



# Bihar School Examination Board

## NOTICE INVITING TENDER

**Tender Notice No.- PR 270/2019**

Sealed Tenders under two Bid systems are invited from reputed Firms/Companies/Agencies for "**Engagement as Social Media Management Agency of Bihar School Examination Board, Patna**".

### Tender Schedule

Sl. No.	Date and Time for Activity	Date/Time: Duration
1.	Sale of Tender document	From 29.06.2019 to 20.07.2019 (02:00 PM)
2.	Pre-Bid Meeting	03.07.2019 at 11:30 Hrs. (Bihar School Examination Board, Sinha Library Road, Patna-800017)
3.	Submission of Tender form fee, Bid and EMD in Hard copy/Original	20.07.2019 up to 03:30 PM (Bihar School Examination Board, Sinha Library Road, Patna-800017)
4.	Opening of Technical Bid	20.07.2019 at 04:00 PM (Bihar School Examination Board, Sinha Library Road, Patna-800017)
6.	Financial Bid Opening	20.07.2019 at 04:30 Hrs. (Bihar School Examination Board, Sinha Library Road, Patna-800017)
7.	Cost of Tender Document	Rs. 500/- (Rs. Five hundred) only
8.	Earnest Money Deposit	Rs. 50,000/- (Rs. Fifty thousands) only

- ❖ Tender documents can be obtained from Bihar School Examination Board, Sinha Library Road, Patna by paying cost of Tender document of Rs. 500/- (Rs. Five hundred) only through cash/Demand Draft of Nationalised Banks in favour of Secretary, Bihar School Examination Board, payable at Patna. Tender documents can also be downloaded from BSEB website <http://biharboardonline.bihar.gov.in>. However, receipt of the cost of Tender document must be submitted with the Tender documents.
- ❖ Tender must be accompanied with cost of Tender documents and Earnest Money in the form of Cash Payment or Demand Draft, issued by a Nationalized Bank. No cheque will be accepted.
- ❖ Corrigendum/Addendum, if any, will be published on the departmental website <http://biharboardonline.bihar.gov.in> itself.
- ❖ For any queries, interested Agencies may contact Rajeev Ranjan Dwivedi, PRO. Contact No.- 7542819734.
- ❖ **Note:** - Bihar school Examination Board reserves the right to accept/reject/reschedule any or all tenders without assigning any reasons.

**Secretary**  
**Bihar School Examination Board**

**Memo No: ...../ Patna Date:- ...../06/2019**

**Copy to:- PRO for publication of Tender Notice in various Newspapers.**

**Secretary**  
**Bihar School Examination Board**

## Scope of Work :-

The selected Agency shall be responsible for the following broad activities :-

**a. Opening BSEB Accounts on social media networking sites** - The Agency shall be responsible for opening of Accounts of Bihar School Examination Board on various Social Media platforms such as Facebook, Twitter, You Tube and Instagram etc. In addition, the Agency shall also be responsible for overall management of these social networking websites -- from creation of contents for Social Media to uploading them on social networking websites as well as content updation.

**b. Strategy formulation** - The Agency, in consultation with Bihar School Examination Board, shall formulate a result-oriented comprehensive promotion strategy on social media platforms.

**c. Content Management** - In a bid to maximise the reach of plans & policies of Bihar School Examination Board to various stakeholders, the Agency shall actively take up the responsibility of Content Creation and Management related to achievements of BSEB as well as future plans. The Agency shall also have to recreate existing contents into suitable new formats. Some of the key functions related to Content Management which the Agency has to perform include :-

(i) Upload any number of posts as given by BSEB everyday on Social Networking sites. This should include but not limited to informative and promotional posts in the form of relevant text, pictures, audio, videos, interviews, news, infographics etc.

(ii) Create and upload any number of original HD quality creative video of 5 minutes or shorter for Facebook, You Tube etc. of BSEB every week/month.

(iii) Banner of Bihar School Examination Board on home page of Bihar School Examination Board needs to be changed every month or as directed by BSEB.

(iv) Post contents on social networking sites covering news and events related to Bihar School Examination Board.

(v) Language used for promotion on the social media should be either English or Hindi or their combination.

(vi) Design creative pieces of ongoing campaigns and ensure its functional compatibility on every electronic device like computer, laptop, tabs and smart-phones.

**d. Conversations Management** -

(i) Continuously monitor all the conversations in all the Social Networking Sites. Comments posted on it by others carrying negative sentiments or having obscene language or inciting hatred based on politics, caste, creed, sex etc. should be deleted immediately. The Agency has to play an active role in countering negatives on social media or any viral wrong information.

(ii) Devise plans for increased engagement/interaction among the audience.

(iii) Any other plans as instructed by BSEB from time to time.

**e. Maximum Brand Impact in minimal time** - The Agency must formulate and execute projects for Bihar School Examination Board that will provide maximum brand impact in minimal time.

**f. Response Management** - The Agency shall provide accurate, complete, polite and prompt feedback to users via social Media platforms. User interactions shall be done in English/Hindi languages only. The Agency shall also moderate the sites to avoid spam, advertisements and inappropriate contents.

**g. Reporting -**

(i) The Agency is required to submit Monthly Progress Report (MPR) in the first week of next month detailing the key parameters related to **Reach** (such as- Likes, Followers, Views, Subscribe) and **Engagement** (Share, Comments, Tweets, Time Spent etc.), nature of audience etc. depending upon the respective Social Networking sites.

(ii) The MPR and other reports submitted by the Agency should be as per the industry standards.

**h. Deployment of 01 No. of Social Media Professional at BSEB** - The service of a Social Media Professional is required at BSEB to execute day to day basis works related to Social Media Management of BSEB. He must be well versed in Social Media management, videography, photography, making of small video clips out of recorded video for posting or sharing as per BSEB need. He must also have working knowledge of Hindi and English languages.

**i. Regulatory Compliance -**

(i) The Agency and its executives deployed at BSEB must be thorough with the law of the land with regard to Social Media participation.

(ii) The Agency must ensure that all the regulations of latest Information Technology Act as amended from time to time and provisions of Indian Penal Code including local and Special Laws of the state are being adhered to.

(iii) The Agency must mark all contents whether text, photo, video or any post of BSEB on social media as COPYRIGHT of BSEB, wherever applicable and monitor & report unauthorised uses if any. All intellectual Property Rights emanating from such content shall vest solely and exclusively with BSEB.

(iv) The data/information/Photo/Video for use on Social Media must be derived from authentic sources and be vetted by Competent authority of Bihar School Examination Board.

(v) The Agency is required to put a dedicated person for covering the entire range of activities as outlined in the scope of work/deliverables including report preparation. The person will be stationed at Bihar School Examination Board and will be provided seating space, furniture & electricity with internet during office hours. The Agency will equip him with suitable laptops, smart phone and other gadgets as required to carry out the work as per this tender.

(vi) The Agency should arrange its own Laptops/Computers, mobiles, camera, equipments, etc. The Agency should also arrange for required connectivity /Bandwidth for accessing social media, uploading of content and live streaming as and when required.

(vii) **Working Hours-** Person deployed for Bihar School Examination Board will be available in the office as per office timings; however he will be required to work from his home or company premises even after office hours or on holiday, as and when required. No additional payment will be made for working after office hours.

## Technical Bid -

S.No.	Technical Criteria	Documentary Evidence
1.	The Firm/Agency should be a registered entity with minimum 3 years of existence on the day of the submission of Bid.	Certificate of Incorporation/Registration of the Firm/Agency to be enclosed.
2.	Experience of Social Media Management for State or Central Government or any PSU or Public Sector Company or any Private Company of repute (which can be verified by BSEB) for at least 3 years.	Copy should be enclosed
3.	The Firm/Agency should have an average turnover of Rs. 50.00 lakhs from minimum two projects in any 3 of the last 4 financial years (i.e. 2015-16, 2016-17, 2017-18 and 2018-19) from the Media Management Service, Media communications Services, Creative Services and Promotional Services.	Audited Balance Sheets and Profit & Loss Statements for any 3 of the last 4 financial years i.e. 2018-19, 2017-18 and 2016-17, and 2015-16 which has to be countersigned by a Chartered Accountant.
4.	Income Tax Return of the Agency for any three of the last 4 Financial Years - 2015-16, 2016-17, 2017-18 and 2018-19	Copy should be enclosed
5.	Bio-Data of Social Media Professional to be deployed at BSEB	Copy should be enclosed
6.	The Firm / Agency should not have been blacklisted by Central or State Governments or any PSU or any Private Company of repute	Self-declaration
7.	It should have a valid GST Number for registration under GST and a PAN Number for Income Tax.	Copy should be enclosed
8.	The technical Bid must also contain 02 Separate Drafts of cost of Tender document (Rs. 500) and Earnest Money (Rs. 50,000).	Enclosure to be attached
9.	The Agency must have an Office in Patna.	This will require documentary support of either of the following :- Address in Bank/Rent Agreement/Telephone Bill/ Electricity Bill in the name of Agency for the past 2 months. Either of these has to be enclosed. BSEB may verify it.

**Format for Technical Bid -**

<b>S.No.</b>	<b>Technical Criteria</b>	<b>Documentary Evidence</b>
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**Signature of authorised signatory**

Date :

Name :

Place :

Seal:

## Financial Bid -

S.No.	Work Description	Requirement
<b>1.</b>	Creation of accounts/Page in the name of Bihar School Examination Board (BSEB) on Facebook, Twitter, Instagram, You Tube etc.	It is a one time job. Verified social media accounts are a must as to make it people friendly and also different from other accounts running in the name of BSEB.
<b>2.</b>	Coverage in Social Media Platforms	Target: 10,000 <b>Likes</b> of Facebook Page every month. Target: Add 500 Twitter <b>Followers</b> every month Target: 5,000 <b>Subscribers</b> on You Tube every month Target: Add <b>5,000 Followers</b> on Instagram per month
<b>3.</b>	Posting of 01 No. of Social Media Professional at BSEB	The service of 01 No. of Social Media Professional is required to execute day to day basis works related to Social Media Management of BSEB. This shall be in addition to the back-up team of the Company working for BSEB. He must be well versed in Social Media management, videography, photography, making of small video clips out of recorded video for posting or sharing. The professional must also have working knowledge of Hindi and English languages.
<b>4.</b>	The Agency is required to monitor and update contents on Social media and also regularly posting News/Video etc. of BSEB.	Updating of contents on Social Media require permission from BSEB.
<b>5.</b>	Live streaming facility on Facebook and other Social Networking sites	This is required at the time of important announcements by the BSEB.

**Format for Financial Bid -**

To  
The Secretary,  
Bihar School Examination Board,  
Sinha Library Road, Patna-17.

**Subject: Financial Bid for Engagement as Social Media Management Agency of Bihar School Examination Board, Patna**

Sir,

With reference to the Tender for "**Engagement as Social Media Management Agency of Bihar School Examination Board, Patna**", we submit our Financial Bid as under :-

S.No.	Work Description	Requirement	Quoted Amount per month (in Rs.) (Exclusive of GST)
1.	Creation of accounts/Page in the name of Bihar School Examination Board (BSEB) on Facebook, Twitter, Instagram, You Tube etc.	It is a one time job. Verified social media accounts are a must as to make it people friendly and also different from other accounts running in the name of BSEB.	
2.	Coverage in Social Media Platforms	Target: 10,000 <b>Likes</b> of Facebook Page every month.	
		Target: Add 500 Twitter <b>Followers</b> every month	
		Target: 5,000 <b>Subscribers</b> on You Tube every month	
		Target: Add <b>5,000 Followers</b> on Instagram per month	
3.	Posting of 01 No. of Social Media Professional at BSEB	The service of 01 No. of Social Media Professional is required to execute day to day basis works related to Social Media Management of BSEB. This shall be in addition to the back-up team of the Company working for BSEB. He must be well versed in Social Media management, videography, photography, making of small video clips out of recorded video for posting or sharing. The professional must also have working knowledge of Hindi and English languages.	
4.	The Agency is required to monitor and update contents on Social media and also regularly posting News/Video etc. of BSEB.	Updating of contents on Social Media require permission from BSEB.	
5.	Live streaming facility on Facebook and other Social Networking sites	This is required at the time of important announcements by the BSEB.	
			<b>Total Amount (in Rs.):</b>

Total quoted amount per month -- ----- (in Words)

**Note- The Amount Quoted shall be exclusive of GST. GST as applicable shall be paid by BSEB.**

Date :

(Name and designation of the Authorised signatory)

Place :



**General Terms and Conditions**

1. Technical Bid of tenders should be submitted in a separate sealed envelope, super-scribing "**TECHNICAL BID**" and must contain requisite documents listed in Annexure-1.
2. Financial Bid should be submitted in a separate sealed envelope, super-scribing "**FINANCIAL BID**", quoting the rates in the prescribed format (Annexure-II).
3. The two envelopes "**TECHNICAL BID**" and "**FINANCIAL BID**" should be placed in a bigger envelope superscripted as- "**Engagement as Social Media Management Agency of Bihar School Examination Board, Patna**". The bid documents must be submitted in the Office of **Secretary, Bihar School Examination Board, Sinha Library Road, Patna-800017, Bihar**.
4. An agency shall be finally selected based on the total quoted amount (In words & figure both) for each month in the Financial Bid. Financial Bid of only those bidders shall be opened who have successfully qualified the Technical Bid. Therefore, the Work Order shall be awarded only to a technically successful bidder who quotes the lowest Amount in the Financial Bid (Annexure-II).
5. The bid documents must be signed by an authorised signatory of the company. The authorised signatory must also sign all the pages of the supporting documents.
6. Bihar school Examination Board reserves the right to accept/reject/reschedule any or all tenders without assigning any reasons.
7. Bihar School Examination Board reserves the right to reject any and all proposals/Bids, and to negotiate further with any proposing parties. Any dispute, or interpretations, will be resolved by Chairman, Bihar School Examination Board and it will be final and binding upon both the parties.
8. **Termination of Contract:** Repeated non-compliance and unsatisfactory work shall lead to termination of contract. All Such decisions shall be the sole discretion of Bihar School Examination Board without incurring any liability. In case of termination of contract, the selected agency shall have to satisfactorily handover all the user names and passwords and other intellectual property rights of the contents developed for the brand building of Bihar School Examination Board. Non-compliance of the same would lead to legal action. The contract shall be valid till the end of the contract period or the last date of completion of work, whichever is earlier.
9. **Period of Contract:** The contract shall be for a period of one year and shall be extendable further for a period of one year at the discretion of Bihar School Examination Board, subject to satisfactory performance.
10. **Tender Fee:** A non-refundable Demand Draft (DD) of Rs. 500/- (Rupees Five Hundred only) drawn in favour of Secretary, Bihar School Examination Board, Patna.
11. **EMD Amount:** An amount of Rs. 50,000/- (Fifty thousand only) in the form of Demand Draft/Bank Guarantee from a Nationalised Bank in favour of Secretary, Bihar School Examination Board, Patna is required to be submitted along with the Bid. In case of the selected Agency, the EMD Amount shall be retained as Security Guarantee and shall be forfeited if the selected Agency fails to execute the Project. EMD of other unsuccessful Bidders shall be returned.

12. **Attendance of Social Media Professional at BSEB:** Attendance of Social Media Professional shall be made at BSEB. In case of any leave without information shall necessitate necessary deduction from payment of their salaries.
13. **Penalty-** In case of Work not completed by the Agency within the given time or work is not satisfactory, a Penalty of 5-10% in that Month will be imposed or at the discretion of the competent authority.
14. Any other terms and conditions will be governed by as per Government of Bihar provisions and Government of India guidelines on social media.