

NOTICE INVITING TENDER (NIT)

BIHAR SAMVAD SAMITI

(IPRD, Soochna Bhawan Nehru Path Patna)

The MD, Bihar Samvad Samiti, Information & Public Relations Department invites proposals from reputed agencies under Two-Bid System for Selection of a Project Management Agency for Social Media Management for the works undertaken by the Samiti.

Kindly note that selection under this RFP shall not, by itself, guarantee allocation of any site, asset, work order, minimum inventory, minimum revenue, or assured business volume. The Department shall not assume any liability towards the cost incurred by any Applicant for participation in this process. The Department makes no commitment, expresses or implied, that this RFP process shall necessarily result in award of work, execution of an agreement, or commercial transaction with any Applicant.

Document Fee and Tender Processing Fee: All Applicants must pay a non-refundable Document Fee of Rs. 5,000/- (Rupees Five Thousand only) and Tender Processing Fee of Rs. 1180.00 (Eleven Hundred Eighty only) through e-payment mode (i.e., NEFT/RTGS/Credit Card/Debit Card) on E-Proc Portal.

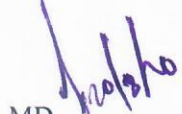
Earnest Money Deposit (EMD): An EMD of Rs. 10,00,000/- (Rupees Ten Lakh only) shall be paid through e-payment mode only on the E-Proc Portal prior to the last date/time for submission/uploading of the Bid, failing which the bid shall be rejected. The EMD shall be non-interest bearing and refundable. If the selected bidder fails to submit the requisite Performance Security or execute the Agreement within the stipulated period, or withdraws/modifies its proposal during bid validity, the EMD shall be liable for forfeiture.

The Proposal has to be submitted through online mode on <https://www.eproc2.bihar.gov.in> and can be searched by clicking the Tab "Tender" on home page of above website and then going to Latest Tender by searching Department Name as "Information & Public Relations Department, Govt. of Bihar".

The application procedure, eligibility criteria, evaluation methodology, terms and conditions and the scope of work are detailed in this RFP which can be seen or downloaded from the "e-Procurement Portal <https://www.eproc2.bihar.gov.in> and departmental website: <https://state.bihar.gov.in/prdbihar>

The RFP will be available to download from the above websites from 20/08/2026. The pre-bid meeting will be held at 03:00 PM on 28/08/2026. The last date for submission of proposal/bid will be 24/09/2026 up to 15.00 Hrs. Technical Bid will be opened on or after 28/09/2026 post 16:00 Hrs. The Evaluation of proposals will be made as per criteria laid down in RFP. Please refer to the RFP document for complete details.

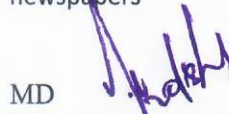
This RFP is issued in accordance with Bihar Finance Rules, State Purchase Preference Policy, IT Act 2000 for e-procurement validity and other guidelines, as applicable and as amended from time to time. Department reserves the right to issue addendum/corrigendum/modification or to amend any or all conditions of this RFP Document or to accept or reject any or all proposal(s) or to cancel the whole of this RFP at any stage without assigning any reason thereof and no applicants/bidders shall have any cause of action or claim against the department for the same.


MD
Bihar Samvad Samiti
BSS,IPRD, Govt. of Bihar

Memo No. 1714

Date: 20/08/26

Cc: Joint Director (Advertisement) with a request to get it widely published in state & national newspapers


MD
Bihar Samvad Samiti
BSS,IPRD, Govt. of Bihar

REQUEST FOR PROPOSAL (RFP)



Selection of a Project Management Agency for Social Media Management

Of works undertaken by

Bihar Samvad Samiti

**Information & Public Relations Department
Government of Bihar**

Date: 20/08/2026.

**Bihar Samvad Samiti
Information & Public Relations Department
Government of Bihar,
3rd Floor, Soochna Bhawan, Patna- 800015
Website: <https://state.bihar.gov.in/prdbihar>
Email: secy@prdbihar.gov.in**

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Glossary of Terms and Abbreviations

This Glossary is provided for ease of reference. In the event of any conflict between this Glossary and the substantive provisions of this RFP, the substantive provisions shall prevail.

A. Abbreviations

Abbreviation	Full Form
CMC	Contract Monitoring Committee — the BSS,IPRD committee responsible for KPI verification and contract governance
CMS	Content Management System
DMS	Document Management System
EMD	Earnest Money Deposit
GoB	Government of Bihar
GST	Goods and Services Tax
IPR	Intellectual Property Rights
BSS,IPRD	Information & Public Relations Department, Government of Bihar
ITeS	Information Technology enabled Services
KPI	Key Performance Indicator
LD	Liquidated Damages
BSS	Bihar Samvad Samiti
LoI/LoA	Letter of Intent / Letter of Allotment
MoA / AoA	Memorandum of Association / Articles of Association
MPR	Monthly Progress Report
OEM	Original Equipment Manufacturer
OPEX	Operating Expenditure — recurring monthly service fee, comprising the Fixed Retainer and Performance-Linked Fee
ORM	Online Reputation Management
PBG	Performance Bank Guarantee
PE	Technical Evaluation Score, used in the QCBS composite-scoring formula (Section 8.1).
PF	Provident Fund, a statutory employee benefit
ESI	Employees' State Insurance
QCBS	Quality-and-Cost-Based Selection — the evaluation method used in this RFP
RFP	Request for Proposal
SLA	Service Level Agreement
SMM	Social Media Management
SRM	Social Relationship Management (the software tool)
TAT	Turn-Around Time
SDC	State Data Center Bihar
SEO	Search Engine Optimization

B. Definitions

- **Agency / Bidder / Selected Bidder** — Any company or LLP offering the services required under this RFP. 'Bidder' before contract award; 'Selected Bidder' or 'Agency' after BSS,IPRD signs the contract with it.
- **Baseline** — The documented starting-point metrics (followers, engagement rate, average TAT, sentiment split) for each assigned handle, jointly established by BSS,IPRD and the Agency within 15 days of contract signature, against which all KPI targets are measured (Section 6.5).
- **Composite KPI Score** — The single weighted score (0–100) computed each quarter by the CMC from the seven KPI categories in Section 6.1, used to determine the Performance-Linked Fee entitlement for that quarter (Section 5.5).
- **Effective Date** — The date on which the contract/Master Service Agreement is signed by both parties.
- **Fixed Retainer (Component B)** The 70% portion of monthly OPEX paid unconditionally on meeting minimum service-continuity conditions, independent of the KPI score (Section 5.4).
- **Go-Live Date** — The date on which the SRM tool and the full proposed team are operational, and all assigned handles are active on the tool, triggering the second Capex milestone payment (Section 5.3).
- **Malus** — A KPI/payment deduction triggered by a governance breach such as publishing content without BSS,IPRD approval
- **Integrity Violation** — Use of purchased followers, bots, click-farms or engagement-pods to inflate KPI metrics; a zero-tolerance breach under Section 6.6.
- **Performance-Linked Fee (Component C)** — The 30% portion of monthly OPEX paid provisionally each month and trued-up quarterly against the Composite KPI Score (Section 5.5).
- **Performance Security** — The Performance Bank Guarantee (PBG) equals 5% of annual project value that the Agency must furnish per Section 9.2.
- **Project / Contract Monitoring Committee (CMC)** The BSS,IPRD-constituted body, chaired by the MD, BSS,IPRD (or nominee), responsible for verifying and certifying KPI scores and overseeing contract governance (Section 6.4).
- **SRM Tool** — The Social Relationship Management software the Agency must deploy, covering publishing, listening, moderation, analytics and dashboarding, per the specification in Section 3.2.

Disclaimer

1. This Request for Proposal ("RFP") is issued by the Bihar Samvad Samiti, Information & Public Relations Department, Government of Bihar and may henceforth be referred to as BSS,IPRD, Bihar or BSS,IPRD, GoB for all purposes of this document.
2. The information contained in this Request for Proposal document (RFP) or subsequently provided to bidders, whether verbally or in document or any other form by or on behalf of the Purchaser or any of their employees or advisers, is provided to bidders on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.
3. This RFP is not an agreement and is neither an offer nor invitation by the Purchaser to the prospective bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.
4. Information provided in this RFP to the bidders is on a wide range of matters, some of which depend upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Purchaser accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
5. The Purchaser also accepts no liability of any nature whether resulting from negligence or otherwise, caused by arising from reliance of any bidder upon the statements contained in this RFP. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.
6. The issue of this RFP does not imply that the Purchaser is bound to select a bidder or to appoint the selected bidder, as the case may be, for the Project and the Purchaser reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.
7. The bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Purchaser or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the bidder, and the Purchaser shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a bidder in preparation of submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

Section – I Notice Inviting Request for Proposal

RFP No: _____ /

Date: 20/ 08/2026

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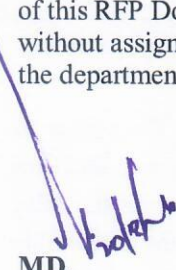
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MD,
Bihar Samvad Samiti
BSS,IPRD, Govt. of Bihar

1. LETTER INVITING e-TENDER (Letter of Invitation)

1.1 Tender Schedule/Timelines and Instructions:

SN	Activity	Date/Time: Duration
1.	Online Sale/Download date of RFP document	From Date : 20/08/2026 (https://www.eproc2.bihar.gov.in)
2.	Last Date of sending pre-bid queries by e-mail	Date 27/08/2026 up to 3:00 PM on biharsamvadsamiti@gmail.com
3.	Date, Time and Place of Pre-Bid Meeting	Date: 28/08/2026 at 03:00 PM Venue: 3 rd floor , Soochna Bhawan Information & Public Relations Department., Soochna Bhawan, Patna-800015
4.	Publishing of pre-bid queries response	Will be published on best effort basis at e-Proc website/Department website
5.	Last Date/Time for submission/ uploading of offer/Bid	Date: 24/09/2026 3:00 PM www.eproc2.bihar.gov.in
6.	Date & time for opening of Technical Bid	28/09/2026 at 16:00 Hrs. (https://www.eproc2.bihar.gov.in)
7.	Date and time for Technical Presentation and demonstration.	Date and time for Technical Presentation and demonstration shall be communicated later through email only.
8.	Agreement Period	3-year + 2(*conditional) {*extendable up to 2 years on annual basis based on satisfactory performance as per discretion of BSS,IPRD}
9.	Financial Bid Opening Date and Time	Date and time for Financial Opening shall be communicated later by email only.
10.	Method of Selection	QCBS 80:20 (This shall supersede in case of any conflict in the document)
11.	Proposal Submission in Consortium/ Joint Venture	Not Allowed
12.	Document Fee	5000/- INR Rupees Five Thousand Only
13.	Bid Processing Fee Eproc2	1180/- INR Rupees Eleven Hundred Eighty Only
14.	EMD (payable online on eproc2 only)	10,00,000/- INR Rupees Ten Lakh Only
15.	PBG	5% of Total Contract Value to be submitted within 15 days of LoA/LoI by the Department
16.	Bid Proposal Validity	180 days from the last date of proposal submission.
17.	Contact person/Nodal Officer for queries	Name: Kumaril Satyanandan Designation: OSD, IPRD Ph: 7909066981

- Detailed descriptions and instructions for submitting the proposal can be downloaded from e-tender website (<https://www.eproc2.bihar.gov.in>).
- Proposals along with necessary online payments (Tender Processing Fee, Document Fee) must be submitted through e-Procurement portal (<https://www.eproc2.bihar.gov.in>) before the date and time specified in the RFP. The department/Tendering Authority doesn't take any responsibility for the delay / Non-Submission of Proposal / Non-Reconciliation of online Payment caused due to Non availability of Internet Connection, Network Traffic/ Holidays or any other reason."
- The applicants shall submit their eligibility and qualification details, certificates, if any, as mentioned in respective sections etc., in the online standard formats given in e-Procurement web site (<https://www.eproc2.bihar.gov.in>) at the respective stage only.

- The applicant is expected to carefully examine all the instructions, guidelines, terms and condition and formats of the RFP. Failure to furnish all the necessary information as required by the RFP or submission of a proposal not substantially responsive to all the requirements of the RFP shall be at applicant's own risk and may be liable for rejection. Applicants are advised to study the RFP document carefully. Submission of bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- The applicants should ensure that all the required documents as mentioned in the RFP document are submitted/ uploaded in the prescribed format only. The applicant shall upload the scanned copies of all the relevant certificates, documents etc., in support of their eligibility criteria / technical bids and other certificate /documents in the e-Procurement web site (<https://www.eproc2.bihar.gov.in>). **This will be applicant's sole responsibility to ensure that all required documents have been uploaded and all uploaded documents, when downloaded must be legible/readable failing which their bid will be rejected. Hence it is advised that all the documents should be properly scanned and uploaded.**
 - ❖ Department shall carry out the evaluation solely based on the uploaded certificates/documents in the e-Procurement system.
 - ❖ Department will notify the applicants for submission of original hard copies of the uploaded documents, if required.
- **The applicant shall sign on the supporting statements, documents, certificates and on being uploaded by him, owning responsibility for their correctness/authenticity.**
- **Conditional Bids/proposals shall be outrightly rejected.**
- **Validity of Bids:** 180 days from the last date of proposal submission.
- **Pre-Bid Meeting:** Department shall receive and respond to pre-bid queries of prospective bidders as per the scheduled date and time mentioned in the above Table of Tender Schedule. The bidders are requested to send their consolidated queries to the e-mail address, as specifically mentioned in the above table, **only once and within stipulated time as mentioned.** Further queries sent by the bidders or queries sent at the last moment may not be entertained.

Department will host a pre-bid meeting as per the scheduled date and time as mentioned in the above table of Tender Schedule in this RFP. Department may incorporate any changes in the RFP based on acceptable suggestions received in pre-bid queries. The decision of department regarding acceptability or rejection of any suggestion or modification requested shall be final in this regard and shall not be called upon to question under any circumstances. The response to the queries shall be conveyed by way of hosting amendments/ clarifications on the websites (<https://www.eproc2.bihar.gov.in>) and/or (<https://state.bihar.gov.in/prdbihar>) and no bidders/participant would be intimated individually about the responses of department.

The purpose of the pre-bid meeting is to provide the prospective bidders with information regarding the business process of department, the RFP and the project requirements and to provide each bidder with an opportunity to seek clarification regarding any aspect of the RFP and the Project.

Note: The queries should necessarily be submitted in the following format with editable file (in Word or Excel only) and mailed at secy@prdbihar.gov.in within the stipulated date and time, else the queries may not be entertained by the Department:

Organization Name: Designation:		Name of representative: E Mail Address:	
S.N.	RFP Document reference, Section and Page No.	Content of RFP requiring clarification(s)	Points of clarification(s)

- **For support related to e-tendering process, applicants may contact them at following address:**

"e- Procurement HELP DESK, RJ Complex, 2nd Floor, Canara Bank Campus, Khajpura, Ashiana Road, PS: Shastri Nagar, Patna-800014. "Toll Free Number: 1800 572 6571" Email ID: eproc2support@bihar.gov.in.

- **Corrigendum/ Addendum/ amendments if any, will be published on the departmental website <https://state.bihar.gov.in/prdbihar> and e-Procurement, Bihar <https://www.eproc2.bihar.gov.in> itself. All such corrigendum/ addendum/ amendments shall be binding on all the applicants. The applicants are also advised to visit the aforementioned website on regular basis for checking of corrigendum/ addendum/**

(Designation),

**Information & Public Relations
Department,
Government of Bihar**

1. Purpose

The Information & Public Relations Department (BSS,IPRD), Government of Bihar, invites proposals from credible, professional agencies for the management of social media platforms of the Government of Bihar and its constituent departments, for effective, accurate, and citizen-centric dissemination of government information.

BSS,IPRD acts as the primary interface between the Government of Bihar and the public — disseminating information on government policies, schemes and achievements, and channeling citizen feedback back into government. As part of its digital transformation, BSS,IPRD intends to establish a unified, professionally managed social media presence across Facebook, X (formerly Twitter), Instagram, YouTube, LinkedIn, WhatsApp, the Government website, and any **platform** that may emerge during the contract period.

The BSS,IPRD seeks to inform, educate, and create awareness among the people, including villagers, through printed materials, films, exhibitions, field publicity, and other audio-visual means, including the internet and social media, besides maintaining close liaison with the media by regularly feeding them with background material and news of the policies and activities of the government.

The BSS,IPRD has the prime responsibility of carrying the message of the government to the people of the state and also keeping the government informed of the public reactions to the schemes and measures being taken. In its educative role, BSS,IPRD has to reach the people to secure their active cooperation and active involvement in the development and welfare activities of the government. To achieve these objectives, various mass media, both traditional and modern, are pressed into service. Efforts have been made in different plans to strengthen, expand, and modernize both the equipment and technique of mass communication to meet the growing requirements of the situations. Moreover, with the present information revolution and the pressing demand of the "Right of Information of People," it has become imperative to make the Information and Public Relations Department proactive and responsive.

Vision of Department

As part of the social media platform, BSS,IPRD is taking the initiative for the Government of Bihar to have a social platform that delivers a seamless experience across listening, engagement, monitoring, content creation, and dissemination as well as doing all-important analysis of the government's social media efforts. Based on such analysis, the Government of Bihar would then be able to respond specifically in its social properties from the Social Media platform, providing a single interface to engage in a one-on-one conversation with the Citizens

The vision of the department's social media platform is:

To share government achievements, policy matters & decisions, information, and programs with the masses through e-governance measures and social media.

To provide efficient, cost-effective, and corruption-free information retrieval and other services to the users and media persons.

To enable every citizen to know the departmental achievements, provisions, cabinet decisions and various FAQs about any department, procedures, rules, processes, and provisions without visiting any office

To provide electronic/print/radio/video/digital technology/web media all relevant information/news and content of unclassified nature

Arranging multimedia presentations highlighting government/departmental decisions, provisions and achievements that will suit public interest and welfare

To make available all departmental publications online to the subscribing public free of cost

Project Objectives

- Plan and execute a coordinated social media presence for BSS,IPRD and other departments of Government of Bihar
- Ensure information collection from the ground, curated content creation, and structured content delivery across platforms.
- Ensure timely response to citizen queries and grievances raised through social media, in coordination with the department concerned.
- Grow verified reach and engagement organically, with measurable, auditable outcomes rather than activity count alone.
- Provide real-time listening, sentiment monitoring and crisis-communication capability to protect and build the institutional reputation.
- Ensure all deliverables are produced and paid for against demonstrated quality and performance, not merely against manpower deployed.

2. Scope of Work / Deliverables

Scope Summary

BSS,IPRD GoB is looking for a social media engagement service provider who can assist all departments under the Government of Bihar in creating & managing a strong social media presence as per the prevailing market trend and requirements of the department and GoB.

The BSS,IPRD intends to appoint such a social media engagement service provider, who can assist the related departments in creating & managing a strong social media presence whereby departments can listen and engage with citizens via social media networks; monitor unstructured social media data for analysis & insights of citizen sentiment, behavior, and interests; and deliver through social channels the best of one-to-one experiences. However, the schemes, notices, videos, and promotion of GoB services, events, and campaigns through social media will be in accordance with its overall marketing plan. The participant Service Provider is expected to be thorough with the law of the land with regard to social media participation and facilitate the various departments of Bihar government to establish appropriate policy, procedure, guidelines, monitoring tools, etc.

2.1 Core Scope

1. Creation and maintenance of the Client's official X (formerly Twitter), Facebook, YouTube, Instagram, LinkedIn, WhatsApp, Government website, and any other major social media tool/software that may emerge within the contract period, for BSS,IPRD and up to 45 assigned departments.
2. Creation of relevant multilingual content — story, blog, news, reel, podcast, video, artwork, avatar and cartoon — designed to invoke participation of the targeted audience. Primary languages: Hindi, English & other vernacular languages/dialects as directed by BSS,IPRD.
3. Development of linkages to important web pages as specified by the Department.
4. Development of a searchable Document Management System (DMS) / Content Management System (CMS) for all content created under the contract.
5. All data storage is to be exclusively cloud-hosted on the state data center or BSS,IPRD premised servers; no data to reside on-premises, except as otherwise directed for the State Data Centre.
6. Set-up of a complete social networking management platform (SRM tool) for BSS,IPRD, installed and operated under BSS,IPRD supervision, with round-the-clock availability.
7. Enhancement of audience engagement across all channels through contests, campaigns, promotions, and daily messaging on government schemes, initiatives, policies and achievements.

2.2 Detailed Scope of Work and Deliverables

BSS,IPRD GoB intends to establish its presence on social media platforms like Facebook, X (formerly Twitter), YouTube, WhatsApp, LinkedIn, etc. and is looking for a social media engagement service provider who will be

responsible for comprehensive online reputation management of the Bihar government. The posts placed by the citizens need to be tracked and responded to. Currently the BSS,IPRD wants to engage the service provider for one year. This may be extendable to up to two more years (one year at a time) if the services are found to be satisfactory. The Service Provider has to carry out the following with regard to social media sites:

1. Facebook account of BSS,IPRD

- Page Creation & Management.
- Content Architecture & Calendar.
- Evergreen posts, presence, response management & spam management.
- Organic relationship building with fans, building conversations.
- Tab Creation.
- Track fan activity & profiling, including influencers.
- Campaigns and engagement.
- Live streaming of events on Facebook
- Reporting.

2. X account of BSS,IPRD

- Account creation & management.
- Enable conversations on X (formerly Twitter).
- Content architecture & calendar, messaging, and managing conversations.
- Track Fan activity & profiling, including influencers.
- Live streaming of events on X
- Reporting.

3. YouTube account of BSS,IPRD

- Account/Channel Creation & Management
- Managing Content, uploading videos periodically
- Developing BSS,IPRD news-related videos on daily basis
- Creating appropriate asset fields—tags, titles, video quality, thumbnails, etc.
- Grow subscriptions
- Live streaming events
- Promote on primary channels like FB, X

4. WhatsApp account of BSS,IPRD

- Account/Channel Creation & Management
- Managing Content, uploading videos periodically
- Creation of groups on WhatsApp to reach out to citizens quickly.
- Response Management on WhatsApp.
- Chat bot creation
- The Service Provider should be capable of managing any feature being introduced by the above-mentioned social media websites in consultation with the department authorities.
- The Service Provider should perform social listening and response management activities on social media by using social relationship management software. The selected agency shall actively engage in content creation & management during the period of contract, and all such content created will be the property of the Government of Bihar and will not be shared anywhere without the prior consent of I&PRD.

- The agency is informed that the operation of the social platforms shall fall under the purview of the Right to Information Act, 2005. Thus, it must understand the laws provided there, under, and must answer such queries only after consultation with the Government of Bihar.
- The social media platforms' content to be developed must be operational on all electronic devices such as PCs, laptops, mobiles, tabs, etc.; failure of any one of which shall be considered an incomplete execution of the work order.

2.3 Implementation Strategy

- The Service Provider must abide by the social media policy devised by the IPR Department.
- The Service Provider will be responsible for preparing materials and guidance notes for the department's employees.
- The proposed solution must provide a unified view of a social post calendar, which would consist of visibility of social posts published and forthcoming scheduled posts across multiple social platforms (Facebook, X (formerly Twitter), YouTube, WhatsApp, LinkedIn, etc., or any other social media site developed in the future).
- The Service Provider should position the Bihar government initiatives in social media in compliance of existing laws and regulatory guidelines.
- The Service Provider should establish the Bihar government's account on various social media sites and maintain and manage the accounts with relevant content.
- The Service Provider should provide an admin portal to the Department, which should be integrated with the social media tools to manage the feeds and interact with the citizen from the portal itself.
- The admin portal of the SRM tool should have the integral access management facility. Any user creation/modification/deletion has to be done through the admin portal. The service provider will request any user creation from departmental officials through a User Access Form (UAF), based on which the login credentials will be generated by the department and shared with the service provider's personnel.
- The Service Provider must try to obtain the verified stamp on all official channels of the Department within the timeline stated by the Department, as per guidelines and recommended processes by social media platforms, to successfully conduct the activity.
- The Service Provider may suggest the best practices and industry benchmarks for providing social media services to the Department.
- The Service Provider should establish practices to identify ghost accounts, copycat, etc. sites and procedures to bring them down.
- The Service Provider's software solution should be able to archive logs of all activities & posts, including but not limited to posts, comments, pictures, and video, in an offline data repository solution hosted at the Cloud/State Data Center and support retrieval of data as and when required by BSS,IPRD/GoB during any point of the contract period.
- The service provider should clearly define the hardware, operating system, software & data link requirements for the proposed SRM solution (in case the application is being installed at the client's primary center) & data repository in the submitted RFP response. The department will be responsible for arranging the same. However, the Service Provider will be responsible for maintaining the data repository during the contract period. The department will conduct periodic reviews of the entire solution, which includes hardware, software & applications, at regular intervals decided by BSS,IPRD.

2.4 Deliver Content Management

- The Service Provider should be capable of designing innovative content that manifests user interests.
- The Service Provider should be capable of developing creative, animated videos and any other relevant content at least one month before the launch of the posts.

- The Service Provider should create a content launch plan for all social media channels in consultation and approval from the BSS,IPRDs team.
- The Service Provider should devise a workflow intended for content creation and approval between BSS,IPRD and the Service Provider himself.
- The Service Provider must ensure that the approved content is posted at a mutually agreed frequency.
- The Service Provider should be capable of creating and executing social media campaigns and contests to draw users to the department's pages as per the requirements of the department from time to time.
- The Service Provider should be capable of developing creative content (images, Flash files, etc.) for the official pages of the Department and modifying existing content to interest the Social Media Users.

2.5 Social Media Listening

BSS,IPRD intends to have a social media listening solution that gathers data from various social media outlets and news sources. It should have the ability to monitor required number of conversations for accurate sentiment analysis of the TG and generate text analytics based on predefined criteria.

It should also determine the sentiment of a speaker or writer with respect to some topic or document. The information gathered can guide the organization's public relations group in assessing the effectiveness of communication strategies. Indicatively, the following are some of the utility areas of the social media listening solution:

- Track reach and spread of departmental messages and press releases.
- Handle crisis situations.
- Continuously monitor conversations.
- Identify and reach out to key bloggers and influencers.
- Spot emerging trends, discussion themes, and topics.
- Should provide citizens with details like name, mobile number, e-mail id and category of complaint.

Based on the data gathered, the Service Provider should provide a dashboard to the department duly categorizing the sentiments of the citizens. Further, the Service Provider should give a daily report to the department on the same.

2.6 Aid Response Management

- The Service Provider shall deploy suitable manpower to monitor and manage citizen comments, queries, suggestions, grievances, and feedback received through the Department's official social media channels.
- The deployed team shall coordinate with relevant departmental stakeholders to facilitate timely responses, appropriate escalation and end-to-end follow-up of matters requiring departmental intervention.
- The Service Provider shall develop and maintain FAQs, standard response templates, and broad response protocols relating to the Department's initiatives, schemes, programs, and services.
- The team shall monitor social media interactions during designated working hours and identify matters requiring priority attention or escalation to the concerned department officials.
- The Service Provider shall establish an appropriate escalation and de-escalation mechanism in consultation with the Department and ensure that sensitive, critical, or negative issues are promptly brought to the Department's attention.
- Multilingual response support shall be provided as required by the Department, including translation of relevant responses for reporting and documentation purposes.

- The Service Provider shall deploy adequate and qualified manpower to ensure effective response management, coordination, monitoring, documentation, and periodic reporting, as per the requirements and directions of the Department.

2.7 Phased Implementation Approach – A. Listening Phase

- The Service Provider should use a social media analytic tool to get an update on what is being discussed/commented on departmental official pages as well as other pages.
- The Service Provider should facilitate listening on earned as well as owned media about departmental initiatives, schemes & services and provide analysis and feedback thereafter.
- The Service Provider should monitor citizen/non-citizen conversations related to the Bihar government and department as well as departmental schemes on the internet, including web portals, and process the same to derive insights and feedback.
- The Service Provider should listen to corporations, companies, and individuals related to the departmental operations as decided by the department.
- The Service Provider should have a facility to bring the unstructured data into the departmental data lake as and when established.
- The Service Provider should provide appropriate tools and solutions to handle the data for inferring meaningful information.

2.8 Engagement Phase

- The Service Provider should enable the department to engage with the audience constructively and establish a two-way connection with citizens.
- The Service Provider should facilitate effective citizen engagement by taking feedback and providing responses, citizen care services, new acquisitions, scheme offerings, and citizen awareness/education programs.

2.9 MIS

The Service Provider should maintain a management information system for social media interactions as per the management hierarchy and governance mechanism of the Department.

The MIS that will be used to measure the performance of the service provider are listed below:

- Reach of people: Number of Followers, fans, blog subscribers, increment in the number of followers, etc.
- Interaction/Engagement: Number of shares, re-tweets, comments, reviews, unique visitors, time spent by visitors on our department's corporate site, official pages of department on social platform (Like Facebook, X (formerly Twitter), YouTube, LinkedIn & other popular sites), etc.
- Influence of Initiatives Bihar government: Sharing of conversation and our peer departments, number of initiatives promoters, increase in promoters, % of different sentiments (Positive, negative, neutral)
- Activities on social media: The vendor should enable the department to work out the activities undertaken and major parameters on which we may decide:
 - Number of grievance(s) per day, week, month
 - Response rate of grievances
 - Average resolution time of grievance
 - Share of successful grievance resolution in social media platforms
 - Support cost/citizens on social channels
 - Number of Facebook updates, number of tweets/days, video sharing, forum post etc., number of targeted campaigns run per month and their success

Turn Around Time (TAT): The service provider establishes best practices for social media engagement with a clear TAT for every activity. Some of the TAT is as follows:

- The first response to a grievance/query must be within the first hour or as per Section 6.2
- Response to online interaction has to be ensured from Monday to Friday (5 days of the week) from 9:00 am to 7:00 pm once the critical stage is achieved.
- Citizen/audience queries are to be addressed within a day.
- Citizens/audiences are to be provided with frequent content relevant to the events of the day (say festival wishes, National day events, etc.).

In order to ensure vibrancy and activity on the departmental page, the service provider shall ensure creative posting of the content on a daily basis based on citizen listening, thereby prioritizing and publishing citizen interest content on daily basis from the pool of content created.

2.10 Social Media Advertising

- The Service Provider should develop and execute a targeted social media advertising program to reach out to target stakeholders, namely existing and potential citizens.
- The Service Provider should develop a mechanism that captures user behavior and interests and optimizes digital advertising campaigns whenever launched.
- The Service Provider should have necessary arrangements with Google / Facebook / X (formerly Twitter) / LinkedIn, etc. for advertisement and publicity of GoB schemes and linking our websites by providing landing pages to these sites or advertisements. Further necessary content development of such pages is to be done by the Service Provider. The payment of fees to various social media platforms will be made through the service provider on DAVP rate. In case the DAVP rate is not available; the payment will be done on an actual basis.
- The Service Provider should use the latest techniques that facilitate the generation of leads against certain aspects, like
 - Keyword targeting: Help in the identification of keywords and reach the users based on predefined keywords.
 - Search engine optimization (SEO): for climbing up the search results.
 - Placement targeting: Help in target locations, websites, and places where the departmental schemes and services should appear.
 - Topic targeting: Choose the web pages that relate to chosen topics relevant to departmental schemes and services.
 - Remarketing: Segment audience of past site visitors and deliver relevant departmental scheme and services ads on search based on actions people have taken on the departmental site.
 - Interest categories: Target people whose interest lies in departmental schemes and services.
 - In market segments: Target the visitors who are actively browsing, researching, and comparing departmental schemes and services.
 - Affinity segments: To reach those who have shown a proven interest in a topic related to Bihar government

2.11 Social Media Management

The selected agency shall begin social media management for the departments under GoB for such activities, which may include, but not be limited to the following activities:

- Creation & Maintenance of Social Media Platforms for Government of Bihar and Related Departments: The Agency shall create and subsequently maintain social media platforms for departments, including but not limited to, Facebook Page, X (formerly Twitter) profiles, YouTube channels, WhatsApp etc.
- New Look: Give Social Media Platforms a new look every week by putting up new creative features, taglines, links etc.

- Updates: Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz, etc.
- Press Releases: Publishing online press releases (of the Government of Bihar) on sites in and outside India.
- Multimedia Releases: Issuing multimedia releases within and outside India.
- Engage with users: Regularly organize online surveys, quizzes, and contests on all platforms in consultation with the Government of Bihar.
- Publicity: Publicize all festivals, cultural events, workshops, seminars & foundation days as suggested by the Government of Bihar, using these social media platforms.
- Query Management: All queries received on all platforms that do not require input from the Government of Bihar must be replied to within 24 hours, and all queries that require consultation with the Government of Bihar should be answered within two working days.
- Gatekeeping: Moderation of all platforms with a frequency of 6 times a day to deal with spam, unauthorized advertisements, inappropriate content, etc.
- Media Tracking: Use a good industry-standard monitoring tool for analyzing comments/remarks about Bihar in various media like newspapers, magazines, blogs, news portals, social media platforms, etc., both offline & online, national & international.
- Tagging: Create relevant tagging & linkages of content on all platforms.
- Photo Bank: A still photo bank with cataloging needs to be developed, consisting of at least 1000 high-quality and high-resolution aesthetic photographs (Corbis or Getty Images quality) per year on various themes / aspects of Bihar.
- Procuring photographs and videos as may be required for one-time usage.
- Copyright: Content shared online must be copyright protected, and unauthorized use of this must be monitored.
- Reporting: The agency must submit weekly "Effectiveness Analysis and MIS Reports" to the Government of Bihar on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of Bihar on social media platforms and the results achieved.
- Presentations: Prepare promotional presentations with multi-media content for the Department/BSS,IPRD/GoB, as and when required.

2.12 Amplification

- Providing amplification of digital marketing communication and messaging through planning and execution of a social media marketing activity across both paid media and non-paid media avenues. Media planning & providing professional input and support in buying of media for Social Media Campaigns (Online and Mobile) for running banners, adverts, etc. during the period of contract on themes/subjects to be decided in consultation with the Government of Bihar. This would entail assistance and supervision of the buying of the media slots by the Government of Bihar to ensure the best rates and negotiations directly from the media owner.
- Executing digital campaigns based on the Social Media strategy and plan and undertaking activities like optimization of campaign, reporting, etc.

2.13 Key Influencer Program

- Planning and executing a "Key Influencer Program" on social media platforms.
- The Influencer program will aim at engaging the top 100 influencers active in Branding Bihar.
- The influencer program will focus on blogs & forums and other social channels.
- The influencer program will need to generate content for social channels and blogs, web listings, directory submissions etc. and spread awareness about Bihar and the social media campaign.

2.14 Social Media Monitoring Program

- Planning and executing a "Social Media Monitoring Program" on social media platforms.

- The Social Media Monitoring Program will undertake monitoring across 150-200 keywords primarily in the markets, primarily source markets for India/abroad.
- A social media monitoring program will create and manage a monitoring platform that will be both predictive and reactive in approach.
- The key languages to be monitored will be Hindi and English.
- Other related and miscellaneous work includes providing monthly strategic inputs for the creative campaign of the Government of Bihar. Providing feedback on best practices in marketing and promotion in countries across the world on social media.

2.15 Coverage of Program (On-Demand)

- The agency will have to make arrangements for coverage of events/programs as per directions of BSS,IPRD. This live coverage will be published on different social media platforms of BSS,IPRD.
- On-ground coverage of events/seminars of the relevant department: Whenever there is an event of any relevancy, the coverage team shall be present at the venue and provide live pictures and updates to the coordinators in the command center.
- The coverage team will have to move to a different location. In case the location of the event/program is outside the state capital or involves an overnight stay, the travel, accommodation, and meals of the ground staff have to be arranged by the concerned department of the Government of Bihar.

2.16 Assistance to be provided by the Government of Bihar

- Provide the necessary information on events / festivals of importance to the Government of Bihar from time to time.
- The IT Division of the Government of Bihar will provide relevant (basic information /pictures /approvals) content as available from time to time.
- Provide all the necessary information, such as logo of the department/BSS,IPRD/GoB/event/press releases issued for traditional media and updates, etc.
- Assist in obtaining any other permission / information as required.

All intellectual property displayed on these platforms shall belong to the Government of Bihar exclusively, and any intellectual property rights emanating from such content shall vest solely and exclusively with the Government of Bihar.

2.17 Specified Tool Capabilities (SRM Software)

The Agency shall deploy an industry-standard Social Relationship Management (SRM) tool, fully licensed for the contract duration, with at minimum the following capability:

- Multi-platform post creation, scheduling and content-calendar management (Facebook, X, YouTube, Instagram, LinkedIn, WhatsApp, Government website).
- Organic amplification and single-interface citizen engagement.
- Approval workflow: no content may be published without prior BSS,IPRD approval; the tool must route approval requests via email/WhatsApp and log approvals.
- Influencer identification for campaign visibility.
- Follower/audience management, including tools to manage engagement beyond native platform limits.
- Reach and buzz tracking, with media-noise monitoring.
- Moderation: ability to respond to and, where appropriate, remove unwanted comments/posts, subject to BSS,IPRD-approved moderation policy.
- Detailed analytics of all social media activities.
- A real-time, accessible KPI dashboard covering engagement, reach and content performance, with scheduled reporting (see Section 6).
- SRM Software should include following minimum features—unlimited Booleans, gather data through unlimited social listening; social reporting dashboard; brand monitoring; competitor analysis; campaign

tracking; AI search, AI Assistant for content, AI for tags & sentiment analysis, Social Account, Trend analysis of digital media, trend alerts; virality alerts; unlimited users; social publishing, support for Paid Media Social Marketing, social engagement, unlimited posts per month, Access to Historical Messages, social reports, and analytics supportive of Hindi language. Sentiment: demographics-based, indicator-based, and Influencer Based Analysis in addition to positive, negative, and neutral analysis, social listening; social monitoring; social engagement; social marketing; RSS feeds; automation; newsletters (weekly, monthly, Advance listening capabilities including 3 Levels of search (keyword-based), preview facility, built-in social publishing calendar, and auto-categorization of messages using indicators.

2.18 Creative Content Design and Repackaging

- Daily creative content generation, recreation and repacking across formats — graphics, cartoons, images, videos, smart art, animation, storyboards, GIFs, avatars — on government schemes, program and policies, in daily coordination with the relevant department for authenticity.
- Creation of new social media accounts as directed by, or approved by, BSS,IPRD.
- Staying topical and current with ongoing initiatives of respective offices.
- Neutralizing negative narratives and propagating a factual, positive account of Government of Bihar's work; fact-checking social posts and countering misinformation.
- Repackaging of raw video/photo content into suitable formats; indicative repackaged video length 30–40 seconds unless otherwise directed.
- All content to be free of Intellectual Property Rights (IPR) infringement; all content created is the exclusive property of the BSS,IPRD, Government of Bihar.

2.19 Reach Enhancement and Virality

- The Agency shall be responsible for organically enhancing the reach of Government messages/schemes on all assigned platforms — through non-paid means, augmented by any approved paid media plan — so that content reaches the last mile in real time.
- The Agency shall develop innovative content, campaigns and competitions with a defined communication strategy to enhance reach.
- The Agency shall be responsible for making appropriate content viral, subject to accuracy and BSS,IPRD-approved messaging.

2.20 Content Calendar, Crisis and Narrative Management

- Media plan in line with the overall PR strategy of BSS,IPRD.
- Crisis-situation protocol: pre-agreed contingency plan to handle emergent/crisis situations effectively.
- Refutation of false allegations and containment of negative propaganda through fact-checked counter-narrative.
- Popularization of positive government work through planned, calendarized content.

Innovative Campaigns

The Agency shall conceptualize periodic innovative campaigns, in consultation with BSS,IPRD, to propagate the vision, efforts, initiatives and achievements of the Government of Bihar and to build 'Brand Bihar' on social media.

Crisis Communication

In the event of unforeseen occurrences that may create negative perception of the Government, the Agency shall take proactive steps — in coordination with and under the supervision of BSS,IPRD — to diffuse negative narratives through social media communication, within the response times specified in Section 6.

2.21 Storage of Content

- Storage of raw footage/content and processed content (video packages, etc.) for archival purposes in digital format, within the DMS.

- Development of a creative photo bank — high-quality, high-resolution, catalogued photographs of prominent activities/events (minimum benchmark: at least 1,000 usable images per year).
- All content created during the assignment shall be stored in a searchable DMS and handed over to BSS,IPRD at the end of the contract period, along with five copies on Compact Disc, within the specified timeline.
- Archived content shall remain available for retrieval for a minimum of 3 years.

2.22 Advertisement, Pre- and Post-Establishment Support

- The Agency shall be responsible for placement/advertising support for Government schemes, acts and related activities on social media platforms, in accordance with DAVP rates or on actual where DAVP rates are unavailable, subject to prior BSS,IPRD approval.
- Technical support for smooth functioning of hardware/software shall be provided 24x7 through in-house staff for the duration of the contract.

2.23 Data Security and Regulatory Compliance

- All processes shall follow applicable data-security standards and the Framework and Guidelines for Use of social media for Government Organizations issued by the Ministry of Electronics and Information Technology (MeitY) / State IT Department.
- Compliance with the Information Technology Act, 2000 (as amended) and the Right to Information Act, 2005.
- The Agency shall provide parameters for third-party audit of tools/solutions; any vulnerability identified shall be rectified without additional cost to the Department.

2.24 Indicative List of Social Media Handles to be Serviced

The list below is indicative and not exhaustive. BSS,IPRD will assign additional departmental handles during the contract period as part of the scope of work, without changing to the payment structure other than as provided in Section 5.

Entity	Platform	Handle/s	Expected Half-Yearly Growth
Government of Bihar	Facebook / X / Instagram / YouTube	[As notified by BSS,IPRD]	≥ 5%
Hon'ble Chief Minister's Office	Facebook / X / Instagram	[As notified by BSS,IPRD]	≥ 5%
Information & Public Relations Department	Facebook / X	[As notified by BSS,IPRD]	≥ 5%
Other assigned departments (up to 45)	All applicable platforms	[As notified by BSS,IPRD]	≥ 5%

Growth in followership must reflect a sustainable, organic and demographically broad audience — artificial or purchased followers/engagement will be treated as a KPI and integrity violation under Section 6.6.

2.25 Indicative Post Frequency

Platform	Minimum Posts / Day (indicative)	Frequency
Facebook	20	Daily, as directed by BSS,IPRD; scaled up during events/announcements
X (formerly Twitter)	30	Daily, as directed by BSS,IPRD
Instagram	20	Daily, as directed by BSS,IPRD

Platform	Minimum Posts / Day (indicative)	Frequency
LinkedIn	5	As directed by BSS,IPRD
YouTube	5	As directed by BSS,IPRD
WhatsApp / Govt. Website	5	As directed by BSS,IPRD
Counter-tweets & fact-checks	50/As required	Real-time, within TAT specified in Section 6

Note: post-count is a floor, not the basis of payment. Duplication of a single post verbatim across all platforms without platform-specific customization will count against the Content Quality KPI (Section 6.2).

3. Resource Deployment / Team Structure

The team structure below is indicative. Bidders are encouraged to propose an optimized deployment plan and strategy, in consultation with BSS,IPRD, to achieve the required outcomes. Regardless of team composition, the Agency remains solely accountable for the KPI outcomes in Section 6 — team size is not, by itself, a basis for payment (see Section 5). The agency must position dedicated members mainly as social media consultants, content developers, editors, designers, video editors, tool managers, ground staff & coordinators during the period of work. The overall manpower deployed across the project shall not exceed 120 personnel, as detailed in the table below. The bidder must provide a resource having the following qualifications and skill set. The BSS,IPRD, however, can increase or decrease the number of resources as per requirement during the project period. All personnel deployed under this project shall, at a minimum, hold a graduate or diploma qualification in a relevant discipline, in addition to the specific qualifications and experience prescribed for each role below.

3.1 Resource Description (Indicative)

S.no	Post	Description of Profile	Location
1	Project Manager (Team Leader) (1 in number)	JD: Help to define and implement social media strategy; manage social media campaigns and day-to-day activities; manage presence in social networking sites; engage in dialogues and answer questions; monitor effective benchmarks and report on campaign effectiveness; monitor trends in social media tools; deliver regular feedback/analysis/reporting; excellent presentation and communication skills (English and Hindi); hands-on experience in social media content management and analytic tools. Qualification: Graduate/PG/Diploma/equivalent Degree in Management/ Mass Communications with total 10 years of work experience; 5-year experience in handling media/social media/Digital Marketing management projects as a team lead.	State Monitoring Center
2	Social Media Consultant (3 in number)	JD: Provide strategic advisory support to the Project Manager and department teams on social media strategy, campaign planning, content positioning, and platform algorithm trends; guide Centre Social Media Managers and Departmental Social Media Executives on messaging consistency and tone of voice across departments; review analytics and performance reports to recommend course correction; advise on crisis and reputation management and emerging social media formats and best practices; liaise with senior BSS,IPRD officials on strategic communication matters. Qualification: Graduate/Postgraduate in Marketing / Mass Communication or a related field with a total work	State Monitoring Center/ Offsite

		experience of 6 years. 2 year experience in digital/social media strategy in public sector, or large-scale public communication projects.	
3	Social Media Monitoring Analyst (14 in number)	JD: Responsible for using a mining and report generation tool (SRM) to mine data from social media (Facebook, local platforms, X (formerly Twitter), websites, and blogs); analyze and cull out relevant information; and present reports periodically. Qualification: Graduate with total experience of 3 years in Digital Marketing & Social Media Management Agencies. Should have managed listening and monitoring tools, superior analytical ability, and 2+ years' experience with web technologies and marketing analytics.	State Monitoring Center / Offsite
4	Center Social Media Managers (3 in number)	JD: Responsible for defining and executing specific social media strategies; cultivating and managing online communities on behalf of the department using Facebook, X (formerly Twitter), YouTube etc.; provide relevant content daily while tracking metrics. Qualification: Graduate/Diploma in marketing/advertising/communications or business administration and 5+ years' experience in marketing, PR, Advertising and Media.	State Monitoring Center
5	Web Analytics specialists (2 in number)	JD: Responsible for analyzing and publishing online data and making recommendations using web analytic tools; developing and executing best practice analytics strategy; producing reports and offer actionable recommendations. Qualification: Graduate with experience managing Web Analytic tools, superior analytical ability, 3+ years' experience with Web technologies and Marketing analytics.	State Monitoring Center / Offsite
6	Content Developer (16 in number)	JD: Create and ensure proper write up materials for each post/campaign/event; hands-on experience contributing content for websites, blogs, and social media pages; very good in English and Hindi; flexible for rotational shifts. Qualification: Graduate/Diploma in English / Mass Communication with 2-year experience.	State Monitoring Center / Offsite
7	Graphic Designer (9 in number)	JD: Design graphics as per platform policies and guidelines; highly creative and imaginative; adaptable to quick timelines; produce creative mockups for web/smart devices designs. Qualification: Graduate/Diploma with 2-Year experience as graphics designer.	State Monitoring Center/Offsite
8	Video Editors (9 in number)	JD: Edit and optimize videos received from field staff; create explainer videos/whiteboard animated videos/2D videos. Qualification: Graduate/Diploma with 2-Year experience as video editor.	State Monitoring Center/Offsite

9	Departmental Social Media Executive (45 in number)	JD: Responsible for setting up social media accounts and maintaining daily activities; influence stakeholder behavior across all media channels; develop content for posting; monitor online presence and perceptions; research new blogs/channels; maintain posting schedules. Qualification: Graduate/Diploma in Journalism/Marketing/Communication with 3+ years' experience in marketing.	Department offices as per need
10	Camera/videographer (8 in number)	Graduate/Diploma with 2+ years of experience as a photographer.	State Monitoring Center/Offsite
11	Researchers (10 in number)	JD: Responsible for research, data mining, fact checking, and analysis of social media, websites, news portals, blogs, government publications, and other credible sources to identify relevant trends and insights. Prepare research briefs, fact sheets, background notes, and periodic analytical reports to support government communication and social media campaigns. Qualification: Graduate/Postgraduate or equivalent with a minimum of 2 years' relevant experience in research, media/policy research, business analytics or strategic communication or mass communication or related field.	State Monitoring Center/Offsite

3.2 Resource Count

S.no	Post	Total Persons Estimated*
1	Project Manager	1
2	Social Media Consultant	3
3	Social Media Monitoring Analyst	14
4	Center Social Media Manager	3
5	Web Analytics specialists	2
6	Content Developer	16
7	Graphic Designer	9
8	Video Editor	9
9	Camera man	8
10	Social Media Executive @ one SME for each Department	45
11	Researcher	10
	Total Requirement	120

* Team size may increase/decrease based on department requirement.

3.3 Team Deployment Location

- The agency must deploy dedicated members, mainly project managers, social media monitoring analysts, content developers, editors, designers, video editors, tool managers, and coordinators at various locations as per the requirement given below during the period of work.
- Of the total 120 resources deployed under this project, a minimum of 50% (60 personnel) shall be required to work on-site at the locations specified in this Section (State Monitoring Center / Central Monitoring Unit / Department offices, as applicable). The remaining resources may work from the Agency's company premises, provided service levels, TAT and reporting obligations under this RFP are fully met.

3.4 Central Monitoring Unit

The selected bidder should deploy the following resources to run the central monitoring unit cum command center of the Project.

Note: The agency's quote with respect to manpower shall be inclusive of a fixed service charge of 15% over and above the actual remuneration payable to each person deployed.

- Final deployment is subject to a fitment interview conducted by BSS,IPRD of the proposed resources from the selected agency.
- The Agency shall submit a character certificate for each team member at the time of contract signing.
- BSS,IPRD may direct an increase or decrease in deployed resources with 15 days' prior notice. Manpower changes do not automatically change the KPI targets set for the corresponding period; targets will be reviewed proportionately by the Contract Monitoring Committee (CMC) where a resourcing change is BSS,IPRD-directed.
- The core proposed team shall not be changed during project execution except with BSS,IPRD's consent, and only against a resource of equal or better credentials.
- BSS,IPRD will provide seats for up to 40% of listed resources at its Patna office; the Agency shall establish its own office facility in the vicinity, at its own cost, with its own equipment (laptops, software, tools).

4. Delivery Schedule

This timeline is indicative and will be finalized with the successful vendor post selection. A Nodal officer will be assigned to coordinate with the selected agency and BSS,IPRD.

Timeline for Social Media Management:

Phase	Phase Description	Time Period	Target
0	Kick off meetings and Inception report	T+2 Weeks	Inception report: will be submitted within 15 days of the signing of the contract. The report should describe detailed study design for each of the above-mentioned objectives, including a conceptual framework, research methodology, suggested study instruments, and plans and timelines for data collection, analysis and dissemination.
1	Analysis	T+3 Weeks	Detailed discussion with relevant stakeholders, Requirement Analysis, Submission of Detailed Project Plan of social media management.
2	Implementation & Acceptance	T+6 Weeks	Taking Over the Charge from existing Agency, fine-tuning, de-bugging etc. Official acceptance by client and launching of social media page of Facebook, X (formerly Twitter), YouTube.
3	Operation & Maintenance	T+16 Weeks	Implementation of monitoring strategy, technical support and security provision.
4	Deployment of Key Resources at Central Monitoring Center	T+4 Weeks	Deployment of Key Resources at Central Monitoring Center as per requirements and submit the report to BSS,IPRD.
5	Deployment of Key Resources at Department	T+6 Weeks	Deployment of Key Resources at Bihar Government department as per requirements and submit the report to BSS,IPRD.
6	Delivery and Installation of	T+6 Weeks	Delivery of all Hardware and Setup the central Monitoring Center as location decided by BSS,IPRD. Submission of Design and Documents.

	Hardware and System Software		
--	------------------------------	--	--

T = Date of Agreement

5. Payment Schedule

5.1 Guiding Principle

Payment under this contract is contingent on quarterly assessed, weighted KPI achievement, verified by the Contract Monitoring Committee (CMC) against the SRM dashboard and independent audit checks described in Section 6. Capex (one-time hardware/software/SRM tool) continues to be paid against physical delivery/installation milestones.

5.2 Contract Value Structure

Component	Description	Illustration
A	Single Consolidated cost all-inclusive of all types of capex and opex investments required by the bidder to set up office and achieve the terms and conditions mentioned in the scope of work and to achieve the KPIs mentioned in Section 6 quoted per month basis	10,00,000/-
B	Fixed component of Monthly Payment to Successful Bidder = 70 % of (A)	7,00,000/-
C	Paid Monthly against the KPI Scorecard (Section 5.5 and Section 6.1) capped at 30% of (A) to be trued with quarterly composite score and adjusted accordingly	If composite score above 80 then 3,00,000/-/month

5.3 Fixed (Component B) Conditions

The Fixed Retainer is payable monthly provided the Agency meets all the following minimum service-continuity conditions. Failure of any condition suspends release of the Fixed Retainer for that month until cured, without prejudice to KPI-based deductions under Component C:

- Minimum 90% of the sanctioned core team (Project Leader, Chief Strategist, ORM Expert, Fact Checker, and platform lead) in position for at least 90% of working days in the month, evidenced by biometric/digital attendance and monthly progress report — this is a floor condition, not the basis of the fee amount.
- 24x7 SRM tool availability and monitoring up time of at least 98% for the month.
- No unresolved statutory-compliance lapse (PF/ESI/labor law) reported for the month.
- No content published without BSS,IPRD approval (zero-tolerance; a single confirmed breach triggers the in Section 6.6, independent of Fixed Retainer eligibility).

5.4 Performance-Linked Fee (Component C) Release Mechanism

Component C is paid quarterly as follows:

- At the end of each quarter, the CMC computes the Composite KPI Score (0–100) per the weighted scorecard in Section 6.1, based on data drawn from the SRM dashboard, platform analytics, and CMC spot-audits.
- The quarter's Component C entitlement is recalculated as: Entitlement = Composite KPI Score % × Component C (quarterly value), subject to the bands in the table below.
- Any positive or negative difference between amounts already paid provisionally and the recalculated entitlement is adjusted against the next monthly invoice (recovery) or paid as a true-up (release).

Composite KPI Score (Quarterly)	Component C Entitlement	Additional Effect
≥ 95%	100% + Redemption Bonus of up to 5% of Component C	Eligible for priority consideration in contract extension
80% – 94.9%	100% Component C	—
70% – 79.9%	Pro-rata: Score% × Component C	Improvement plan to be submitted within 15 days
50% – 69.9%	Pro-rata: Score% × Component C, capped at 60%	Formal show-cause notice; CMC review meeting mandatory
Below 50%	30% of Component C	Two consecutive quarters below 50% is a termination-eligible event under Section 9

The Redemption Bonus pool is funded within the approved contract ceiling (i.e., it is not an uncapped extra-budgetary payment) and is applied only where the annual budget has headroom created by any malus deductions in the same year.

5.5 Invoicing

- Monthly invoices to be raised with: (a) Monthly Progress Report (MPR) certified by BSS,IPRD's nodal officer, (b) SRM dashboard export for the month, (c) statutory-compliance proof and (d) team deployment confirmation.
- Quarterly invoices/credit notes to be raised within 10 working days of CMC's KPI Score certification for the quarter.
- All payments inclusive of applicable GST, to be released within 30 days of certified invoice submission.

6. KPI & SLA Framework

6.1 Composite KPI Scorecard — Weightage

KPI Category	Weight	Primary Data Source
1. Reach & Audience Growth	20%	Native platform analytics + SRM dashboard, cross-verified quarterly by CMC
2. Engagement Quality	20%	SRM dashboard (likes, shares, comments, saves, watch-time) normalized per post
3. Content Quality & Compliance	15%	BSS,IPRD approval-rejection log, brand/style-guide adherence audit, plagiarism/IPR check
4. Response & Grievance Management (TAT)	15%	SRM ticket logs, timestamped response audit
5. Sentiment Management & Crisis Response	15%	Sentiment-analytics module, CMC review of crisis incidents
6. Innovation & Campaign Impact	10%	Campaign briefs vs. outcome report, CMC assessment
7. Reporting Timeliness & Accuracy	5%	Report submission log against Section 6.4 schedule
TOTAL	100%	

6.2 Detailed KPI Definitions and Scoring

1. Reach & Audience Growth (20%)

Metric	Target	Scoring
Follower/subscriber growth, per handle	≥ 5% half-yearly 2.5% per Quarter	100% score at/above target; pro-rata if below target, capped at 100%
Aggregate reach across assigned handles	Growth trend vs. previous quarter, department-specific targets fixed by CMC at contract start	Pro-rata against agreed quarterly targets

2. Engagement Quality (20%)

Metric	Target	Scoring
Engagement rate (likes+ comments + shares / reach)	Improve 1–5% month-on-month over previous month, platform-wise	Pro-rata; 0 score if declining trend unexplained by external factors
Share of posts customized per platform (no verbatim duplication)	100%	Deduction of 2 points per verified duplicate-post violation, capped at category weight

3. Content Quality & Compliance (15%)

Metric	Target	Scoring
First-pass BSS,IPRD approval rate	≥ 85% of submitted content approved without rework	Pro-rata
Factual accuracy / fact-check integrity	Zero confirmed misinformation incidents originating from Agency content	Any confirmed incident: category score = 0 for the quarter
IPR/copyright compliance	Zero infringement claims	Any upheld claim: category score = 0 for the quarter, plus indemnity per Section 9

4. Response & Grievance Management / TAT (15%)

Metric	Target TAT	Scoring
First response to a grievance/query	Within 1 hour (working hours); within 4 hours (non-working hours, auto-response permissible)	Pro-rata on % of interactions within TAT
Substantive resolution / escalation to department	Within 24 hours for routine queries; 2 working days for queries needing department input	Pro-rata
Escalation of significant/critical posts to BSS,IPRD official	Same day (real-time monitoring)	Any missed critical escalation: category score reduced by 20 points per incident

5. Sentiment Management & Crisis Response (15%)

Metric	Target	Scoring
Net sentiment trend (positive – negative share)	Stable or improving quarter-on-quarter	Pro-rata against CMC-agreed baseline
Crisis-response activation time	Contingency plan activated within 2 hours of a flagged crisis trigger	Full deduction for the incident if not met

6. Innovation & Campaign Impact (10%)

Metric	Target	Scoring
Innovative campaigns delivered vs. planned	As agreed in the quarterly content calendar	Pro-rata on delivery; CMC qualitative rating (1–5) on creativity/impact applied as a multiplier
Organic virality achieved (views/shares beyond baseline reach)	At least one demonstrable viral outcome per quarter per major handle cluster	Bonus points within category cap; not a penalty if absent, provided effort is evidenced

7. Reporting Timeliness & Accuracy (5%)

Report	Frequency	Scoring
Buzz/trend monitoring report	Every 4 hours, 24x7	Deduction per missed cycle
Daily topic/conversation analysis	Daily	Deduction per missed day
Weekly performance dashboard & influencer report	Weekly	Deduction per missed week
Consolidated monthly report (reach, engagement, KPI self-assessment)	Monthly	Deduction per missed month; late submission beyond 5 working days = category score 0 for the month

6.3 KRAs and SLAs Penalties

The following Key Result Areas (KRAs) consolidate the performance indicators, turnaround times and reporting obligations described throughout this Scope of Work into a single measurable framework. Performance against these KRAs will be reviewed by BSS,IPRD as part of the MIS reporting and SLA monitoring described in Sections 6 and 14, and sustained shortfall against any KRA may attract Liquidated Damages as specified under SLA Terms.

S.No.	Key Result Area	Indicator / Target	Measurement Frequency	Linked Provision
1	Query & Grievance Responsiveness	First response within 1 hour of receipt; full resolution/response within 24 hours (2 working days where departmental consultation is required)	Daily	Aid Response Management; MIS – TAT
2	Content Publishing Cadence	Daily informative/promotional updates published across all approved platforms as per the content calendar	Daily	Deliver Content Management; Social Media Management
3	Platform Growth & Reach	Sustained month-on-month growth in followers, fans, subscribers and blog subscribers across Facebook, X, YouTube and WhatsApp, with a minimum 5% year-on-year increase in both follower count and overall reach across platforms.	Monthly	MIS – Reach of People

4	Engagement	Shares, retweets, comments, reviews, unique visitors and time spent on official pages	Monthly	MIS – Interaction/Engagement
5	Sentiment & Influence	Tracking of % positive/negative/neutral sentiment and growth in promoters of GoB initiatives	Monthly	MIS – Influence of Initiatives
6	Social Listening & Monitoring Coverage	Continuous monitoring of 150–200 keywords across Hindi and English; timely flagging of emerging trends and crisis situations	Continuous / Daily report	Social Media Listening; Social Media Monitoring Programme
7	Grievance Resolution Efficiency	Response rate, average resolution time and share of successful grievance resolutions on social platforms	Weekly / Monthly	MIS – Activities on social media
8	Moderation & Content Hygiene	Gatekeeping/moderation conducted at a minimum of 6 times a day; identification and takedown of ghost accounts/copycat accounts	Daily	Social Media Management – Gatekeeping
9	Content Asset Development	Minimum 1,000 high-quality, high-resolution photographs catalogued per year across various themes of Bihar	Annual	Social Media Management – Photo Bank
10	System Uptime & Reliability	Minimum 99% uptime of the SRM/MIS solution and Command Center infrastructure	Continuous / Monthly review	Design, Deployment, Operation and Maintenance of Central Command Center
11	Reporting Compliance	Timely submission of daily, weekly and monthly reports, including the weekly “Effectiveness Analysis and MIS Report”	Daily / Weekly / Monthly	Project Management – Reports; Social Media Management – Reporting
12	Delivery Schedule Adherence	Achievement of phase-wise targets (Inception, Analysis, Implementation, O&M, Resource & Hardware Deployment) within the agreed timelines	Per Phase	Section 8 – Delivery Schedule
13	Departmental Handle Support	Active handling of, and support to, all onboarded departmental social media handles (up to 45 departments) -- including account setup assistance, content support, and day-to-day coordination with the respective Departmental Social Media Executive.	Ongoing / Monthly	Resource Deployment; Project Objectives; WhatsApp/Facebook/X/YouTube account sections

The following are treated as governance/SLA breaches attracting Liquidated Damages (LD) in addition to, not instead of, the KPI-linked payment adjustment & breach of KRAs mentioned above:

Breach	Liquidated Damages
Content published without prior BSS,IPRD approval	1% of monthly Component C per incident, capped at 10% per month
SRM tool downtime beyond 2% of the month (excluding platform-side outages)	0.5% of monthly Component C per additional 1% downtime
Late delivery of Capex hardware/software against agreed schedule	3% of relevant Capex item's value per month of delay
Confirmed data-security breach / unauthorized data sharing	5% of quarterly contract value, plus indemnity and eligibility for termination
Non-disclosure breach (sharing BSS,IPRD-Agency communication with third parties)	As per Section 9 — grounds for blacklisting

6.4 KPI & SLA Governance

- A Contract Monitoring Committee (CMC), chaired by the MD, BSS,IPRD (or nominee), shall verify and certify the Composite KPI Score each quarter, based on the SRM dashboard, platform-native analytics, and independent spot-checks.
- The Agency shall have the right to submit supporting evidence and a written response before final certification of any quarter's score.
- BSS,IPRD reserves the right to commission an independent third-party audit of reach/engagement metrics at its own cost, at any time, to guard against inflated or purchased metrics.
- All KPI targets, weights and data sources shall be reviewed jointly by BSS,IPRD and the Agency at the start of each contract year and may be recalibrated by mutual agreement to reflect platform algorithm changes, provided the outcome-based structure itself is not diluted.

6.5 Baseline-Setting

Within 15 days of contract signature (Phase 0 — Inception), the Agency shall jointly establish with BSS,IPRD a documented baseline (current followers, average engagement rate, average TAT, sentiment split) for every assigned handle. All KPI targets in Section 6.1–6.2 are measured against this baseline, not against the Agency's own historic claims.

6.6 Integrity Safeguard

Zero tolerance for inorganic growth. Any use of purchased followers, bots, click-farms, or engagement-pods to inflate KPI metrics is a fundamental breach. On confirmation (including by platform-provided authenticity signals or third-party audit), the relevant KPI category score is set to zero for the affected quarter(s), the Retention Amount for the year is forfeited in full, and the matter is grounds for contract termination and blacklisting under Section 9.

7. Eligibility / Pre-Qualification Criteria

S.No	Criterion	Proof Required
1	The Agency should be a registered entity and must have been in operation for a minimum 5 years as on 31st March 2026 with at least 5 years of experience in managing and handling social media works for state govt. or ministries in central govt. The agency should be registered under the Companies Act 1956/2013, the Limited Liability Partnership (LLP) Act 2008, or the Indian Partnership Act 1932.	All 3 documents need to be provided 1. Incorporation certificate under the Companies Act 1956/2013, the LLP Act 2008, or the Indian Partnership Act 1932, document before 1 April 2021. 2. PAN Card – before 1 April 2021 3. GST – before 1 April 2021

S.No	Criterion	Proof Required
2	The agency's total turnover (from media/advertisements/social media related services) should be more than or equal to INR 75 Cr. average over the last 3 Financial Years viz, 2022-23, 2023-24 & 2024-25.	Audited certificate copy of duly certified statement from appointed statutory auditor. As per the format provided in Annexure – II
3	Not blacklisted/debarred by any State/Central Government body or PSU	Self-declaration by authorized signatory of the firm in format as per – Annexure III
4	The agency must have a minimum of 150 employees on own payroll of Bidder	Format Attached Annexure IV
5	Valid ISO 9001:2015 (or later) certification	Certificate copy attested by authorized signatory
6	Prior experience of at least 3 government social media management projects in the last 5 years (2021-22 to 2025-26), each worth $\geq$ Rs. 1 Cr.	Work Order/Agreement/Contract/ Successful work completion certificate including year and area of activity of the project duly certified by the authorized signatory of the bidder (bidder to provide details in Annexure V
7	Established or committed local office in Bihar (to be established within one month of LoA/Lol if not already present)	Undertaking from the authorized signatory Annexure VI
8	In-house creative, technical and quality-assurance capability to deliver a seamless, effective communication package	Undertaking from the authorized signatory Annexure VI
9	EMD Proof	Provide Eproc-2 challan screenshot

8. Evaluation Methodology (QCBS)

Selection shall follow the Quality-and-Cost-Based Selection (QCBS) method: 80% weight to the Technical Score (PE) and 20% weight to the Financial Score (PF). Bidders scoring at least 70% in the Technical Evaluation qualify for Financial Bid opening.

Minimum qualifying score for Financial Bid eligibility: 70/100.

Sr.	Evaluation Parameters	Evaluation Score
1.	Experience: Social/Digital media Management	60
1.1	The Bidder must have prior experience of being associated with project involving social/digital media management for a central government/state government/PSU/corporation/ autonomous government body anywhere in India during the last 5 financial years. Project value more than 1.0 Cr to 2 Cr - 5 Marks Project value more than 2 Cr to 4 Cr - 7 Marks Project value more than 4 Cr to 7 Cr - 10 Marks Project value more than 7 Cr - 20 Marks Provide Work Order copy / completion certificate	20
1.2	The bidder must have worked with central government/state government /PSU/corporation/ autonomous government bodies in last 5 years as on date of submission of bid. > 2 states - 7 > 4 states - 15 > 7 states - 20 Provide copy of work order / Completion Certificate	20

1.3	Bidder should have Experience in Social / digital media Management in Government departments (Government of India and/or any state government departments). Project value should be more than 1 crore. Projects within last 5 years will be valid only. 3 Project - 3 Marks 3-5 Projects - 5 Marks >5 Project - 10 Marks	10
1.4	Company Turnover – Minimum Average Annual Turnover(MAATO) in last 3 Financial Years (FY 2022-23 to 2024-25) >75 crore – <=100 crore - 3 Marks >100 crore - <= 200 crore - 5 Marks >200 crore – <=300 crore - 7 Marks 300 crore or above - 10 Marks	10
2	Presentation	40
2.1	Understanding of Scope of Work, Project Objectives and Government of Bihar's communication priorities	
2.2	Proposed Strategy, Content Approach and Innovation (including Roadmap & Strategy, Listening/Engagement Phasing)	
2.3	Team Composition, Key Personnel Competence and Deployment Plan (Central Monitoring Unit + Departmental deployment)	
2.4	Proposed Tools, Technology, SRM/MIS Solution and Command Center Design	
2.5	Quality of Presentation and Responsiveness to the Evaluation Committee's Queries	100
	TOTAL TECHNICAL EVALUATION POINTS	

Note: All pages of the technical bid need to be numbered and signed by the authorized signatory of the bidder. All pages relevant to the PQE and TQE to be mentioned point wise in an indexed manner

8.1 Financial and Composite Scoring

Total Bid Evaluation - **QCBS (80:20)** 80% Weightage to Technical Score and 20% Weightage to Financial Score

- Only those bids with a technical score of ≥ 70 shall be considered for financial evaluation. QCBS method shall be adopted for selection.
- The lowest Financial Proposal (FM) will be given a financial score (SF) of 100 Marks. The financial scores of other Proposals will be computed as follows:
- $SF = 100 \times FM/F$ (F = amount of Financial Proposal) Combined and final evaluation Similar to the ranking of Financial Proposal,
- For calculating Technical Score (ST) proposals with highest technical marks will be given a score 100 marks (TM).
- The Technical Score (ST) for other proposals will be computed as follows:
- $ST = 100 \times T/TM$ Proposals will finally be ranked according to their combined technical (ST) and financial (SF) scores as follows: $S = ST \times Tw + SF \times Fw$
- Where S is the combined score, and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal, which shall be 0.80 and 0.20 respectively.
- Thus, the composite score shall be out of a maximum of 100 marks. The bidder with the highest composite score would be awarded the contract.

9. General Conditions

9.1 Bid Processing Fee & EMD

- Document Fee: Rs. 5,000/-, Five Thousand Only online payment only.
- Tender Processing Fee: Rs 1180/- Eleven Hundred Eight Only.
- EMD: Rs. 10,00,000/- Ten Lakh Only online payment on eproc2 only
- EMD is forfeited on withdrawal during bid validity, or on failure of the successful bidder to sign the contract/furnish Performance Security or withholding any negative information related to debarment, blacklisting, etc.

9.2 Performance Security

The Agency shall submit a Performance Bank Guarantee (PBG) equal to 5% of the annual contract value within 15 days of issuance of the Letter of Intent LoI /Letter of Allotment LoA, renewable annually, valid for 60 days beyond completion of all contractual liabilities.

9.3 Contract Duration and Extension

Initial term: 3 year from the Effective Date. Extendable up to two further years (one year at a time), based on a cumulative annual Composite KPI Score of the preceding year, at BSS,IPRD's sole discretion.

9.4 Termination

BSS,IPRD may terminate the contract on 30 days' written notice, or with immediate effect for: (a) two consecutive quarters with Composite KPI Score below 50%; (b) a confirmed integrity violation under Section 6.6; (c) a confirmed data-security breach; (d) blacklisting under any State/Central Government body during the contract term. On termination, the Agency shall be compensated for satisfactorily performed and certified work on a pro-rata basis only.

9.5 Statutory Compliance

The Agency shall bear all statutory obligations towards its deployed personnel, including PF, ESI, minimum wages and other labor-law dues, and shall furnish proof of compliance as per requirement. Non-compliance suspends the Fixed Retainer per Section 5.4.

9.6 Intellectual Property and Confidentiality

All content, designs, reports, software and data created under this contract vest exclusively in the Government of Bihar and shall not be shared or repurposed without BSS,IPRD's prior written consent. The Agency shall not disclose Agency-BSS,IPRD communications to any third party; breach is grounds for criminal breach-of-trust proceedings and blacklisting.

9.7 Dispute Resolution

Disputes shall first be referred to the CMC for resolution within 30 days; unresolved disputes shall be referred to arbitration under the Arbitration and Conciliation Act, 1996, seated at Patna, with proceedings in English.

10. Annexures

Technical Checklist

S.No.	Document	Format	Page No.
1	EMD proof (screenshot of eproc2 challan)	Screenshot pdf	
2	Incorporation / PAN / GST / MoA-AoA / CoI (PQE 1)	Scanned pdf	
3	5-year operation & experience proof (PQE 1)	GST	
4	Turnover certificate (PQE 2)	Annexure II	
5	Non-blacklisting self-declaration (Criterion 3) (PQE 3)	Annexure III	
6	Certificate for manpower strength (PQE 4)	Annexure IV	
7	ISO certification (Criterion 5) (PQE 5)	Scanned pdf	
8	Documents for govt. SMM projects (PQE 6)	Work order/Completion certificate	
9	Evidence of existing local office (PQE 7)	Annexure V	
10	Local office undertaking (PQE 7)	Annexure VI	
11	In-house Media Capability (PQE 8)	Annexure VI	
12	The bidder must have worked / empanelled with State/UT DIPRs in last 3 years as on date of submission of bid.	Consolidated pdf with one work order from all states that the bidder has worked	
13	Proposed KPI monitoring & dashboarding methodology note	PPT format	
14	Proposed crisis-communication protocol	PPT format	
15	Any other supporting information	Consolidated single pdf	

Annexure I – Financial Bid Format

Annexure I

Financial Bid Format

Component	Cost per month	GST	Total per month
All-inclusive cost per month	[bidder to quote]		

Bidders must additionally submit an itemized manpower cost-sheet (role-wise rate card) for CMC's internal reference. Seating space for 40% workforce may be provided by IPRD as per requirement in its own premises.

Total Cost per Annum inclusive of all taxes & expenditures in (Figures). _____ /-

Total Cost per Annum inclusive of all taxes & expenditures in (Words)..... only.

Note: In case of any discrepancy between per month value & per annum value the value quoted in words shall be deemed final to identify the L1 bidder and the bidder shall have to oblige the contract failing to do so shall render their EMD forfeit and award shall proceed to L2.

Annexure II

Summary of Annual Turnover of the responding organization for the last three (03) consecutive Financial Years

{To be submitted on the official Letterhead of the bidder}

To
The MD,
BSS,IPRD
Patna, Bihar

Sub: Summary of Annual Turnover for the last three (03) consecutive Financial Years.

Sl. No.	Financial Year	Annual Turnover from Media and Communication Projects/Works/Services	Total Annual Turnover of the firm
1.	FY 2022-23	In Figure: In Words:	In Figure: In Words:
2.	FY 2023-24	In Figure: In Words:	In Figure: In Words:
3.	FY 2024-25	In Figure: In Words:	In Figure: In Words:
Average Annual Turnover in last Three (03) F/Y:		In Figure: In Words:	In Figure: In Words:

Please enclose:

- 1. Certified and Audited copy of Balance Sheet and P&L Statements for last three years (i.e. 2022-23, 2023-24 and 2024-25).**
- 2. Certified statement from the current Statutory Auditors of the bidder for these years.**

Important Note: The CA is expected to write all the above details in the <https://udin.icai.org/search-udin> to verify the UDIN certificate, otherwise the CA certificate and accordingly the proposal of applicant organization will be outrightly rejected and no further evaluation of the proposal will be made.

Sincerely,

Name of the Authorized Signatory:
Designation:
Signature:
Date:
Official Seal:

Annexure III

Format of Self-Undertaking that the bidder has not been debarred/blacklisted by any Govt./Semi-Govt. organization for quality of services/product and there are no legal issues/order prohibiting/restraining the bidder to participate in the bid process

{To be submitted on the official Letterhead of the bidder}

To
The MD,
BSS,IPRD,
Patna, Bihar

Subject: Submission of Self-Undertaking that the bidder has not been debarred/blacklisted by any Govt./Semi- Govt. organization for quality of services/product and there are no legal issues/order prohibiting/restraining the bidder to participate in the Tender for Scanning and Digitization of Old official Files and Documents of PERD Bihar Head Office”.

Dear Sir,

We confirm that our company is not blacklisted in any manner whatsoever by any central Government departments, autonomous organizations, Public Sector Undertakings (PSUs) or any other Government organizations in Bihar on any ground including but not limited to indulgence in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

It is hereby confirmed that I/We are entitled to act on behalf of our company/ corporation/ firm/ organization and empowered to sign this document as well as such other documents, which may be required in this connection.

PERD Bihar shall have the right to take appropriate action against us, in case any of the above information is found to be false or incorrect.

Sincerely,

Name of the Authorized Signatory:

Designation:

Signature:

Date:

Official Seal:

Annexure IV

Format of Information on Manpower Strength

{To be submitted on the official Letterhead of the bidder}

To
The MD,
BSS,IPRD,
Patna, Bihar

Sub: Information on Manpower Strength

General Information	
Name of the Company:	
Contact details of the Company:	
Manpower Details	
Total No. of Manpower Available:	In Figure:
	In Words:
Total No. of Manpower with relevant Skill set and Work Experience:	In Figure:
	In Words:

Name of the Authorized Signatory:

Designation:

Signature:

Date:

Official Seal:

Annexure V

Format of providing Similar Project Experience

{To be submitted on the official Letterhead of the bidder}

To
The MD,
BSS,IPRD,
Patna, Bihar

Sub: Details of SIMILAR PROJECTS undertaken (Central or State Govt. Organizations/PSU/ Financial Institutions/any other for Bihar & Indian Clients/Organizations)

General Information	
Name of the Client:	
Contact details of the Client:	
Name of the Project:	
Project Details	
Name & Description of the project:	
Detailed Scope of Work in the project:	
Outcomes of the project (in progress //Partially Completed/ Fully Completed):	
Other Details	
Total cost of the project (In INR) (excluding Tax):	In Figure:
	In Words:
Duration of the project	No of Months taken to Completion the work:
	Start Date:
	Completion Date:
	Current Status:
Other Relevant Information/Remarks (if any):	

Name of the Authorized Signatory:

Designation: Signature:

Date:

Official Seal: (Add extra sheets for more than one similar project)

Annexure VI
Self-Undertaking

{To be submitted on the official Letterhead of the bidder}

To
The MD,
BSS,IPRD,
Patna, Bihar

Subject: Establishment of Local office within 30 days of getting LoI/LoA under this tender.

Dear Sir,

We meet all eligibility criteria except currently possessing a local office in Bihar. We irrevocably commit to establishing a fully operational office in Patna within thirty (30) days of receiving the LoI/LoA. This facility will house at least 60% of our proposed workforce, maintaining an additional 10% capacity buffer for future Department-directed scaling.

We possess the requisite in-house creative production and quality assurance frameworks to deliver seamless communication services. We have the In-house creative, technical and quality-assurance capability to deliver a seamless, effective communication package

Failure to establish the office within 30 days constitutes a material breach, subjecting us to EMD/Performance Security forfeiture and immediate contract termination. We acknowledge that misrepresentation or falsification of documents will result in bid disqualification, blacklisting, and legal action under the exclusive jurisdiction of Patna courts.

Sincerely,

Name of the Authorized Signatory:
Designation:
Signature:
Date:
Official Seal:

Annexure VII

Format for Letter authorizing representing executive(s)

{To be submitted on the official Letterhead of the bidder}
(submit multiple copies in case of more than one representative)

**To
The MD,
BSS,IPRD
Patna, Bihar**

Affix passport
size photo here

Subject: Submission of Letter authorizing representing executive(s) in response to the Tender for Scanning and Digitization of Old official Files and Documents of PERD Bihar Head Office".

Dear Sir,

We hereby authorize Shri/Smt.

Designation: to, submit technical & commercial proposal and to attend meetings as may be required by you in the course of processing the above said Bid on behalf of our organization.

For the purpose of validation, his/her verified signatures are as under and on our behalf. We undertake to abide by any acceptance given by him under his signature.

(Specimen Signatures of Authorized Representative)

Specimen Signature 1

Specimen Signature 2

Specimen Signature 3

Authorized Signatory)

(Signature Attested by

Sincerely,
Name of the Authorized Signatory:
Designation:
Signature with Date:
Official Seal: