



Bid Number: GEM/2022/B/2337787

Dated: 13-07-2022

**Bid Document**

<b>Bid Details</b>	
<b>Bid End Date/Time</b>	25-07-2022 16:00:00
<b>Bid Opening Date/Time</b>	25-07-2022 16:30:00
<b>Bid Offer Validity (From End Date)</b>	80 (Days)
<b>Ministry/State Name</b>	Uttar Pradesh
<b>Department Name</b>	Infrastructure And Industrial Development Department Uttar Pradesh
<b>Organisation Name</b>	Uttar Pradesh State Industrial Development Corporation Limited (upsidc)
<b>Office Name</b>	Rajesh Kumar Rai
<b>Item Category</b>	Hiring of Social Media Agency - Content creation, Content response and content moderation, Campaign Management; Hindi, English; Facebook, Twitter, Instagram, WhatsApp, YouTube, LinkedIn and Government Portals
<b>Contract Period</b>	3 Year(s)
<b>Past Experience of Similar Services required</b>	Yes
<b>MSE Exemption for Years of Experience and Turnover</b>	No
<b>Startup Exemption for Years of Experience and Turnover</b>	No
<b>Document required from seller</b>	Experience Criteria,Bidder Turnover,Certificate (Requested in ATC),Additional Doc 1 (Requested in ATC),Additional Doc 2 (Requested in ATC),Additional Doc 3 (Requested in ATC),Additional Doc 4 (Requested in ATC) *In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer
<b>Bid to RA enabled</b>	No
<b>Time allowed for Technical Clarifications during technical evaluation</b>	2 Days
<b>Estimated Bid Value</b>	7000000
<b>Evaluation Method</b>	Total value wise evaluation

**EMD Detail**

Advisory Bank	State Bank of India
EMD Percentage(%)	3.00
EMD Amount	210000

**ePBG Detail**

Advisory Bank	State Bank of India
ePBG Percentage(%)	3.00
Duration of ePBG required (Months).	42

(a). EMD EXEMPTION: The bidder seeking EMD exemption, must submit the valid supporting document for the relevant category as per GeM GTC with the bid. Under MSE category, only manufacturers for goods and Service Providers for Services are eligible for exemption from EMD. Traders are excluded from the purview of this Policy.

(b). EMD & Performance security should be in favour of Beneficiary, wherever it is applicable.

**Beneficiary:**

Finance Controller  
UPSIDA, A-1/4, LAKHANPUR, KANPUR- 208024  
(Sahitya Kumar Katiyar)

**Splitting**

Bid splitting not applied.

1. Estimated Bid Value indicated above is being declared solely for the purpose of guidance on EMD amount and for determining the Eligibility Criteria related to Turn Over, Past Performance and Project / Past Experience etc. This has no relevance or bearing on the price to be quoted by the bidders and is also not going to have any impact on bid participation. Also this is not going to be used as a criteria in determining reasonableness of quoted prices which would be determined by the buyer based on its own assessment of reasonableness and based on competitive prices received in Bid / RA process.

2. Past Experience of Similar Services: The Bidder must have successfully executed / completed at least one single order of 80 % of the Estimated Bid Value or 2 orders each of 50 % of the Estimated Bid Value or 3 orders each of 40 % of the Estimated Bid Value for similar service(s) in last three years to any Central / State Govt Organization / PSU / Public Listed Company. Copies of contracts / work orders and documentary evidence of successful execution / completion in support of Past Experience of Similar Services along with names, address and contact details of clients shall be uploaded with the bid for verification by the Buyer.

**Additional Qualification/Data Required**

**Scope of Work/Creative Brief:**[1657719596.pdf](#)

**Payment Terms:**[1657719611.pdf](#)

**This Bid is based on Quality & Cost Based Selection (QCBS) . The technical qualification parameters are :-**

Parameter Name	Max Marks	Cutoff Marks	Qualification Methodology Document
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Financial Capabilities 15 Marks ,Total No of Years experience 20 Marks,Project Experience 20 Marks, Experience of Team suggested by agencies 15 Marks , Presentation 30 Marks	100	70	<a href="#">View File</a>
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**Total Minimum Qualifying Marks for Technical Score: 70**

**QCBS Weightage(Technical:Financial):70:30**

**Presentation Venue:**At UPSIDA Head Office, A-1/4 Lakhanpur , Kanpur, Uttar Pradesh on 29th July 2022 will start from 11:00 am

**Pre Bid Detail(s)**

Pre-Bid Date and Time	Pre-Bid Venue
18-07-2022 12:00:00	UPSIDA Head Office, A-1/4 Lakhanpur , Kanpur, Uttar Pradesh

**Hiring Of Social Media Agency - Content Creation, Content Response And Content Moderation, Campaign Management; Hindi, English; Facebook, Twitter, Instagram, WhatsApp, YouTube, Linkedin And Government Portals ( 1 )**

**Technical Specifications**

Specification	Values
<b>Core</b>	
Social Media	Content creation , Content response and content moderation , Campaign Management
Language Versions	Hindi , English
Handles Required	Facebook , Twitter , Instagram , WhatsApp , YouTube , Linkedin and Government Portals
<b>Addon(s)</b>	
Fresh photoshoot for creating a photobank	NA
Developing video content of 1-2 minute duration with fresh shoot	NA

**Additional Specification Documents**

**Consignees/Reporting Officer and Quantity**

S.No.	Consignee/Reporting Officer	Address	Quantity (Number of Months for which Social Media Agency is required)	Additional Requirement

S.No.	Consignee/Reporting Officer	Address	Quantity (Number of Months for which Social Media Agency is required)	Additional Requirement
1	Ashok Kumar Verma	208024, UPSIDC Complex A-1/4 Lakhanpur	1	N/A

## Buyer Added Bid Specific Terms and Conditions

### 1. Generic

**Bidder financial standing:** The bidder should not be under liquidation, court receivership or similar proceedings, should not be bankrupt. Bidder to upload undertaking to this effect with bid.

### 2. Payment

PAYMENT OF SALARIES AND WAGES: Service Provider is required to pay Salaries / wages of contracted staff deployed at buyer location first i.e. on their own and then claim payment from Buyer alongwith all statutory documents like, PF, ESIC etc. as well as the bank statement of payment done to staff.

### 3. Buyer Added Bid Specific ATC

Buyer Added text based ATC clauses

S. N	Criteria	Document Evidence - Minimum qualification
1.	The (Firm/Agency/agencies) should be a registered entity with minimum 5 years of existence on the day of the submission of bid	Certificate of Incorporation/Registration, PAN Card, GST / Tax Registration Certificate
2.	The Firm/Agency should have an annual average turnover of <b>INR 2 Crores</b> during the last four financial years (2017-18, 2018-19, 2019-20 and 2020-21)	Audited Balance Sheets and Profit & Loss Statements for the last four financial years countersigned by Statutory Auditor

3.	In last 5 financial years (starting 2016-17) Firm/Agency must have completed minimum 2 projects of Social & Digital Media Management in Government Sector (Central/ State/ UT/ PSU/ Boards) Minimum project value should be equal to more than INR 20 lakh rupees in single work order	W o r k order/Client completion certificate/ Certificate from the Statutory Auditor certifying the receipt of the final payment as per the work order
4.	The Firm/Agency must have minimum 20 experienced professionals in the area of Social & Digital Media Management	Self-Certification by HR
5.	The Firm/Agency should not have been blacklisted by Central or State Governments & PSUs	Self-Certification

#### 4. Buyer Added Bid Specific ATC

Buyer uploaded ATC document [Click here to view the file.](#)

## Disclaimer

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization. Buyer organization is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any eccentricity/restriction arising in the bidding process due to these ATCs and due to modification of technical specifications and/or terms and conditions governing the bid. Any clause incorporated by the Buyer such as demanding Tender Sample, incorporating any clause against the MSME policy and Preference to make in India Policy, mandating any Brand names or Foreign Certification, changing the default time period for Acceptance of material or payment timeline governed by OM of Department of Expenditure shall be null and void and would not be considered part of bid. Further any reference of conditions published on any external site or reference to external documents/clauses shall also be null and void. If any seller has any objection/grievance against these additional clauses or otherwise on any aspect of this bid, they can raise their representation against the same by using the Representation window provided in the bid details field in Seller dashboard after logging in as a seller within 4 days of bid publication on GeM. Buyer is duty bound to reply to all such representations and would not be allowed to open bids if he fails to reply to such representations. Also, GeM does not permit collection of Tender fee / Auction fee in case of Bids / Forward Auction as the case may be. Any stipulation by the Buyer seeking payment of Tender Fee / Auction fee through ATC clauses would be treated as null and void.

This Bid is governed by the [General Terms and Conditions](#), conditons stipulated in Bid and [Service Level Agreement](#) specific to this Service as provided in the Marketplace. However in case if any condition specified in General Terms and Conditions is contradicted by the conditions stipulated in Service Level Agreement, then it will over ride the conditions in the General Terms and Conditions.

In terms of GeM GTC clause 26 regarding Restrictions on procurement from a bidder of a country which shares a land border with India, any bidder from a country which shares a land border with India will be eligible to bid in this tender only if the bidder is registered with the Competent Authority. While participating in bid, Bidder has to undertake compliance of this and any false declaration and non-compliance of this would be a ground for immediate termination of the contract and further legal action in accordance with the laws.

**---Thank You---**