

**Expression of Interest (EOI)**

**For**

**Social Media Services**

**To**

**Department of Social Justice & Empowerment**

**Room No.: 253-A, A-Wing**

**Shastri Bhawan, New Delh-110115**

**Tel No.: 23381843**

**December, 2021**

## INDEX

S.No	CONTENTS	Page No
1.	Text of Advertisement Invitation For Expression of Interest	3
2.	Letter of Invitation	4
3.	EOI Processing Fees	5
4.	Venue & Deadline for Submission of Proposal	5
5.	Validity of Offer	5
6.	Term of Reference	5/Annexure-I
7.	Instructions to Agencies	6
8.	Qualification Criteria	6
9.	Evaluation Criteria & Method of Evaluation	8
10.	Response	8
11.	Conflict of Interest	8
12.	Condition under which EOI is issued	8
13.	Last Date of submission of EOI	8
14.	FORMATS	
i)	Format – 1	9
ii)	Format — 2	10
iii)	Format - 3	11
iv)	Format - 4	12
v)	Format - 5	13
vi)	Format - 6	14
vii)	Format - 7	15
15.	Annexure I — Scope of work	16

## 1. TEXT OF ADVERTISEMENT

**Ministry of Social Justice & Empowerment**  
**Department of Social Justice & Empowerment**  
**Shastri Bhawan, New Delhi — 110001**

### INVITATION FOR EXPRESSION OF INTEREST

**Department of Social Justice & Empowerment** (D/o SJ&E) invites sealed Expression of Interest (EOI) from Indian agencies for **providing Social Media Services..**

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. can be downloaded from the website [socialjustice.gov.in](http://socialjustice.gov.in).

Further details, if any, may be obtained from **Assistant Editor (Media), Room No. 253-A, A-Wing, Shastri Bhawan, New Delhi-110115** during working hours.

Last date for submission of EOI is 22<sup>nd</sup> December 2021 upto 1400 hrs. Sealed envelope marked to the captioned address, containing EOI and non-refundable fee of Rs 5000.00 by way of DD/Pay Order in favour of "PAO, Ministry of Social Justice and Empowerment", payable at New Delhi may be submitted mentioning "EOI for **providing Social Media Services to D/o SJ&E** on the top cover:

**“Prabhudas Xalxo Deputy Secretary (Media)**  
**Department of Social Justice & Empowerment,**  
**Room No 253-A, Shastri Bhawan, New Delhi, 110115 ”**

Applicants meeting the qualification criteria may be invited for presentation / proposal before the selection committee of **D/o SJ&E**. Short listed agencies will be asked to submit their price proposal in a sealed envelope.

**Prabhudas Xalxo**  
**Deputy Secretary,(Media)**  
**Deptt. Of Social Justice & Empowerment**  
**Ministry of SJ&E, GOI, New Delhi**

Note: D/o SJ&E or any of its designates reserves the right to cancel this request for EoI and/or invite afresh with or without amendments, without liability or any obligation for such request for EoI and without assigning any reason. Information provided at this stage is indicative and D/o SJ&E reserves the right to amend/add further details in the EoI.

## 2. LETTER OF INVITATION

**Ministry of Social Justice & Empowerment**  
**Department of Social Justice & Empowerment**  
**Shastri Bhawan, New Delhi — 110115**

No.

Dated:

Dear Sir/Madam,

Ministry of **Social Justice & Empowerment** (MSJE) invites sealed Expression of Interest (EOI) from Indian consulting agencies for handling Social Media Platforms of D/o SJ&E.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and method of evaluation etc. is enclosed.

The EOI Document is also available on the MSJE website [socialjustice.gov.in](http://socialjustice.gov.in).

You may submit your responses in sealed envelopes in prescribed format to the undersigned latest by .

**"Deputy Secretary, (Media)"**  
**Department of Social Justice & Empowerment**  
**Room No.: 253-A, A-Wing**  
**Shastri Bhawan, New Delhi — 110115**

Queries if any may be referred in writing to the Deputy Secretary (**Media**), at the above mentioned address or Telephone No. 23386472 or at E-mail: [prabhudas.xalxo@nic.in](mailto:prabhudas.xalxo@nic.in)

S. No. Critical Dates	Date	Time
1. Publishing Date	08.12.2021	
2. Document Download Start Date	08.12.2021	12.00 hrs
3. Document Download End Date	17.12.2021	12.00 hrs
4. Bid Submission Start Date	11.12.2021	10.00 hrs
5. Bid Submission End Date	17.12.2021	14.00 hrs
6. Bid Opening Date	20.12.2021	15.00 hrs

Yours faithfully,

Deputy Secretary (Media)  
For & on behalf of President  
of India

Encl.: EOI Document.

### **3.0 EOI Processing Fees**

A non-refundable processing fee for Rs. 5,000/- (Five Thousand Rupees only) in the form of a Demand draft or a Pay Order drawn in favour of "PAO, Ministry of Social Justice and Empowerment" Payable at New Delhi has to be submitted along with the EOI response. Bids received without or with inadequate EOI processing fees shall be liable to get rejected.

### **4.0 Venue & Deadline for submission of proposal**

Proposal, in its complete form in all respects as specified in the EOI, must be submitted to D/o SJ&E at the address specified herein earlier. In exceptional circumstances and at its discretion, D/o SJ&E may extend the deadline for submission of proposals by issuing an amendment to be made available on the D/o SJ&E website, in which case all rights and obligations of D/o SJ&E and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

### **5.0 Validity of Offer:**

The offer for EOI as per this document shall be valid for a period of three (3) months initially which may be extended further if required by D/o SJ&E.

### **6.0 TERMS OF REFERENCE**

The detailed terms of reference are enclosed at **Annexure-I**.

### **7.0 INSTRUCTIONS TO AGENCIES**

**7.1** The Expression of Interest is to be submitted in the manner prescribed below:-

All information as detailed below is to be submitted in two hard copies in separately sealed envelopes and one soft copy in CD:-

- a) Applicant's Expression of Interest as per Format-1.
- b) Organizational Contact Details as per Format-2.
- c) Experience of the organization as per Format-3.
- d) List of three (03) professionals on payroll as per Format-4.
- e) Financial strength of the company as per Format-5.
- f) Additional information as per Format-6.
- g) Declaration as per Format-7.
- h) Power of Attorney in favour of Authorized Signatory with long and short signatures of Authorized person.
- i) Social media agency must have its office in Delhi / NCR.

**7.2** EOI Documents have been hosted on the website [socialjustice.gov.in](http://socialjustice.gov.in) and may be downloaded from the website.

The bidders are expected to examine all instructions, forms, terms and other details in the EOI document carefully. Failure to furnish complete information as mentioned in the EOI document or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the Bidder's risk and may result in rejection of the proposal.

**8. Qualification Criteria:**

Following will be the minimum pre-qualification criteria. Each eligible agency should possess all the following pre-qualification criteria. Responses not meeting the minimum pre-qualification criteria will be rejected and will not be evaluated.

S. No.	Pre-qualification Criteria	Supporting Compliance document
1.	The applicant shall be a firm/ company/ partnership/ proprietorship firm registered under the Indian Companies Act, 1956/ the partnership Act, 1932 and who have their registered offices in India and must have an office in National Capital Region of Delhi.	Copy of Certificate of incorporation and Partnership Deed, if any
2.	The firm should be in the business of handling Social Media Platform for at least 03 years as on 08.12.2021.	Certificate by Company Secretary of the Bidder's organization
3.	The Bidder has to be profitable and should not have incurred loss in any of the last 3 consecutive Financial Years ( FY 207-18, 2018-19 & 2019-20 )	Format-5 to be certified & validated by Chartered Accountant (CA) of the bidder's organization
4.	The Bidder should have an annual turnover of Rupees 25 Lakh in each of the last 3 consecutive Financial Years (FY 207-18, 2018-19 & 2019-20) from social media Services rendered in India	CA certified document with name of CA registration number, signature and stamp
5.	The Bidder shall have experience of providing: (i). Three similar completed consultancy services to Central Govt./State Govt./PSUs/ Govt. bodies in India costing not less than Rs. 20 Lakh each	Copy of Work Order/Contract
6.	The social media agency should have at least 03 full time professionals on its pay rolls	Certificate by Statutory Auditor or Company Secretary of the Bidder's organization
7.	The social media agency should not be blacklisted by any Central Govt. / State Govt. / PSU/Govt. Bodies	Certificate signed by the Authorized signatory
8.	PAN No. / Service Tax Registration Certificate	Copy of Certificate to be enclosed.
9.	Preferance will be given to agency/organization having prior experience in for any Central/State Govt./Govt.Autonomous Bodies.	Handling social media platforms
10.	The Bidder must have an office in Delhi/NCR	Details of branch offices in State/UTs other than Delhi/NCR area, if any, may be submitted.

**9.0 Evaluation Criteria and Method of Evaluation:**

- a. Screening of EOIs shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted.
- b. EOI will be evaluated for short listing inter alia based on their past experience of handling similar type of project, strength of their man power, financial strength of firm and presentation / proposal to the selection committee whose decision will be final.
- c. Agencies who qualify as per the eligibility conditions will be provided a brief about the Schemes. The agencies may be required to make a presentation, if required, to a selection committee show-casing their proposals.
- d. MSJE will take up references and reserves the right to pay due heed to the Bidder's performance elsewhere and any past experience from MSJE.
- e. Short listed agencies will be asked to submit their price proposal in a sealed envelope.

**10.0 Response:**

**10.1** Bidders must ensure that their Bid response is submitted as per the formats attached with this document. Special comments on the objectives and scope of the service projected in the enquiry may also be submitted along with the offer.

**10.2** Application in sealed cover super scribed, as "EOI for Engagement of Social Media agency for MSJE

**11.0 Conflict of Interest:**

**11.1** Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Bidder to inform MSJE, detailing the conflict in writing as an attachment to this Bid.

**11.2** MSJE will be the final arbiter in cases of potential conflicts of interest. Failure to notify MSJE of any potential conflict of interest will invalidate any verbal or written agreement.

**11.3** A Conflict of Interest is where a person who is involved in the procurement has or may be perceived to have a personal interest in ensuring that a particular Bidder is successful. Actual and potential conflicts of interest must be declared by a person involved in a Bid process.

**12.0 Condition under which EOI is issued:**

The EOI is not an offer and is issued with no commitment. MSJE reserves the right to withdraw EOI and or vary any part thereof at any stage. MSJE further reserves the right to disqualify any bidder, should it be so necessary at any stage.

**13.0 Last date of submission of EOI:**

The last date of submission of EOI is 17.12.2021  
Bid Opening Date & Time is 20.12.2021 & 15:00 hrs



**14.0 FORMATS FOR SUBMISSION:**

**FORMAT —1**

**APPLICANT'S EXPRESSION OF INTEREST**

To,

Deputy Secretary (Media),  
Room No. 253-A, A-Wing,  
Shastri Bhawan, New Delhi-110115

**Sub: Submission of Expression for providing Social Media services to the Department of Social Justice & Empowerment.**

Dear

In response to the Invitation for Expressions of Interest (EOI) published on xx.xx.xxxx for the above purpose, we would like to express interest to carry out the above proposed task. As instructed, we attach 2 sets of the following documents in separately sealed envelopes and one soft copy:

1. Organizational Details (Format-2)
2. Experience in related fields (Format-3)
3. List of professionals on payroll at least 3 (Format-4)
4. Financial strength of the organization (Format-5)
5. Additional information (Format-6)
6. Declaration (Format-7)

Sincerely Yours,

Signature of the applicant

[Full name of applicant]

Stamp.....

Date:

Encl.: As above.

Note: This is to be furnished on the letter head of the organization.

## FORMAT -2

S. No	Organizational Contact Details	
1.	Name of Organization	
2.	Main areas of business	
3.	Type of Organization Firm/ Company/ partnership firm registered under the Indian Companies Act, 1956/ the partnership Act, 1932	
4.	Whether the firm has been blacklisted by any CentralGovt. / State Govt./PSU/ Govt. Bodies / Autonomous? If yes, details thereof.	
5.	Address of registered office with telephone no. & fax	
6.	Address of office in i) National Capital Region of Delhi ii) All other State/UT's	
7.	Contact Person with telephone no. & e-mail ID	

Enclose:-

1. Copy of Certificate of Incorporation.
2. Copy of Article of Association in respect of 3 above.
3. Undertaking in respect of 4 above.

Signature of the applicant

Full name of the applicant

Stamp & Date

**FORMAT -3**

<b>Experience in Related Fields</b>				
Overview of the past experience of the Organization in all aspects related to Brand Building related				
Sr. No	Items	Number of Assignments during last 5 Years	Order Value of each assignment in Lakhs of Rs. (Enclose copy of each order)	Mention the name of Client/ Organization (Enclosed completion certificates)
1	Experience of assignments of similar nature			
1.1	Experience in carrying out similar assignments in Government			
1.2	Experience in carrying out Similar assignments in Public sector.			
<p>Decision of Evaluating Committee in ascertaining "similar nature" and "similar assignment" will be final.</p> <p align="right">Signature of the applicant Full name of applicant</p> <p align="right">Stamp &amp; Date</p>				

## FORMATS -4

### List of professionals on payroll ( at least 3 )

Sr. No	Name	Designation	Qualification	Relevant Experience
1.				
2.				
3.				
4.				
5.				
6.				

Signature of the applicant  
Full name of applicant

Stamp & Date

**FORAMAT -5**

<b>Financial Strength of the Organization</b>					
Sr. No	Financial Year	Whether profitable Yes/NO	Annual net profit (in Rs. Crores of Rs.)	Overall annual (in Crores of Rs.)	Annual turnover from only Social Media services rendered on India (in Crores of Rs.)
1.	2017-18				
2.	2018-19				
3.	2019-20				

Note: Please enclose auditor's certificate in support of your claim.

Signature of the applicant  
Full name of applicant

Stamp & Date

**FORAMAT -6**

**Additional Information**

1. List all enclose related to the previous sections.

S.NO	Description	No. of Pages

2. Additional information to support the eligibility as per Section 7 (Not more than 2 pages).

Signature of the applicant  
Full name of applicant

Stamp & Date

## FORAMAT -7

### Declaration

We hereby confirm that we are interested in competing for Providing Social Media Services to D/o SJ&E.

All the information provided herewith is genuine and accurate.

Authorized Person's Signature.

Name and Designation:

Date of Signature:

Note: The declaration is to be furnished on the letter head of the organization.

## **Scope Of Work**

Brief: Managing social media accounts for Ministry of Social Justice & Empowerment for a duration of 1 year.

The services provided would be:

### **1) Activation & Setup**

- Audit of the current social media pages and handles.
- Social Media Assessment & Intake Interview with all the Tangibility.
- Situation Assessment concerning public.
- Analyzing the presence w.r.t. digital parameters.
- Analyzing the engagement ratio on the social media platforms.
- Remarks available over social media platforms w.r.t. different categories of work undertaken by the body.
- Analyzing the other sectors presence on social media platforms.
- The past campaigns and initiatives have to be analyzed to create a new future route.

### **2) Execution and Controlling Measures**

- A predefined social media plan and content calendar for each social media platform inclusive of Content creation and management, giving effective content marketing.  
\*Create, prepare, and submit social media ideas and programs for approval, social media ideas and programs for the respective department.
- Social Media Management will include planning, creating, and posting with innovative outreach campaigns.
- Social Media Optimization, including marketing, maintaining, monitoring, and leading all the social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.) to effective marketing strategies.
- Adequate use of Social Media algorithms, keeping the trends in mind and leading the onsite and off site support team.
- Preparing the social media communication strategy for effective strategies.



- Increasing the followers, likes & subscribers organically, using proper hashtags, tagging relevant people and community, creating engaging content.
- Managing live events through social media platforms under the full technical support of professionals.
- Monitoring: online media, information sources and social channels, Interaction with users:community engagement, replying to comments and other online engagement activities.
- Repackaging of the content of D/o Social Justice & Empowerment.
- Highlighting the national and international events, seminars, workshops and achievements on all the social media platforms or as suggested by SJ&E.
- Uploading news, events, schemes related information, images, videos on the social media platforms on a daily basis with required communication and strategies.
- Responding to all the queries within 24 hrs that are received on all the platforms. The queries that require consultation from the department are to be answered within two working days.
- Developing a contingency plan to handle the crisis and emergencies effectively.
- Analyses and follow-up: determining the ROI of the work carried out, justifying the quality of the actions taken and, of course, the results thereof.
- Contests and operations: creative input, addition, starting up and monitoring, focusing on engagement and better results & reach.
- Impressions and reach have to be increased for better branding and right targeting  
\*Reporting on every 15 days with accurate insights and achievements.
- Integration of tools to see the ability of growth & development.
- Facebook Fanpage Development \*LinkedIn Profile development.

### **3) Deliverables**

- 1 - Minimum 2 posts daily on Facebook and Instagram.
- 2 - Regular infographic video creations for knowledge sharing.
- 3 - 3/4 tweets in a day based on the news/updates/achievements, etc.
- 4 - Regular content submission on Quora and specific other Google platforms 5 - ORM on a regular basis from 10 am to 6:30 pm (Monday to Saturday).
- 5- Coordinations with electronic media and print media.

#### **4) Deployment of Team at Ministry Office**

- One POC or Point Of Contact for regular discussions and downloads One professional content writer with a good hold of English and Hindi One professional Graphic designer for creating creatives and images One professional video editor for creating and editing videos social media expert to regularly analyze the social media trends and updates.
- A team for regular accompanying the key people for any event or function or occasion photographer to capture multiple events and activities taking place Minimum 2 people to reach out to the people get the feedbacks and their views on the Ministry's working and functioning and suggestions from the participants.