

**MUNICIPAL CORPORATION OF DELHI**  
**Directorate of Press & Information**  
**5<sup>th</sup> Floor, A- Block, Dr. SPM Civic Centre,**  
**JLN Marg, New Delhi – 110002.**

Sub:- “Engagement of an Agency for Social Media Management of MCD”

Municipal Corporation of Delhi, desire to engage a credible professional agency for brand building of MCD through a comprehensive social media communication strategy and PR related work on lump sum payment basis through social media platforms for continuous visibility of MCD projects and activities, its target areas by popularizing, measuring and managing the perception of MCD among stakeholders and in public. In this context, RFP is invited from credible professional Agencies. For this purpose, scope of work to be taken care of by the agency has been spelt out.

The agency must have in-house production facility. All other requirements such as manpower, tools, creative content, etc. will have to be met by the firm. Agency must have expertise in these works. The entire data will also be stored / archived and the firm has the responsibility to provide it to MCD, as and when required. The agency shall maintain the backup, storage and recovery mechanism.

**1. SCHEDULE AND IMPORTANT DATES**

1.1. The schedule and important dates are shown below:

S.No.	Event	Date
1	Uploading of RFP in Central e-Procurement Portal	20.02.2024 (12.00 Noon)
2	Pre Bid Meeting at 5 <sup>th</sup> Floor , A Block, S.P.M. Civic Center	23.02.2024 (3 P.M)
3	Last date of submission	26.02.2024 (12.00 Noon)
4	Opening of Technical Bids	26.02.2024 (3 P.M Onwards)
5	Presentation by Shortlisted bidders	29.02.2024 (12.00 Noon)

1.2 Bidders are required to upload their Technical and Financial Bids on MCD website.

1.3 MCD reserves the right to amend the RFP, tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through MCD website from time to time for any updated information.

**2 PROCEDURE, TERMS AND CONDITIONS**

2.1 The proposal has to be uploaded on two bid basis i.e. Technical Bid and FinancialBid.

2.2 It is the responsibility of the Bidder to ensure that the bids are up-loaded in time on

www.mcdonline.nic.in on or before the prescribed date & time for submission of bids.

2.3 All bids shall remain valid for 180 days from the last date of submission of bids.

2.4 MCD reserves the right to solicit additional information from Bidders. Additional information may include, but is not limited to, past performance records, lists of available items of work etc.

2.5 MCD reserves the right to accept the whole, or part or reject any or all bids without assigning any reasons and to select the Bidder(s) which, in the sole opinion, best meets the interest of the MCD.

2.6 MCD also reserves the right to negotiate with the bidders placed as L-1 bidder in the interest of the Corporation.

2.7 MCD reserves the right not to accept bid(s) from agency (ies) resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating agency/Vigilance Cell.

2.8 All information contained in the proposal, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the bidder with any other organizations/Agency.

2.9 The Agency selected is not supposed to use its name, logo or any other information/ publicity on content published on social media platforms of MCD.

2.10 The Agency must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and applications instantly. The style of presentation of the content may vary as per the requirement or nature of audience targeted on social media platform after approval of Director, P&I.

2.11 All material, art work used in management of Social Media Network will be property of the MCD. Content shared online must be copyright protected.

2.12 All creative- physical as well as digital- will be property of MCD and its Intellectual Property Rights (IPR) will vest with MCD.

2.13 The timeline/schedule of deliverables will be decided as and when the requirement /task activities arise. Bidder should complete the job/activities as and when asked by MCD.

2.14 The contract awarded is not assignable by the selected agency. The selected agency shall not assign its contractual authority to any other third party. The agency should not assign or sublet the work or any part of it to any other agency in any other form than defined in this RFP.

2.15 In case the selected agency is found in breach of any condition(s) of the RFP, at any stage, legal action as per rules /laws, shall be initiated against the agency and EMD /Security Deposits shall be forfeited, besides being liable to be debarred and blacklisted for at least three years or as decided by Commissioner, MCD.

2.16 No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract / Work Order have been executed by MCD. MCD may cancel this RFP / tender at any time.

2.17 MCD, without assigning any reason can reject any bid / RFP, in which any prescribed condition(s) is/are found incomplete in any respect and at any processing

stage.

2.18 The decision of MCD arrived during the various stages of the evaluation of the bids is final and binding on all bidders.

2.19 Conditional bids are not acceptable and shall be summarily rejected.

2.20 MCD will not be responsible for any misinterpretation or wrong assumption by the bidders, while responding to this tender / RFP.

2.21 MCD may terminate the RFP process at any time and without assigning any reason. MCD may, by written notice send to the selected agency; terminate the work order in whole or in part at any time of its convenience. The notice of termination will specify the extent to which performance of work under the work order and / or the contract is terminated, and the date upon which such termination becomes effective. MCD reserves the right to cancel the remaining part and pay to the selected agency the amount for partially completed Services.

2.22 In the event of selected agency or the concerned division of the agency being taken over/bought over by another agency, all the obligations and execution responsibilities under the agreement with MCD, should be passed on for compliance by the new agency in the negotiation for their transfer, after consent for the same by the Directorate.

2.23 The selected agency shall be solely responsible for discharge of all the legal obligations / statutory requirements under various labor legislations as may be in force from time to time so far as the workmen engaged by him for this work are concerned. Such engaged manpower or the agency will have no right or claim of any kind from MCD.

### 3. ELIGIBILITY CONDITIONS

The Bidders shall fulfill the following eligibility conditions for participating in the bidding process. The Bidders should enclose documentary evidence for fulfilling the eligibility conditions

S.No.	SPECIFIC REQUIREMENT	EVIDENCE
1.	The turnover of the agency for each financial year 2020-21, 2021-22 & 2022-23 should be at least Rs. 25 crore.	Balance Sheets & documents certified by CA
2.	The agency must have experience of at least 02 (two) years in Social Media network and must have successfully completed at least two projects worth Rs.25 lakhs each for government agency such as Centre/State Govt, PSUs, local bodies, etc.	Copies of the work orders of Social Media activities
3.	The agency must have a local office in Delhi/NCR region	Documentary evidence

Proposals not complying the above eligibility conditions shall be summarily rejected.

### **3.1 COMMERCIAL CONDITIONS**

Apart from the above, each bidder is required to fulfill the following terms and conditions:

1. Each bidder is required to submit processing fee of Rs 5000/-. Processing fee is non-refundable.
2. The bidder is required to submit Rs. 3,60,000/- (Rupees three lakh sixty thousand only) as Earnest Money Deposit (EMD) by Account Payee Demand Draft in favour of Commissioner, MCD payable at New Delhi. The copy of the EMD(Demand Draft) submitted should be uploaded along with the Bid EMD should be submitted along with Technical Bid.
3. Technical Bid not accompanied with EMD and processing fee shall be summarily rejected.
4. No interest shall be payable by MCD for the sum deposited as Earnest Money Deposit.
5. The EMD of the unsuccessful bidders would be returned after finalization of the proposal received against this RFP.

### **3.2 PERFORMANCE SECURITY**

1. Selected bidder will have to submit an interest free Performance Security equivalent to ten per cent (10%) of the contract value in the form of the Bank Draft/Demand Draft or Bank Guarantee(BG) from a scheduled commercial bank in favor of "Commissioner, MCD, within 10 days of issue of letter of acceptance of proposal. The performance security submitted shall remain valid for 90 days beyond the final date of the original contract. The contract value will be the bid amount of the selected bidder multiplied with the total number of months of the contract period.
2. In case the contract is extended, the successful bidder will have to get the Bank Draft/BG extended on same terms and conditions for the period of 90 days beyond the final date of the extended contract period, if any.
3. Performance Security would be returned only after successful completion of work assigned and after adjusting/recovering any dues recoverable/payable from/by the Agency on any account under the contract.

### **3.4 COMPETENT AUTHORITY'S RIGHT TO VARY ITEMS/ACTIVITIES AT THE TIME OF AWARD**

The Commissioner, MCD will have the right to make any alterations, omissions, additions or subtractions in services at the time of award of contract. The Commissioner, MCD will give intimation to the successful Bidder, and additional cost deduction in the Bid prices, based on the price schedule submitted by him, will be worked out with the Bidder. In case the Bidder does not agree for such alterations, the Commissioner, MCD will be free to award the contract to the next eligible Bidder.

## **4. Scope of work**

### **Brief outline**

The scope of work for the Agency would comprise Social Media Management for MCD to formulate a result oriented comprehensive social media promotion strategy and its implementation for MCD.

#### **4.1.1 Objective:**

- Creating posts reels for awareness about MCD's inspiring and encouraging achievements
- Inspire and motivate people to come and be a part of the behavior change campaign
- Improve ranking of MCD in Swachh Sarvekshan Program
- Add value to the Corporation's efforts to make Delhi a green, clean and beautiful city.

#### **4.1.2 Overall Activities:**

- Provide Strategy, Advisory, and Execution on ground.
- The consultant will work as an extended arm of MCD for all social media cum Public Awareness consultant as and when required to meet the objective.
- Image building of the Corporation.

#### **4.2 Media Management**

- Ideation, Development, Designing and adaptation for all types of Creative's/ Videos.
- Making short Films, Edits & Language adaptations as per the requirement.
- Live sessions of press conference/events on social media and official website for Mayor, Chairperson, Standing Committee and Commissioner, MCD or any other person as asked for by Director, P&I.
- A dedicated team of camerapersons for covering all events at HQ as well as at zonal level.
- Content Research & Development for Media and Public Relations etc.
- Script and conceptualization for Multimedia Creative works.
- Conceptualization, Designing and Media Engagement for MCD's Events/Exhibitions etc.
- Event/Activities Planning and Management (including Sound, Cameras and banners/ Backdrop/ Standee).
- MCD short films to showcase its initiatives/schemes/programmes.

#### **4.3. Social Media Management**

1. Manage the existing social media platforms:
  - o Twitter
  - o Face book
  - o Instagram
  - o Quora
  - o LinkedIn
  - o YouTube
2. ORGANIC SEO and ORM (includes work on website)

#### **4.4. Content for all the online platforms (Theme) -**

- About the MCD
- Spokesperson's byte
- Comments and short byte from management
- Events
- Initiatives taken by MCD on various subjects like sanitation,

cleanliness and beautification drive, education, etc.

- Banners and Infographics
- Video Content – Meme, GIF, etc.
- Blogs /Articles
- Short Videos
- Panel Discussion on safety, cleanliness, waste management, hygiene etc.
- MCD's events and annual exhibitions in terms of capturing the key message and ensuring its flash on social media platforms etc.

#### **4.5 Engagement Exercise:**

- ❖ Conceptualization and dissemination of MCD's educational/awareness campaigns on public health management and prevention of disease like Dengue, Malaria, Chikungunya, Covid19; social issues like women hygiene; sanitation matters like waste management, garbage free public places, plastic free MCD and other issues as assigned.
- ❖ Online/offline interactive and more information awareness driven session with Media (once a month) and spokesperson.

#### **4.6. Support Required:**

- Basic messaging, information, news, initiatives to be shared by MCD officials – one point of contact or resources to be identified to liaison with on a regular basis
- Timely Approvals
- Media Centre @MCD Office with office facility
- Software and Hardware Requirements
  - o Laptop
  - Sony fx9 or similar cameras with relevant lenses for video recording
  - Sony Alpha ILCE-7M4K or similar cameras alongwith appropriate lenses for photography
  - Zoom F8n pro and Rode wireless mic for audio recording
  - Each video editor/motion editor and graphic designer to be provided with top-of-the-line video editing machine with high-end graphics card and industry leading software setup including adobe suite and Final Cut Pro. Access to stock image galleries
  - LiveU devices
  - Collar Mike and hard drives for data store

#### **Operational Approach:**

- Weekly/Monthly Plan will be prepared (factoring 20% of sudden stuff)
- Monthly Review Meetings
- All Approvals before it goes viral/online

#### **Key Measuring Parameters:**

- Online Tools & analysis that measure and will share the shift in MCD's image and awareness, engagements and reach etc

#### **Period of Engagement**

One Year and extendable for one more year.

**Annexure - A**

**Deliverable for MCD for One Year**

Platform	Scope of work	KPI	Growth
Instagram	Minimum 15 Posts/ per month	Followers - +300 per month	Organic+ Paid
	Minimum 15 stories/ per month	Reach - 25% increase	
	Minimum 20 reels	Engagement - 25% increase	
Facebook	Minimum 15 Posts/ per month	Followers- +1000 per month	Organic+ Paid
	Minimum 15 stories/ per month	Reach - 35% increase	
	Minimum 20 reels	Engagement - 25% increase	
LinkedIn	Minimum 15 posts / per month	20% growth per month	Organic+ Paid
Twitter	Minimum 20 posts/ per month	10% per month	Organic
YouTube	Minimum 15 videos/ per month	20% growth per month	Organic+ Paid

**Annexure - B**

**Deliverable for MCD for One Year**

S.No.	Deliverables	Activity	Details
1.	Media relations	Identify key media categories in major markets those work as influencers	-
2.	Spokesperson profiling	Content pieces for senior management's social media profile to establish through leadership and proactive audience engagement	-
3.	Interactive sessions	Live Press Conference or Live session on social media platforms	-
4.	Interviews	Mayor/Commissioner/Spokesperson's interview weekly/fortnightly	-
5.	Live Session	Live sessions on social media as and when required	

6.	Event Management	The event management for all zones and Departments of the Corporation.	
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## Annexure- C

### Human Capital Requirement:

- **7people stationed @ MCD Office (Full Time: On-site)**
  1. One Senior Resource as an overall in charge (10+ years' experience) who will be the one-point contact for MCD and will be the person to interface and to oversee & coordinate the entire activities with the team offsite
  2. Videographer
    3. LiveU operator (3+ years of experience)
    4. Camera person
    5. Light boy
  6. Video Editor + Graphic Designer (6+ years of experience)
    7. Sound Engineer
- **3people (Part-time : Off Site)**
  - o Media Adviser - To review and be consulted in terms of messaging and communication being planned and published (having government, industry and 360 degree media platform) with experience more than 8 years
  - o Media Coordinator – Media background with experience in the area of Communication, PR, Events and Exhibitions with experience 4+ years
  - o Social Media Content Writer with experience of 5+ years

### Media Buying

All paid media, i.e., all promotions through Ad Words, SMO, Facebook, online digital ads, website ads and banner ads or be it any other similar digital ads, the cost for the same shall be borne by MCD.

## Annexure-D

### Penalty Clause:-

1. The detailed Service Level Agreement (SLA) will be signed with successful bidder. Any breach in SLA will lead to penalty and termination of the contract. All the documents/ code / application etc. prepared and developed by the bidder will be the property of the MCD. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the MCD. The bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the MCD, together with a detailed inventory thereof.
2. If at any given 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 obligations, the MCD may take a decision to cancel the contract with immediate effect. Performance security of the agency will be forfeited if the performance of the agency is not satisfactory.
3. In case of late services / no services on a specific activity, in which the



Agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the firm shall be liable to pay a Liquidated Damages (LD). LD will be imposed @ 1% per week delay or part thereof, of the cost of contract value up to maximum of 10% of the contract value from the Agency. The timeline/schedule of deliverables will be decided as and when the requirement/ tasks /activities arise.

4. MCD will have the right to cancel the contract at any time without assigning any reason thereof.

## **Annexure-E**

### **Payment Term:-**

1. The payment will be released to the agency on monthly basis on receipt of invoice, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned above of this document for assessment by the MCD. No advance payment will be made. All payments shall be made in Indian Rupees.
2. Payment will be released on monthly basis on fulfillment of successful commitments. Agency should submit monthly bills with clear indication of monthly achievement as per scope of work mentioned above.
3. No terms and conditions or time period regarding payment for the advertisement or other related works released by the empanelled agencies shall be accepted by Municipal Corporation of Delhi. The Corporation shall be kept harmless and no claims whatsoever will be raised by the empanelled agency on any judicial forum in this regard.

### **APPLICABLE LAW AND JURISDICTION**

All matters connected with this engagement & scope of work, shall be governed by the Indian laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of the courts of Delhi for all purposes, if need arise.

**Covering Letter for Submission of Bid**

To  
Director  
Directorate of Press & Information  
Municipal Corporation of Delhi  
A Block, 5<sup>th</sup> Floor  
Dr.S.P.M. Civic Centre  
New Delhi

Sir,

We are hereby submitting our bid, which includes technical bid and financial bid. We hereby declare that all the information and statements made in this bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our bid is accepted, to start the services with immediate effect or as stipulated in the work order. We understand you are not bound to accept any bid you receive.

Yours sincerely,

Date:

(Seal)  
Name and Title of Signatory Name of Firm Address

### TECHNICAL BID FORMAT

<b>S.No.</b>	<b>Particulars</b>	<b>Document form</b>	<b>Page No. (in bid submitted)</b>
<b>1</b>	Name of the Bidder (Agency)		
<b>2</b>	Brief profile of the agency (Max 2-3 Pages)		
<b>3</b>	Address of the Bid Agency		
<b>4</b>	Year of establishment		
<b>5</b>	Name, Designation and address of the person to whom references shall be made regarding this Tender.		
<b>6</b>	Address of local office in Delhi/ NCR region	Documentary proof	
<b>7</b>	Bidders should not have been blacklisted by any of the State or Central Government organization	Signed Affidavit	
<b>8</b>	Annual turnover of the agency for each financial year 2020-21, 2021-22& 2022-23	Balance Sheets & documents certified by CA	
<b>9</b>	GST Registration Certificate	Copy	
<b>10</b>	PAN Registration	Copy	

## Financial Bid Format

To,  
Director (P&I)  
A Block, 5<sup>th</sup> Floor  
S.P.M. Civic Centre  
Delhi

Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with your Tender document dated (insert Date). Our Financial Bid against the Scope for work in Section II as well as details defined in the tender document is as mentioned below:-

Description of Items	Total price of one month for providing services for maintenance of Social media platforms for MCD [Inclusive of all the applicable Taxes (under GST in rupees)]
Consolidated price for services as detailed under scope of work-deliverables in tender document including charges for deployment of four social media experts on full time basis with requisite qualifications & skill-set in Municipal Corporation of Delhi (MCD) for one year relating to Social Media management.	

Our bid shall be binding upon us up to period of validity as indicated in sub clause 1.1.3 of Section-1 General. We understand that MCD is not bound to accept any bid it receives.

Yours sincerely.

Authorized Signatory [In full and initials] Name and Title of Signatory

Date

## EVALUATION CRITERIA (TECHNICAL)

The technical proposal shall be evaluated on the basis of parameters mentioned below:

S.No.	Criteria	Maximum marks
1	Financial strength (turnover last three years i.e. 2020-21, 2021-22& 2022-23(minimum Rs. 25 crore in each year)  i. 25-30 Cr. : 6 marks ii. More than 30-35 Cr : 8 marks iii. More than 35 crore : 10 marks	10
2	Past experience in similar projects in government agency such as Centre/State Govt. PSUs, etc (minimum 2 years)  i. 1 years & upto 2 years : 10 marks ii. Above 2 years and upto 3 year : 15 marks iii. More than 3 years : 20 marks	20
3	No of similar projects completed in government agency such as Centre/State Govt, PSUs, etc worth Rs. 25 lakh or more (minimum 2)  i. 2 to 4 projects : 10 marks ii. 5 to 7 projects : 15 marks iii. More than 7 projects : 20 marks	20
4	The presentation shall be evaluated on the parameters including  i. Scope of work ii. A creative team having expertise in Infographics and content writing of the team to be deployed in MCD iii. A Social Media and PR Plan for MCD iv. Deployment of tools for Social Listening	50
	Total	100

Note: Proposal obtaining a score of 80 or more marks will be declared as technically qualified proposal for opening of their financial bids.