and contract.
13. BECIL reserves the right to terminate the contract at any stage of the work by giving 7 days notice if it is noticed that the delay occurred in any of the activities covered under the contract cannot be made good and will affect the overall work schedule. BECIL shall, in such an eventuality, revoke the Performance Bank Guarantee of the bidder. The decision of CMD, BECIL shall be final and binding.
14. In case the Bidder Company goes into liquidation or change in business/management, it will be intimated to BECIL & company will fulfill its commitment in case order is awarded to them.

15. The RFP is issued for “RFP for Selection of an agency at Social Media Communication Hub for services related to 24x7 function, operation and maintenance for new media wing of ministry of Information and Broadcasting, Govt. of India and supply, installation, testing and of software.” *The bidder is responsible for completeness of the project.*

16. Indemnification:

Contractor agrees to indemnify BECIL from any and all claims, demands, losses, cause of action, damage, lawsuits, judgments, including attorneys’ fees and costs, arising out of or relating to the work of Contractor including the works as got done by Contractor through Sub-Contractor(s), *if so appointed by the Contractor. BECIL shall have no role in engaging of sub-contractors by the Contractors and Contractor alone shall be responsible to such Sub-Contractors.*

17. Arbitration:

Any dispute or difference or claim arising out of or in relation to this contract, including the construction, validity, performance or breach thereof, shall be settled or decided by arbitration to be conducted by CMD, BECIL or by any other person to be nominated by CMD, BECIL. Arbitration shall be conducted as per Arbitration & Conciliation Act, 1996. The seat of the arbitration shall be at New Delhi.

18. Jurisdiction

This Agreement shall be construed, interpreted and applied in accordance with, and shall be governed by, the laws applicable in India. The courts at Delhi shall have the exclusive jurisdiction to entertain any matter arising out of or in relation to this Agreement.

19. Conflict of Interest. Bidder/Vendor/Contractor represents and warrants the following:

- 1 **No Conflict of Interest** : That Contractor has no business, professional, personal, or other interest into the representation of other clients, that would

conflict in any manner or degree with the performance of its obligations under this Agreement.

2 Termination for Material Conflict. If, in the reasonable judgment of the Company, such conflict poses a material conflict to and with the performance of Contractor's obligations under this Agreement, then the Company may terminate the Agreement immediately upon written notice to Contractor;

D. ELIGIBILITY CRITERIA

1. For Purchase of Tender document, bidder will have to pay a Tender fee of Rs. **20,000/-** (Rupees Twenty Thousand Only) in cash or in form of Demand draft.
2. EMD Amount of Rs. **4,00,000/- (Rupees Four Lakhs only)** should be paid only in form of Demand Draft. (No other mode of payment will be accepted). Bids submitted without EMD will be treated as rejected.
3. The bidder should be registered company in India under Indian Company Act, 1956. A copy of registration should be submitted.
4. The bidder must be engaged in similar kind of work in India or abroad; During last 2 years, bidder/agency (any member of the consortium) must have successfully completed at least two similar kind of projects related to establishment of social media centre, CRM Software development / customization project of value of Rs. 100 Lakhs or above (or) three similar kind of projects related to establishment of social media centre, CRM Software development / customization project of value of Rs. 50 Lakhs or above in India or abroad. The project should be similar in nature including supply of hardware, customization of CRM software, mobile application development (web based application) operation and maintenance services anywhere in India for central / state Government / PSUs / autonomous body / other sectors and handled social media issues. (Copy of work order/ performance certificate should be submitted).
5. In last 3 years, bidder / agency (any member of the Consortium) must have completed at least 2 projects for development of mobile based application for central / state Government / PSUs / autonomous body / other Sectors. (Copy of work order/performance certificate should be submitted).
6. The bidder must have a minimum strength of 50 professionals on their permanent rolls, out of which minimum 20 experienced professionals in the area

of Social Media Management and Mobile Application. (Self Certification on letter head by the authorized signatory with clear declaration of staff – year wise, level/designation wise.)

7. The Bidder should have turnover of at least Rs. 100 lakhs p.a. for the last three audited financial years. (**Submit Proof:** Annual Audited Financial Statements for last three years).
8. The Bidder should have made profits in the last three financial years. A copy of last three financial years' relevant audited balance sheets should be submitted with the offer.
9. The Bidder should not have been blacklisted by any government organization. Self-declaration to that effect should be submitted along with the technical bid.
10. The bidder is required to submit following documents:
 - a) Copy of PAN No.
 - b) Copy of TIN No.
 - c) Copy of Service tax Registration No.
 - d) Copy of CST/VAT No.

And in case any document is not submitted, bid shall stand rejected.

11. A separate point by point compliance statement including Bill of Material duly signed & stamped by bidder in respect to all points laid down in the specifications for all the equipment/item(s) must be submitted.
6. The bidder should provide Vender Information with name, address, website and contact details. Format is provided in “Appendix 4” of this RFP.
7. The Bidder should provide the Technical Literature of the exact item whose make and model have been quoted by the bidder. Technical literature of similar type of item(s)/equipment(s) or same series item(s)/equipment(s) will NOT be considered. In this case the bid may be technically rejected.
8. All bidders must strictly quote the product as per Serial Number/Heading/ Sub Heading given in BOM of RFP.

E. COMMERCIAL TERMS AND CONDITIONS

Each bidder is required to accept the following terms and conditions:-

1.	Earnest Money	: Each bidder is required to submit Earnest Money Deposit (EMD) of Rs.4,00,000/- (Rupees four Lakhs only) in the form of Demand draft from scheduled bank in favor of “ Broadcast Engineering Consultants India Limited payable at New Delhi” . EMD will not be accepted in any other form. Bid without EMD will not be accepted. No interest is payable on EMD amount.
2.	Prices	: The Prices should be quoted in Indian Rupees only and prices should be FOR destination at site/ BECIL’s Stores at 14-B, Ring Road, I.P. Estate, New Delhi -110002. The prices should be quoted exclusive of taxes and all applicable taxes should strictly be mentioned as per format given in Table 2 at Point G of Section I of this RFP. In case, taxes are not mentioned in Financial bid, Rates shall be considered inclusive of taxes.
3.	Payment Terms	: A) SITC of Hardware equipment/items (if any) & customization of Software at Social Media Hub: 50 % payment will be released on submission of Invoice after supply of equipment/items, software and all other materials required for completion of system in good condition at Site/ BECIL’s Stores at New Delhi based on the material receipt Certificate/Delivery challan from Client/ Project Manager, BECIL. 40 % payment will be released after Successful installation, testing commissioning of hardware and

		<p>installation & customization of Software at client site on the basis of Certificate issued by Client/ Project Incharge, BECIL.</p> <p>Balance 10% payment will be released after 30 days of successful running of complete systems along with all software.</p> <p>B.) 24x7 Function, operation & maintenance</p> <p>Payment will be released on monthly basis based on successful monthly commitment, operation and maintenance. Agency should submit monthly bills with clear indication & full description of professional fee and applicable taxes, duties, etc separate (if any) along with Certification by client.</p>
4.	Consignee	: The equipment should be consigned to New Media Wing, Ministry of Information & Broadcasting C/o Project Manager, BECIL, New Delhi.
5.	Invoicing	: All Tax invoices should be raised in the name of New Media Wing, Ministry of I& B, New Delhi through Broadcast Engineering Consultants India Limited.
6.	Delivery schedule and Commissioning	: <ul style="list-style-type: none"> (i) The material/equipment shall be supplied within 2 weeks from Date of issue of Work order. (ii) Services on the existing setup should start from the next day of issuing work order apart of the equipment installation. (iii) Installation, Testing and Commissioning has to be completed within 1 week after the delivery of material/equipment. (iv) Partial delivery of material/equipment is permitted.

7.	Guarantee/Warranty	:	The entire setup including Hardware (if any) & Software shall be under guarantee/warranty for period of 12 months from date of Installation & Commissioning.
8.	Performance Bank Guarantee	:	The successful bidder shall have to furnish a Security Deposit cum Performance Bank Guarantee (PBG) within 2 weeks of release of P.O. in favor of Broadcast Engineering Consultants India Ltd, 14-B, Ring Road IP Estate, New Delhi – 110002 for an amount equal to 10% of order value and it will valid till beyond 3 months of warranty/guarantee period.
9.	Technical Manual	:	Two print copies of Technical Manual / Operation Manual and one CD version of the same have to be supplied with the equipment. One set of test certificate of each equipment has to be enclosed with shipment and one copy sent to BECIL. All software in original with perpetual license certificate has to be provided wherever possible.
10.	Late Delivery (LD)	:	If there is delay in the installation or commissioning of the equipment/items, supplier will be liable to pay penalty @ 0.5 % (1/2%) of the order value per week of delay or a part thereof, upto a maximum amount of 5% of order value, after which the order is liable to be cancel.
11.	Penalty Clause	:	If at any point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligation, BECIL may take a decision to cancel the contract with immediate effect, forfeit the EMD deposited by the bidder and / or debar the bidder from bidding prospectively for a period as decided by the BECIL or take any other action as deemed

			necessary.
12.	Taxes	:	Taxes as applicable will be extra as per tax invoice.
13.	Compliance Statement	:	A point by point compliance statement duly signed & stamp by bidder in respect to all points laid down in the Bill of Material & specifications for all the equipment/item(s) must be submitted.
14.	Termination Clause	:	<p>Non satisfactory performance / breach of contract will result in termination of the contract as mentioned in the terms and conditions.</p> <p>In case of termination of contract within the stipulated hiring period for any reason the supplier /bidder will not be allowed to take back the equipment installed.</p>



Table 1

COMPLIANCE STATEMENT PERFORMA

Sr. No.	Sr. No. of Specification	Description of Specification	Page number of Specifications in RFP	Compliance (Yes/No)	Deviation ,if any, to the specification	Optional Items ,if any, required for the completeness of system	Features in the offered product in addition to BECIL specs

F. BIDDERS S REQUIREMENT

Bidders are required to complete the System Integrator (S.I.) information forms provided at Appendix 4.

1. Warranty / Guarantee

1.1 Bidder/ System Integrator must provide details and nature of guarantee for deliverables/ services of complete system they are willing to commit.

2. Additional information

Bidders should provide the following additional information.

- 2.1 A copy of the latest / last annual report of the company and wherever applicable of the key principals. This is required, amongst other things, to understand the financial strengths, growth rate etc. of System Integrator (S.I.)s.
- 2.2 List with details (including name of client) of similar work executed in India and abroad.
- 2.3 Particulars of the partners or related / inter-linked company in India for sales, installation / commissioning and support (for principals/OEM) OR, principals with whom you have a tie-up (in the case of integrators).
- 2.4 Any other detailed information of relevance (such as market shares etc.) with supporting documents or references.

3. Functional Workflow Diagram

Bidder must provide complete functional workflow diagram (specifically as per the BOM of this RFP.

G. PROPOSAL RESPONSE FORMAT

All the bidders are requested to use the same or similar format as given below while submitting the commercial bids. The proposal must be submitted strictly in the following fashion as in Table 2.

1. The proposal shall be submitted in the same envelope at the same time, in two distinct parts: a Technical Proposal and a Commercial Proposal.

2. Proposals are to be prepared on standard 8-1/2" x 11" A4 size paper. Foldouts containing charts, spreadsheets, and oversize exhibits are permissible. The pages should be placed in a binder with tabs separating the sections of the proposal. Manuals and other reference documentation may be bound separately. All responses, as well as any reference materials presented must be written in English.
3. Proposals must respond to the RFP requirements by restating the number and text of the requirement in sequence and writing the response immediately after the requirement statement.
4. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close to possible to the referencing text. Pages must be numbered consecutively within each section of the proposal showing proposal section and page number.
5. Proposals shall be based only on the items contained in this RFP and its standard required accessories. The RFP includes official response to pre-proposal conference questions, addenda, and any other material published by the BECIL pursuant to the RFP. The bidder is to disregard any previous draft materials and any oral representations it may have received. All responses to the requirements in Sections (list appropriate section) of this RFP must clearly state whether the proposal will satisfy the referenced requirements, and the manner in which the requirement will be satisfied.
6. A point by point compliance statement duly signed by bidder in respect to all points laid down in the BOM & specifications for all the equipment/item(s) must be submitted.

TABLE-2

S.No.	Description	Qty.	Make	Model	Unit Price In INR	Taxes	Total Price In INR
Grand Total							

H. METHOD OF EVALUATION AND AWARD

Evaluation Criterion

Proposals will be evaluated for meeting all technical requirements and system completeness as per Tender document.

All bids which are technically qualified shall be shortlisted and Financial bids of only technically qualified bidders shall be opened. Date of opening the Financial Bids will be intimated to the shortlisted bidders.

Factors which will be considered as a part of evaluation amongst others will include the following.

1. **Product Quality** : Only reputed industry tested service / equipment and solutions with reliability will be accepted, non-standard make/model of equipment will disqualify the proposal technically.
2. **Compatibility** : System is envisaged to be compatible with the other quoted equipment as well as the existing equipment at New Media Wing, Ministry of Information and Broadcasting.
3. **Up-gradation/ Modular design** : System/equipment should be future looking and open to technology upgradation besides capable of add on facility and features in phased manner.
4. **Assurance of supply/** : Bidder technical capability, Quality Service

- service** capability, Organizational stability, reliability of equipment and ability to meet timelines.
5. **Spares/ software support** : The bidder has to provide that the Software up gradation and spares for Hardware shall be available.
6. **Service Quality** : Guaranteed uptime as specified in the RFP as well as ensuring quality of service signal at New, Media Wing, Ministry of Information & Broadcasting as per specs.
7. **Cost** : As per financial proposal
8. **Integration Experience** : Expertise and experience of the bidder in system / sub system of integration of similar nature & Quality service provider experience.
9. **Delivery Schedule** : Delivery timeline will be critical parameter for evaluation and final decision.
10. **Regulatory** : Should meet the Regulatory compliance, Safety requirements, and Environmental objectives.

SECTION II

TECHNICAL SYSTEM REQUIREMENT

➤ CONTENTS

A. SYSTEM REQUIREMENTS

B. GENERIC CONDITIONS

C. TECHNICAL CONDITIONS

D. BILL OF MATERIAL

E. TECHNICAL SPECIFICATIONS

A.) SYSTEM REQUIREMENTS

1.) Prelude:

On behalf of New Media Wing, Ministry of Information and Broadcasting, Government of India, sealed tenders are invited from reputed, experienced and financially sound agencies for supply, installation and integration of hardware (if required) and software creative content generation and publish to different social media platforms, development of mobile applications, the scope of work briefly classifieds as follows:

2.) Scope of work:

- To provide services on existing setup based on Oracle SRM software at New Media Wing up till customization of newly selected software
- Supply of hardware (if required) & software
- Creative designing and repackaging of content
- Publishing the content on different social media sites⁵
- Customization of CRM software tool available in market according to the requirement
- Social media tracking
- Response management
- Early Warning system
- Enhancing reach of content on Internet and social media sites
- Making the uploaded content viral / virility of content
- Development of Mobile application and software services
- Branding, Advertising and Logo designing
- Archival set up

A. Supply of hardware (if required), software, network and its maintenance:

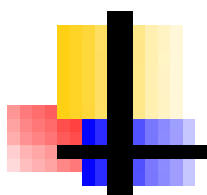
- Supply of essential licensed software for smooth operation of hardware/equipments

- Installation, testing, commissioning of the equipments/items (if any) and software in time
- Maintenance of the entire system i.e. hardware (if any) & software during as well as after warranty period.
- Operational training to the Social Media Wing of Ministry

The tentative list of hardware/equipments required for the communication hub has been listed out in section II under Bill of Material.

B. Creative designing and repackaging:

- Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc design on subject of Government schemes and programs, audio, video and photo editing and policies etc.
- Repackaging of the content (videos and photographs) into suitable formats (video packages and others)
- Uploading of repackaged and creative content on various social media platforms such as Face book, YouTube, blog, twitter etc.



Experience and proof of earlier work is to be submitted with technical bid

C. Customer relationship management software and services:

- Customization of CRM software tool available in market according to the requirement of new media wing of Ministry of I&B, which will enable Government/Authorities to engage with People at large. Broadly the software tool would include following;

Customization of dashboard through creating Graphical User Interface, GUI, which will enable a comprehensive and user-friendly interaction on various Social Media Platforms through a single interface

This software tool would facilitate various online events management such as Twitter Conference, Online Contests, polls, Competitions, Google+ hangout etc.

This software tool would be able to publish the content on various social media platforms and social media users / accounts

This software tool would be able to

- Monitor individual social media user / account

- Monitor social media sentiments

- Monitor and track overall trends on various social media platforms

- Message Monitoring – this will help in understanding overall social media response to a message, tweet or data

- To generate reports in various formats like graphs, charts etc

This software tool would be able to perform like search engine, which will work as web crawler and social media crawler both and would be able to search of various hash-tags, keywords across the social media platforms

This software tool would be able to generate reports of the activities, based on various trends, analytics, keywords etc

- Message/ tweets based reports

- User / accounts based reports

- Keywords based reports

- Daily reports

- Weekly reports

- Monthly reports etc


This software tool would be able to segregate responses of various social media platforms and manage to reply of those messages accordingly. Thus flow of activities would be such as;

- Segregation of response

- Analysis of response

- Generation of reports based on response

- Replying on the response based upon the replies recd from Ministries/ Departments

 The agency should provide technical and domain expert manpower for support, 24x7 functioning, operation and maintenance of social media communication hub for entire duration of the contract.

D. Early warning system:

This software tool would be able to have early warning system i.e. a chain of information and communication systems including:

Sensor – Social Media Monitoring,

Detection – Analyze various activities happening on Social Media

Decision – Segregation of activities into problematic and non-problematic based on various keywords such as violence; Holocaust; Riots etc.

Broker subsystems- Early warning

Based on above forecasting and signaling, incidences should be highlighted, which may have adverse negative impact on socio-economic fabric of the society. Thus agency would be responsible for trend tracking analysis and early warning system

E. Enhancing reach of content on Internet and social media sites:

- Agency would be responsible for enhancement the reach of messages and other schemes of Government on various social media platforms through non-paid means so that the content would reach to the last mile on internet domain in real time basis. The agency should have capability the multiply the reach of content and promote content.
- The agency should be able to develop interesting and innovative content, campaigns, competitions, so as to have proper communication strategy for various s m p to enhance the reach of content in real time basis.
- Creation of Standard pages
 - Content Management
 - Profile Management
 - Social Networking
 - Cross-channel Synchronization
 - Integration with external social media channels
 - Referrals and Sharing

F. Making the uploaded content viral / virility of content

- Agency would be responsible to make the content viral on the internet and other social media sites. This will make the schemes, policies of Government to reach on various social media platforms to the last mile on internet domain in real time basis.
- The agency should have capability the multiply the reach of content and promote content and make it viral to the most

- Enrollment of new digital volunteers and Engagement with existing Digital Volunteers.

G. Development of Mobile application and software:

- Development of different mobile application and other essential software services as per the requirement of new media wing of Ministry of Information and Broadcasting
- Creation and customization of mobile applications (in-house or outsource) as per requirement, for various Mobile Operating Systems.
- Mobile application registration and popularization on various mobile platforms
- The Integration of mobile applications with popular applications e.g. integration of

MIB face book feeds into an Apple app Flip Board.

- Necessary support for various software services e.g. creation of webpage, web- designs, software tools for facilitating online competitions on various social media platforms etc

H. Branding, advertisement & logo design:

- Agency would be responsible for Branding and advertising of Ministry's various schemes & promotion. The agency will create logo, banners, designs for various Social Media Platforms which will help in brand promotion and brand recall; activities may be classified for advertisement and branding in order to promote content on internet space such as;

Internet Advertisement

Search engine optimization

Email marketing

Referral marketing

Content marketing

Native advertising

Search engine marketing

Online Branding and Marketing

I. Archival set-up:

- Agency would be responsible for storage of content and data by means of Online/Offline archival support with cloud based server (online) and also server location based in Ministry's communication hub (offline). The archive set-up thus have back up storage / archival and having long-term retention.
- Availability of content for 180 days

J. Pre and Post establishment support

- Any kind of support with regard to smooth functioning of hardware/equipments, software development
- The agency should provide technical support 24 x 7 for maintenance of Ministry's various Social Media Platforms through in-house staff.
- A small team of professionals preferably stationed in the premises of new media wing of Ministry of Information & Broadcasting.

B. GENERIC CONDITIONS

This RFP is for a system that will meet the following basic requirements:-

1. A reliable, redundant system providing an overall system up time should be of highest order as per industrial standards.
2. The quotation should clearly indicate the different components of the total charges.
3. Easy and Economic System Upgradable & Scalable in nature.
4. Use of industry standard hardware and interfaces.
5. Local (or within state wise) support services during the period of hiring.
6. Interoperate with other equipment and technology in future.
7. Model of the equipment should not be more than 3 year old.

8. All software applications should be of latest version at the time of award of Work Order.
10. Bidder should ensure that data (content) should be secured.
11. Pages of Technical Specification, Terms and Conditions and Schedule of Rates should be signed by the authorized signatory as a token of your acceptance
12. The equipments/material provided by the OEM/bidder should not be an **End of Life type**.
13. Hardware and Software to be compatible with IPv4 as well as IPv6 protocol.

C.) TECHNICAL CONDITIONS

1. Proposed Bill of Material of the system configuration is listed in the Appendix '1'.
2. Proposal should be for a complete system. Incomplete or part component will not be considered.
3. Appendix '2' contains the technical specification for listed equipment/ system.
4. Each equipment/ system must be accompanied with operational / technical manual.
5. The electrical load of each equipment is to be specified.
6. Bidder should submit the detailed system Workflow diagram, Block Schematic, Layout Plan (LOP) etc. for equipments and power supply system along with Technical bid.

7. Bidder should also submit the PERT Chart indicating the schedule for the commissioning of the project with the terms & conditions as stipulated in the delivery schedule in the SECTION –I, Point E, Clause No. 6.
8. Cross reference in reference of supporting documents should be given with proper page number and volume number.

C. BILL OF MATERIAL

Appendix –1

Bill of Material/ Deliverables

S.No.	Description	Make / Model	Qty.
A.	SERVICES		
1.	Creative designing & repackaging of content		1 Job
2.	Web based social media CRM software tool and other software for : Customization of dashboard Tracking & trend analysis Reporting and response management system, Data dissemination, Data Multiplication, Early warning system etc.		1 Job
3.	Development of mobile application on various OS platform and software tools for MIB		1 Job
4.	Licensed version of Operating system and other essential software		1 Job
5.	Branding, advertisement and logo Designing		1 Job
B.	Installation, Testing of Software		
1.	Installation, Testing of system Facility including Software		1 Job
C.	Training and Capacity Building		
1.	Training to New Media Wing, Ministry I & B officials		1 Job

D.	Service & support		
	Charges for man power deployed for operation of CRM software at Social Media Communication Hub		Job (per month)
	Note: Number of manpower to be specified along with expertise for smooth functioning of Social Media Communication Hub and charges of each man month to be provided.		

D. TECHNICAL SPECIFICATIONS

Appendix-2

PART B – TECHNICAL SPECIFICATIONS/CRITERIA

A. Services

1.) Customer Relationship Management (Capabilities of Listening Tool)

a. Customization of Dashboard for Listening tool

Number of Variables
Number of windows
Graphical presentation

b. User Friendliness

c. Location of Server Space: The location is preferably in India

d. Association with major Social Media Platforms.

Mention the direct association of the CRM with facebook, twitter etc. for Real time access of content

e. Broad coverage (capability to crawl Internet)

Crawling capability of the CRM
Number of Websites; Type of Sites e.g. Social Media, News sites, static sites etc.
Search Results for keywords

f. Deep Coverage (Capability to crawl website)

Crawling strength of the CRM (Capability to access content from the website- strength of the crawler)
Advanced search Capability

g. Whether following Global standards of crawling;

Details of such standards and self certification from bidder

h. Storage of previous data- the capability of crawled data storage

Number of days the crawled data can be stored in the server space which maybe accessed when needed

Archival of significant events

i. Reports generation

Social Media Sample Reports generated on Daily, Weekly and Monthly basis

Sample Message based and Account based reports

Sample Event based Reports

j. Response Management

Segregation, analysis and grouping of responses

Capability of Early Warning system based on trend tracking and analysis

k. Multiple Platforms

Mention the platforms for simultaneous uploading of content

l. Multiple accounts

Number of user accounts handled by the CRM

m. Scheduling capability

Capability of scheduling the content for future uploading

n. Architecture for Approval

Draft Inbox capability for approval of the content

2.) Social Media Communication and Enhancement of Reach

Communication strategy

➤ **Clientele**

a. List of clientele of the firm, along with contact details of clients for whom the bidder have completed similar kind of project

b. Copies of work orders from the clients must be enclosed

c. Snapshots of social media profiles of the clients (number of followers, likes, views etc)

➤ **Case Studies**

a. Snapshots of sample case studies of Social Media Communication

➤ **Creative capability**

a. Creative content creation capabilities like Cartoons, Animations, Graphics, Story designs, Photo and video editing

b. Profiles of the Professionals

c. Sample work (softcopy/ hardcopy of the content created) with proofs

➤ **Communication Team**

a. Communications Manager

b. Copywriters

c. Community managers

Enhancement of Reach/ Virility of Content

➤ **Experience**

a. Trends creation on Twitter

b. Video promotion on YouTube (Virility of video)

c. Enhancement of Likes, views, followers (through Organic means)

➤ **Clients**

a. Government/ other sector (Copy of work order) for whom content virility is achieved.

➤ **Case study**

a. Snapshots of sample case studies of virility/ promotion of content on social media space

Social Media campaigns for promotion of content

a. Case studies of the campaigns promoted by the agencies themselves

➤ **Innovation awards**

a. Any awards for innovative campaigns on social media space.

b. News coverage and stories for innovative campaigns

- **Ability of seeding and bookmarking**
 - **Contacts with social media influencers**
- a. Proofs of association with influencers
 - b. Snapshots of social media accounts of the influencers

Presence of existing branch offices with 3-5 professionals/ Team

- a. Global OR across India OR local
- **Social Media strategy**
- a. Hard Copy of Presentation on Social Media Communication Strategy for the Government of India: an Approach paper

3.) Mobile Applications and Software services

Mobile application

- **Mobile Applications designed till date and client details**
 - **Ability to design complex mobile applications**
 - **Awards/ Accolades for previous applications**
- a. Awards; industry recognition; if any (Proof)
 - b. News paper stories (Proof)
- **Online performance of the apps created**
- a. Number of Downloads
 - b. Ratings/ Review
 - c. Ranking
- **Capability of integration of Mobile application into various popular applications e.g. News application integration into Flip Board**
 - **Sample mobile applications for Government of India**
- a. Hard Copy of Presentation on new and innovative mobile applications for Government of India: an Approach page

Software services

The agency should provide necessary support for various software services e.g. creation of webpage, web-designs, software tools for facilitating online competitions on various social media platforms etc.

Previous work with related to web-designs, WebPages and other software services work

Technical specifications for the mobile application / software development are given as under.

1. Software application(s) to be developed for English & Hindi and to be supported on mobile phones with o/s such as Java, Symbian, Android, etc.
2. The developed software application(s) should be compatible with all prominent/populous smart phones as well as touch-enabled phones.
3. The developed software application(s) should cater to the two variants – (a) WAP / GPRS access to data through the required gateways; and
(b) Local deployment on the internal / extended memory of the mobile handsets. (i.e., the application should be locally installed on the device itself – no WAP / GPRS connection required).
4. Bi-directional word/phrase Search facility through Hindi and English to be provided from the application(s).
5. Hindi and English typing facility for searching text to be provided. The application(s) should adhere to the standard input key layout for WAP / GPRS and standalone application(s).
6. Predictive search utility should also be integrated with the word / phrase Search facility.
7. Pronunciation (Audio narration) for all the words / phrases should be provided for WAP / GPRS and standalone application(s). Professional Artists voice for the Pronunciation / Audio narration should be recorded and integrated with the applications(s).
8. The entire application(s) should have a good layout, design & GUI.
9. M/o Information & Broadcasting owns the copyrights for the socio apps developed; and would retain them in the developed mobile application for the same. Trademarks, logos, etc of MoIB should be prominently displayed and integrated with the developed mobile application.
10. The proposal should include the proposed design, layout, features and plan for execution for the development of the glossary of Administrative Terms (English/Hindi). The period required from the inception, design,

development and the execution of the project should be clearly specified and should also provide the details of each stage of development activity.

4.) Advertising and Branding

Digital Advertising

Clients/ Experience

a. Major clients and nature of business executed focusing on the work in the Internet domain (Work Orders and Execution certificate)

b. Experience (No. of Years)

Online properties

- List of Empanelled websites with advertisement agreements/ understanding

a) Ranking - Alexa / Comscore/or equivalent

b) Worth of Web

c) Internet Hospitality

d) Traffic Details : Demographic, Geographical details

e) Advertisement space and positioning

- **Payment terms**

a) Cost per click

b) Cost per impressions

c) Cost per duration

Third Party Verification

Strategy of digital advertisement for Government of India

a) Approach paper should be presented

Branding and Logo Design

Logo of the Company itself (to judge the creative mindset of the Company itself)

- a) Meaning of the logo
- b) Philosophy behind its logo

5. Professional Support

- a) The agency need to mention number of professionals they would be assigning for the above mentioned tasks.
- b) Name, Profile and Contact details of the professionals along with their expertise for the services desired.

6. Presentation

- a) Post Technical criteria, selected agencies will be called for Presentation stage (if required).

7. Other requirements

- a. The firm will have to furnish copies of award of contacts along with certificate of satisfactory performance from its client i.e. Central/State Ministries, Departments, Corporate Houses and any others if any. This may include the list of awards / appreciation, the company has won at National/Global level.
- b. Archival set up/centre: The agency would be responsible to maintain the server space, backup, storage and recovery of content of Ministry of Information & Broadcasting i.e. audio, video, pictures, graphics, smart art, animation etc.

SECTION III

ENCLOSURES

CONTENT

- A. SYSTEM INTEGRATOR (S.I.) INFORMATION FORMAT
- B. CUSTOMER REFERENCE FORMAT
- C. ENCLOSURES

Appendix- 3

A. SYSTEM INTEGRATOR (S.I.) INFORMATION

Short Responses can be placed within the cells provided in the tables below. Additional Information can be attached as appendices, but should be explicitly referenced from within the appropriate cells.

SYSTEM INTEGRATOR (S.I.) INFORMATION FORM

GENERAL INFORMATION

System Integrator (S.I.) Name	
Corporate Office	
Address	
Web	
E-mail	
Telephone	
Fax	

COMMERCIAL INFORMATION

PAN	
TAN	
Service Tax	
VAT/CST No.	
Certification of	

Incorporation	
<u>PRIMARY SYSTEM INTEGRATOR (S.I.) CONTACT OR SALES REPRESENTATIVE</u>	
Name and Title	
Address	
E-mail	
Telephone	
Fax	
<u>PERSON(S) AUTHORIZED TO NEGOTIATE AND MAKE COMMITMENT FOR SYSTEM INTEGRATOR (S.I.)</u>	
Name and Title	
Address	
E-mail	
Telephone	
Fax	
<u>DESIGNATED TECHNICAL CONTACT FOR RESPONSE CLARIFICATION AND QUESTIONS</u>	
Name and Title	
Address	
E-mail	

Telephone		
Fax		
	INFORMATION ITEM	SYSTEM INTEGRATOR (S.I.) RESPONSE
1.	Date your company was incorporated	
2.	Number of people employed by your company and how many are in the following areas: -Pre-Sales and Marketing -Research and Development -Post-Sales Support -Technical Support -Training and Consulting -Management -other	
3.	Company's sales revenues for the last three fiscal years.	
4.	Number of implementations conducted for customers in the last three fiscal years. Group these implementations by numbers of end-users, dollar cost of engagements, and scope of engagements.	
5.	Indicate your agreement not to share the contents of this RFP with any other organization, including potential subcontractors, without written permission from the RFP coordinator.	
6.	Optionally, provide any additional background information about your	

	company that the BECIL would find useful in its deliberations.	
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B. CUSTOMERS REFERENCES:

Provide at least three references with comparable network size and complexity for whom you have provided similar implementation and / or integration services . Please use this format for your response.

	ITEM	SYSTEM INTEGRATOR (S.I.) RESPONSE
	REFERENCE 1	
	Company / Institution Name Address Scope of Project Dates of Engagement Contact Name and Title E-mail Telephone	
	REFERENCE 2	
	Company / Institution Name Address Scope of Project Dates of Engagement Contact Name and Title E-mail Telephone	
	REFERENCE 3	
	Company / Institution Name Address Scope of Project Dates of Engagement Contact Name and Title	

E-mail	
Telephone	

C. CHECK LIST

A. Please ensure that following documents have been enclosed along with the bid proposal.

1. Proof of payment for fee of Rs.20,000/- for purchase of tender document in the form of cash receipt or bank draft for tender documents downloaded from site.
2. Bank draft for Rs. Four lakhs towards Earnest money deposit.
3. Documentary proof along with the completion certificate of the project executed successfully related to installation & commissioning of setup.
4. The copy of PAN No., TIN No., Service Tax No. and CST/VAT No. should be enclosed.
5. A separate point by point compliance statement duly signed & stamp by bidder in respect to all points laid down in the Bill of Material & specifications for all the equipment/item(s) must be submitted.
6. A copy of the latest / last annual report of the company.
7. Particulars of the partners or related / inter-linked company in India for sales, installation / commissioning and support (for principals/OEM) OR, principals with whom you have a tie-up (in the case of integrators).
8. Separate list of items recommended by bidders, which in the opinion of the bidder have been left out.
9. Detailed bill of material duly filled, signed & stamped in giving the offered material / equipment etc strictly as per the bill of material included in the tender document.
10. Full technical details of the offered equipment.
11. BOM must be strictly quoted as per serial No./Heading/Subheading given in RFP

12. Schematic work flow diagram and Block Diagram must be provided
13. Duly signed and stamped compliance statement item wise with respect to BOM & technical specifications highlighting deviation, if any.
14. **No cost details are to be included in the technical bid under any circumstances.** The signed and stamped copies of the technical bid containing requisite documents are to be sealed in separate envelope and marked appropriately.
15. The financial bid shall contain exactly similar offered bill of material included in the technical bid but with full details on the rates, total cost. Only one copy of financial bid duly signed and stamped is to be sealed in a separate envelope and marked accordingly.
16. Both technical & financial bids in respective sealed envelopes are to be further sealed in an envelope and should be superscripted at the top as:

“Tender for Selection of an agency at Social Media Communication Hub for services related to 24x7 function, operation and maintenance for new media wing of ministry of Information & Broadcasting, Govt. of India and supply, installation, testing and commissioning of hardware, software, networking.
.” against tender enquiry no. BECIL/Social Media/MIB/02 Dated 19-11-2015, so as to reach BECIL on or before 1200 Hrs on 23-12-2015.
17. The tender has to be addressed to

The Chairman & Managing Director
Broadcast Engineering Consultants India Ltd,
C-56 A/17, Sector -62, Noida 201 307
Tel: 0120-4177850
Fax: 0120-4177879

and the delivery of the same must be ensured at this office before 1200 hours on 23-12-2015.