AGRICULTURAL MARKETING
DEPARTMENT

Old Mirchi Market Yard, Chuttugunta, Guntur – 522 004 (A.P). Website: http://market.ap.nic.in / email: seamap2017@gmail.com

GOVERNMENT OF ANDHRA PRADESH

REFERENCE NO:

REQUEST FOR PROPOSAL (ONLY THROUGH E-TENDERING MODE)
FOR SELECTION OF AGENCY/FIRM FOR HANDLING THE SOCIAL MEDIA PRESENCE FOR CREATING AWARENESS AMONG DIFFERENT STAKEHOLDERS ABOUT VARIOUS INITIATIVES TAKEN BY THE DEPARTMENT OF AGRICULTURE MARKETING
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.1 Technical Proposal Evaluation</td>
<td>15</td>
</tr>
<tr>
<td>12.2 Evaluation of Financial Proposal</td>
<td>18</td>
</tr>
<tr>
<td>Payment Terms</td>
<td>18</td>
</tr>
<tr>
<td>PenaltyClause</td>
<td>Error! Bookmark not defined.</td>
</tr>
<tr>
<td>15 Awarding of the Contract</td>
<td>20</td>
</tr>
<tr>
<td>15.1 Notification of Award</td>
<td>20</td>
</tr>
<tr>
<td>15.2 Performance Guarantee</td>
<td>20</td>
</tr>
<tr>
<td>15.3 The signing of the Contract:</td>
<td>20</td>
</tr>
<tr>
<td>16 Miscellaneous</td>
<td>21</td>
</tr>
<tr>
<td>16.1 Liability and Indemnity</td>
<td>21</td>
</tr>
<tr>
<td>16.2 Limits on Promotion</td>
<td>21</td>
</tr>
<tr>
<td>16.3 Confidentiality</td>
<td>21</td>
</tr>
<tr>
<td>16.4 Data Protection</td>
<td>21</td>
</tr>
<tr>
<td>16.5 Liability of Personnel</td>
<td>21</td>
</tr>
<tr>
<td>16.6 Corrupt or Fraudulent Practices</td>
<td>22</td>
</tr>
<tr>
<td>16.7 Conflict of Interest</td>
<td>23</td>
</tr>
<tr>
<td>16.8 Termination of Contract</td>
<td>23</td>
</tr>
<tr>
<td>16.9 Dispute Resolution and Litigations</td>
<td>24</td>
</tr>
<tr>
<td>Annexure 1</td>
<td>25</td>
</tr>
<tr>
<td>Annexure 2</td>
<td>27</td>
</tr>
<tr>
<td>Annexure 3</td>
<td>28</td>
</tr>
<tr>
<td>Annexure 4</td>
<td>30</td>
</tr>
<tr>
<td>Annexure 5</td>
<td>32</td>
</tr>
<tr>
<td>Annexure 6</td>
<td>34</td>
</tr>
<tr>
<td>Annexure 7</td>
<td>35</td>
</tr>
</tbody>
</table>
Disclaimer

The information contained in this Request for Proposal document (the “RFP”) or subsequently provided to Bidder(s), whether verbally or in documentary or any other form, by or on behalf of the Authority (Here authority is “Agricultural Marketing Department,” Government of Andhra Pradesh) or any of its employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer by the Authority 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 preparing and submitting their proposal (“Bids”) pursuant to the bidding documents including this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete. Each Bidder should, therefore, conduct its own investigations and analysis of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.

Liability Disclaimer: The Authority, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder, under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way for participation in this Bid Stage.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP.

Amendments in 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 assumptions contained in this RFP. The issue of this RFP does not imply that the Agricultural Marketing Department is bound to select a Bidder or to appoint the Selected Bidder or Concessionaire, as the case may be, for the Project and the department reserves the right to reject all or any of the Bidders or Bids without assigning any reasons whatsoever.

Cost of Preparing the bid: The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the Authority 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 for submission of the Bid, regardless of the conduct or outcome of the Bidding Process.
## Preface

### 1.1 Schedule

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<thead>
<tr>
<th>S. No.</th>
<th>Description</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>1</td>
<td>Commencement of issue of RFP document through Agricultural Marketing Department website (<a href="http://www.market.ap.nic.in">www.market.ap.nic.in</a>), (tender.apeprocurement.gov.in)</td>
<td>04.01.2020</td>
<td>11:00AM</td>
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<td>2</td>
<td>Pre-bid meeting</td>
<td>10.01.2020</td>
<td>10:30 AM</td>
</tr>
<tr>
<td>3</td>
<td>Last date and time for downloading the document from e-procurement portal</td>
<td>21.01.2020</td>
<td>03:00 PM</td>
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<td>Last date and time for uploading completed documents to e-procurement portal</td>
<td>21.01.2020</td>
<td>04:00 PM</td>
</tr>
<tr>
<td>5</td>
<td>Opening of Technical Bid documents &amp; Technical presentation</td>
<td>21.01.2020</td>
<td>04:30 PM</td>
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<tr>
<td>6</td>
<td>Opening of Financial bid</td>
<td>22.01.2020</td>
<td>03:00 PM</td>
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<tr>
<td>7</td>
<td>Letter of Award</td>
<td>Will be intimated later</td>
<td></td>
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</tbody>
</table>
IMPORTANT INSTRUCTIONS

- Intending bidders may obtain the copy of the tender document containing commercial conditions along with relevant specifications of the equipment by downloading it from the website [https://tender.apeprocurement.gov.in/login.html#](https://tender.apeprocurement.gov.in/login.html#).
  - This is an online two bid submission system. The technical and financial bid to be submitted online only.
  - The technical bids and financial bids should be uploaded under respective heads.
  - The technical bid should not contain any description of price quoted for equipment/services. The technical bid with price details will be considered disqualified.

- An EMD of a sum equivalent to INR 1,00,000/- (INR One Lakh Only) to be paid Online to GOAP Account in case of vendors participating on e-Procurement platform.

- The participating agencies need to pay Transaction Fees of INR 3,540/- online.

- Tender processing fee INR 10,800 paid to the credit of SBI A.C.No.62348334211, IFSC Code SBIN0020715 in the favor of Superintending Engineer (AM) AP through RTGS/NEFT only. Please note DDs are not allowed

- All the bidders have to quote comprehensive annual charges for their services on the basis as per the scope of work and specification provided in the RFP. Bids containing impartial details and information will not be considered.

- Please read all the instruction carefully before participating and for any clarification, if needed, please contact undersigned:

- The address for communication pertaining to any queries is as follows:
  The Commissioner and Director of Agri. Marketing, Old Mirchi Market Yard, Chuttugunta, Guntur-522004.

Phone: 0863-2233640, e-mail: seamp2017@gmail.com; comm_mktg@yahoo.com
3 Background of Proposal

3.1 General Information

Agricultural Marketing Department, Andhra Pradesh (referred as Department in RFP), was established in 1962, bifurcating from the Agriculture Department to enforce the provisions of the Agricultural Produce Markets Act and other schemes of the Department. The responsibilities of the Department include market regulation, market facilitation, and market promotion, market information and farmer’s welfare.

The Agricultural Marketing Department has 191 AMCs (Agriculture Marketing Committee) and 96 Rythu Bazars under it across the state wherein various agriculture and horticulture commodities like paddy, maize, groundnut, chili, turmeric, mango, Lemon and tomato etc., are traded. At present 22 markets are under e-NAM (e National Agriculture Market) where the traders and farmers can trade online.

3.2 Goals and Objectives of the RFP:

The Agricultural Marketing Department takes a number of short- and long-term interventions to ensure that the farmers in the state get better price realization. The department promotes the necessary agriculture markets infrastructure to ensure the smooth trade between farmers and buyers/traders.

The department has also setup a market intelligence cell which monitors the crop grown in the state and does the price forecasting. The department then takes the necessary measures to ensure that both farmers and consumers do not suffer because of price volatility.

Many times the department needs to communicate with the different stakeholders to disseminate the necessary information pertaining to the agriculture commodity prices and different schemes and initiatives. Also, the department would like to crowd source the data from different stakeholders, for instance, their viewpoints and feedback on any issue/policy or new initiative taken by the government. In order to strengthen the communication interface and to further enhance the performance of the department, the department intends to strengthen its social media presence and develop channels for collecting and disseminating the necessary information. In this regard, it is proposed to engage an agency for developing the web portal, creating social media pages, developing the interaction interface with the stakeholders and maintaining them.

The main objectives can be listed as follows:

- Create an authentic, timely and reliable information dissemination service using various social media platforms. Facilitate online interaction of Govt. /Representatives with farmers, Agriculture Marketing Committee Staff, Traders, Media, Civil Society, Corporate and other relevant stakeholders using social media.
- To create engaging content suitable to social media platforms and manage timely updates
- Promote Social Media as an efficient feedback channel for the Agricultural Marketing Department
- To improve the overall reach and effectiveness of Government communication through Social Media like Face book, Twitter, LinkedIn, Google Plus, YouTube, etc.
• Provide real-time information related to key activities performed by various public representatives and Department of Agriculture Marketing

• Capture latest news/events from the Agricultural Marketing Department and well as District AMCs and other relevant updates and publish the same via Social Media

• **Crowd sourcing the information and opinions by reaching out to the Public through Surveys, Polls, Forms, Forums and Blogs**

3.2.1 **Scope of Work**

• The selected bidder should create and maintain Social Media accounts on existing and new platforms as per the directions of the **Agricultural Marketing Department, Govt. of AP.**

• Create engaging content that best suits various social media platforms and publish timely updates in the form of relevant text, photos, audio/video, interactive content, interviews, news, online surveys, quizzes, contests and others in Telugu and English languages in consultation with Agricultural Marketing Department, Govt. of AP.

• Plan and conduct interactive events such as Twitter Conferences, Face book Q&A, Google Hangouts, etc. on a regular basis.

• **Cover various live events especially addressed by Hon’ble CMs, other Ministers, Commissioner and Director of the Department, District JDs, ADs and other staff, Staff at Commissionerate on Twitter and Face book as directed by Agricultural Marketing Department, Govt. of AP.**

• **To create and telecast the success stories from the beneficiary’s farmers and other stakeholders.**

• Recommend Case Studies and Best Practices on the use of social media by various Local & State Governments and the Government of India.

• Monitor, all social media accounts for false, misleading, deceptive and irrelevant content and take appropriate actions in consultation with the Agricultural Marketing Department, Govt. of AP.

• Plan, design and execute innovative ways of improving the overall reach and effectiveness of Government communication in consultation with the Agricultural Marketing Department, Govt. of AP.

• Support the conceptualization & execution of any other ideas that might come from time to time as per the needs of the Agricultural Marketing Department, Govt. of AP.

• Provide daily, weekly and monthly reports by using appropriate tracking and reporting tools. Necessary reporting formats must be developed in consultation with the Agricultural Marketing Department, Govt. of AP.

• The onsite team /resources deployed for this project must report to the Commissioner and Director, Agricultural Marketing Department, on a daily basis and shall work closely with the Agricultural Marketing Department. The team shall be placed at the Agricultural Marketing...
3.2.2 Detailed Scope of Work:

A. Social Media Management

- Creation and Maintenance of FB, Twitter, g+, YouTube (live channel), Instagram, WhatsApp, Flickr, LinkedIn, and other social media pages.
- Digital marketing of the Government initiatives on various social media platforms
- Agency to filter all the social media posts and facilitate quick response by stakeholders
  - Design content appropriately for social media updating
  - Social Media Integration should promote specified initiatives taken up by DoAM.
  - Daily updates on trending topics via # hashtags and posts
  - Achieve quantifiable benchmark levels w.r.t farmers/ traders and other stakeholders experience
  - Follow international leaders/personalities and connect them to district-specific initiatives agenda to have a global impact
  - Conduct social media analytics to gain valuable insights on customer engagement
  - Submit periodic reports on social media performance
  - Other aspects to be addressed via social media integration
  - Connect stakeholders with opinions on national and international headlines
  - FB posts which can be lucrative for ongoing projects and initiatives
  - State’s progress on agriculture and allied sector
  - Upload only approved data on YouTube
  - Instagram ads should be with graphic contents how casing key developments
  - LinkedIn connections to spread workforce advertisements
  - Discussion forums to acquire views and information from different users
  - Polls to analyze public opinion

*It is the responsibility of the selected bidder to make sure all content is constructive and does not spark unnecessary attention*

B. Maintaining and Updating the Portal:

- Maintaining and updating the content on the official portal of the Agricultural Marketing Department.
- Handling of the other Database driven portal with CMS (Content Management System) and User Management to manage the requirement from Admin Interface by the multiple users. CMS with robust features and easy interface
- Portal Integration with applications/portals of key stakeholders and must be accessible on all
browsers/platforms. Should be compatible with Mobile, Tabs & iPad.

- Ability to link current interactive and social networking mediums such as Face book, Twitter, and RSS feeds, as well as the flexibility to add these types of features.
- Search Engine Optimization (SEO) to increase clicks and views on our webpages

- **Auto SMS/mail to the beneficiaries about various activities or launching of the schemes**
- The selected agency is responsible for hosting & security of the applications hosted at Cloud
- Submission for security audit and compliances to all the suggestions given by the Agriculture Marketing Department before making it lives after getting the certified audit report
- Submission of User Manual to operate the web portal and providing training to all the users nominated by the Department
- Should migrate the Hosting application to DoAM, GoAP servers as and when servers are ready.

The selected agency should conduct detailed analysis of the existing applications/interfaces Design various templates for consideration and approval of the department. Develop modules based on the approved templates covering the following aspects:

- **Content**
  - Info graphics
  - Quotes (Hon'ble Chief Minister, Commissioner and Director, DoAM, Hon'ble State Ministers Joint Director, DoAM etc.)
  - Blogs (related to Agri Marketing Department Activities), Testimonials
  - Photo and Video Gallery (events and success stories)
  - e-Books/ library

- **Updates**
  - News
  - Events
  - Review Meeting & Updates about development conducted by the Commissioner and Director, Department of Agricultural Marketing, GoAP
  - News-Letters

- **Opinion**
  - Surveys
  - Polls
  - Forms

- **Other features:**
  - Information Dissemination
  - Multilingual: The Portal would primarily be available in Telugu and English
  - Anytime, Anywhere Availability: Portal should be available 24 hours a day, 7 days a week, and accessible from anywhere in the world via the internet.

C. **Mobile Apps:**

- Design and Develop relevant Mobile applications for Android and iOS
- The CMS web application shall be compatible & integrated with the Mobile application
Please note that Relevant provisions of IT Act 2000 and RTI Act must be adhered to under the contract. Also, all the data and information posted will be the property of Agricultural Marketing Department and cannot be used by service provider in any form. Read the data protection clause 16.4 in this regard.

4 Manpower Deployment

The minimum resource requirement for this tender is as follows, however, this is a minimum requirement and the bidder is free to provide additional resources if deemed necessary. The selected bidder shall deploy highly experienced and appropriately qualified resources who have worked in social media management projects. The department may ask for the credentials of the deployed resources at the time of finalizing the contract.

**Onsite Team:** A team of 6 resources at Agricultural Marketing Department, Guntur will be present which will handle the onsite work.

<table>
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<tr>
<th>S.No.</th>
<th>Resource Role</th>
<th>No of Resources</th>
<th>Requirement</th>
<th>Period (Months)</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Project Manager</td>
<td>1</td>
<td>Minimum requirements specified in Technical Evaluation Criteria</td>
<td>An onsite team shall be available for the entire project duration of 12 months</td>
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<tr>
<td>2</td>
<td>Social Media Strategist</td>
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<tr>
<td>3</td>
<td>Graphic Designer</td>
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<tr>
<td>4</td>
<td>Content Writers</td>
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<td>• English-1</td>
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<td>• Telugu-1</td>
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<td>5</td>
<td>Analyst</td>
<td>1</td>
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<td></td>
<td><strong>Total Onsite Team</strong></td>
<td><strong>6</strong></td>
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The responsibility of providing the off-site support for complete development/maintenance of portal, mobile application, managing social media will rest with the bidding agency.

Please note that the actual number of resources will be decided at the time of entering the agreement. The sole decision of finalizing the number of resources required will be of Commissioner and Director, Department of Agriculture Marketing.

5 Key Responsibilities:

- Agriculture Marketing Department shall provide Text/Photos/AV as per the format suggested by the Agriculture Marketing Department and ratify the content developed by SI.
- Selected agency to nominate a project manager who shall interact with and collect portal related content/information from the department.
• The project manager should coordinate with the Agriculture Marketing Department updates and provide live updates on the portal, mobile apps and social media.
• The selected agency shall upload the content on portal covering various modules proposed.
• Selected agency to give week wise deliverables and the technical committee shall review the progress on a weekly basis. The selected agency should incorporate the suggestions provided.
• Selected agency to coordinate and work in a seamless manner with the Agriculture Marketing Department,
  Technical committee and other stakeholders to ensure timely delivery with desired quality.

6 Deliverables:
The deliverables will be evaluated every month and some key aspects to assess the performance of agency are:
• Profile Creation, it's content & Management
• Engaging the Professional Community on LinkedIn, Face book and other pages
• The number of Updates / Month on different media platforms
• The frequency and content quality of the Engagement
• Number of followers added to the platform and their likes, testimonial or reviews on content
• The content and frequency of the videos and animations
7 Qualification criterion for Tenderers

7.1 Tenderers can be a single entity OR a consortium:

7.1.1 The bidder can be a single entity or a Consortium between the Bidder and another entity. The Bidder must mention the Principal Bidder name in case of a consortium. All the relevant details and eligibility criteria will be considered that of the Principal Bidder. The liabilities of fulfilling the tenders’ terms and condition and thereafter the contract lies with the Principal Bidder. Please note that in case of the consortium the same shall not consist of more than two companies and shall be formed under a duly stamped consortium agreement.

7.1.2 In case of a consortium, no change in the constitution of the consortium (prime bidder/members of consortium/ stakes of any member, etc.) will be allowed without the explicit approval of Commissioner and, Agriculture Marketing Department.

7.1.3 The tender is open to all Pvt. Ltd./Public Ltd. Companies/ Proprietorship/ Partnership firms/etc.

7.2 Tenderers not to be ineligible:

7.2.1 Tenderers shall not be under a declaration of ineligibility for any reason whatsoever as issued by Government of India or any state government or any public sector undertaking of the Government of India or any state government.

7.2.2 The tenderer shall affirm its eligibility to participate in the tender. The affirmation shall be as per Annexure-2 and shall be duly signed by the person authorized as per Annexure-5.

7.3 Qualification criteria for Tenderers:

The qualification criteria for Tenderers are given below.

7.3.1 The Tenderer may be a Pvt. Ltd/ Public Ltd. Companies company/Proprietorship/ Partnership firms registered as per the corresponding registration act.

7.3.2 The Tenderer should have a minimum experience of 3 years and required resources for social media handling. The necessary proofs, like POs/ work orders/customer testimonials etc., showing the experience must be attached with the technical bid.

7.3.3 The average turnover of the Tenderer in the last three financial years namely 2016-17, 2017-18 and 2018-19 shall be minimum INR 3.00 crores. Documentary evidence duly attested by a Chartered Accountant/Company Secretary should be submitted along with the Technical Bid.

7.3.4 The company / one of the consortium partners should have executed Social Media Management Services along with Portal and Mobile Application Development of worth more than INR 10 Lakhs in last 2 years as on proposal submission due date.

7.3.5 Tenderers shall fill in particulars about fulfilling the qualification criteria in formats in Annexure-4, which shall be submitted & duly signed and stamped as detailed in this tender document.

8 Tender documents

8.1 Contents of the tender document:
This tender document includes background to the invitation, instruction to Tenderers along with the Annexures.

8.2 Clarification regarding tender documents:
Tenderers requiring any clarification regarding tender document may notify to Agricultural Marketing Department, A.P in writing before the pre-bid meeting, through e-mail, at the e-mail address indicated in this document under important instructions. The Agricultural Marketing Department will respond to all such clarification requests through email to all tenderers.

8.3 Amendments to tender documents:
• At any time prior to the deadline for submission of tenders, the Agricultural Marketing Department, A.P may, for any reason, whether at its own initiative or in response to a clarification requested by a Tenderer or as a result of the outcome of the pre-bid meeting, modify this tender document through an amendment/corrigendum without giving any notice/information to the tenderers.
• All amendments to the tender document shall be uploaded to the website and shall be binding on the Tenderers.

8.4 Pre-bid meeting of Tenderers:
• A pre-bid meeting of Tenderers would be held at the notified venue, date and time as displayed on the website of the Agricultural Marketing Department, A.P. or mentioned in the tender document.
• Tenderers may seek clarifications on the tender documents and other relevant matters. They may also suggest amendments to the tender documents. However, the Agricultural Marketing Department would have absolute discretion on accepting or rejecting the suggestions made.
9 Submission of proposal

9.1 Language of the tender:

- The tender prepared and submitted by the Tenderer shall be in English.
- Any correspondence relating to the tender between the Tenderer and with Agricultural Marketing Department, A.P shall be in the English language.
- Supporting documents and printed literature furnished by the Tenderer may be in another language provided that they are accompanied by a certified translation of the relevant passages in the English language in which case, for the purposes of interpretation of the tender, the translation shall govern. However, documents in Telugu need not be translated.

9.2 Bid documents:

The bid shall comprise of Part-A Technical Bid (including Annexure 1, 2, 3, 4, 5, 6, and with supporting document duly numbered and signed on each page) and Part-B Financial Bid (Annexure7) And all its supporting documents and attachments.

9.2.1 TECHNICAL BID:
Without prejudice to the generality of the above, the following shall form a part of the Technical Bid to be submitted by the Tenderer.

- Checklist of documents as per Annexure -1
- Letter of affirmation in a format as in Annexure-2
- General information of the Tenderer in a format as in Annexure-3
- Particulars about fulfilling the qualification criteria, along with necessary enclosures, in a format as in Annexure-4
- Power of Attorney as per the format in Annexure -5
- Declaration by the bidder as per the format in Annexure –6
- EMD as per clause 6.2.4 and Fee as per clause 9.3

- Other supporting documents like,
  - Case studies, Customer Testimonials etc.
9.2.2 Tenderers shall fill in particulars about fulfilling the qualification criteria in formats in Annexure - 4, along with supporting documents, which shall be submitted as detailed in this tender document.

9.2.3 The bid documents (Annexure 2, 3, 4, 6, 7) must be submitted on the letterhead of the Bidder whereas Annexure - 5 must be submitted on stamp paper of not less than INR 100.

9.3 EARNEST MONEY DEPOSIT

9.3.1 Tenderers participating on e-Procurement platform, the EMD should be paid to Online GoAP Account and a proof of it should be attached.

9.3.2 The earnest money deposit of unsuccessful Tenderers will be returned as soon as possible but not later than 30 days after the Selected Tenderer has signed the Contract.

9.3.3 The Earnest Money Deposit of the Selected Tenderer will be discharged upon the final empanelment and after the selected tenderer furnishing the performance guarantee as per this tender and signing the Contract.

9.3.4 The earnest money deposit may be forfeited, if the Tenderer withdraws its tender before 90 days after opening the price bid; (and/or) Does not accept the correction of errors proposed during the preliminary examination of Bids.

9.4 FEE

9.4.1 In addition to the EMD, the bidder shall invariably submit the following non-refundable fee, while uploading tender.

- Transaction Fees of INR3,540/- to be paid online
- Tender processing fee INR 10,800 paid to the credit of SBI A.C.No.62348334211, IFSC Code SBIN0020715 in favour of Superintending Engineer (AM) AP through RTGS/NEFT only. DDs are not allowed

9.4.2 In case of bidder does not submit the above fee before stipulated date and time, its tender shall summarily be rejected, for which the bidder shall be solely responsible.
9.5 **FINANCIAL BID**

9.5.1 **The Financial Bid to be submitted by the Tenderer should be as per the format specified in Annexure-7.** The tenderer shall quote the total price for providing the listed services inclusive of all the taxes.

9.5.2 The price quoted by the tenderer in the financial Bid and accepted by the Department shall be all-inclusive, like training, taxes, other expenses etc. under various State/ Central enactments, and all other costs & expenses incurred by the Contractor in carrying out the activities as described in the bid document. Any increase/ change in the statutory taxes, levies, fees etc. will also be borne by the bidder and the department will not be responsible for the same.

9.6 **TECHNICAL PRESENTATION**

9.6.1 The vendors fulfilling the basic eligibility after initial screening will be invited to provide Technical Presentation on their capabilities regarding the successful execution of the project. The date and details for Technical Presentation are noted in the Preface schedule.
10 **Process of Bid Submission**

10.1.1 The bids complete in all respect including all attachments, and supporting documents as prescribed in this RFP Document shall be uploaded by the authorized signatory as stipulated in the bid.

10.1.2 The filled and signed attachments and supporting documents are to be scanned and uploaded at space/packet provided in the bid portal. The original/attested copies of the attachments from the successful participant will be collected at the time of concluding an agreement to enable the Department to physically verify the authenticity of the documents scanned and uploaded in the e-Procurement portal, all particulars/document submitted by the Tenderer shall formpart of the Bid.

10.2 **The signing of the Tender**

10.2.1 Tenders received without the signature of the person authorized to sign the tender shall be rejected.

10.2.2 All pages of the tender shall be signed by the person or persons signing the tender and the seal of the Tenderer affixed thereon before uploading.

10.3 **Procedure for Submitting Online Bids**

10.3.1 The bidder shall submit his response through Bid submission to the tender on e-procurement platform at www.eprocurement.gov.in by following the procedure given below. The bidder would be required to register on the e-procurement if not already registered, in www.eprocurement.gov.in or https://tender.eprocurement.gov.in and submit their bids online.

10.3.2 The bidders shall submit their eligibility and qualification details, Technical bid, Financial bid etc., in the online standard formats displayed in the e-Procurement web site. The bidders 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 website. The bidder shall sign on the statements, documents, certificates, uploaded by him, owning responsibility for their correctness/authenticity. The bidder shall attach all the required documents for the specific tender during the bid submission as per the tender notice and bid document.
10.3.3 If any of the documents furnished by the bidder is found to be false/fabricated/bogus, the bidder is liable for forfeiture of the EMD, cancellation of work and criminal prosecution and blacklisting.

10.4 Deadline for Submission offenders
10.4.1 Tenders shall be submitted on or before the time and date specified in this document. In the event that the specified date for the submission of tenders is declared as a public holiday, tenders will be received up to the appointed time on the next working day.
10.4.2 The Marketing Department may, at its discretion, extend the deadline for submission of tenders by amending the tender document, in which case all rights and obligations of this Office and Tenderers before the extension of the deadline will remain the same in the extended period.
10.4.3 If any of the documents furnished by the bidder is found to be false/fabricated/bogus, the bidder is liable for forfeiture of the EMD, cancellation of work and criminal prosecution and blacklisting.

10.5 Period of Validity of Tenders
10.5.1 Unless declared to the contrary, the tender shall remain valid for a period of 90 days after the last date for submission of tender. Any tender valid for a shorter period shall be treated as non-responsive and rejected.

10.5.2 Under exceptional circumstances, the Agricultural Marketing Department may solicit the consent of the Tenderer for an extension of the period of validity. The request and the responses thereto shall be made in writing.

10.5.3 The tenderer may, by communication through writing or email accept the request for extension of the period of validity. In such a case, the earnest money deposit provided shall also be suitably extended.

10.5.4 Tenderer accepting the request for extension of the period of validity would not be permitted to modify it stander.

10.5.5 The tenderer may decline to extend the validity of the tender and in such case; its tender would not be considered for acceptance.

10.5.6 The earnest money deposit furnished as by the tenderer declining to extend the validity of the tender would not be liable for forfeiture.

10.6 Withdrawal of Tenders

10.6.1 No tender shall be withdrawn in the interval between the deadline for submission of tenders and the expiration of the period of validity of the tender specified by the Tenderer in its tender. Withdrawal of a tender during this interval shall result in the forfeiture of the EMD of the Tenderer.

10.7 Right to Accept or Reject Any or All Tenders

10.7.1 The Marketing Department reserves the right to accept or reject any tender or tenders or to annul the tendering process at any stage.
11 Evaluation Procedure

11.1 Opening of Tenders by the Marketing Department
11.1.1 In the event that the date specified for the opening of tenders is declared a public holiday, tenders shall be opened at the appointed time and location on the next working day.
11.1.2 Representatives of shortlisted tenderers may be present at the time of opening of tenders. They shall sign a register evidencing their attendance.

11.2 Substantially Responsive Tenders
11.2.1 A tender shall be deemed to be substantially responsive if the Technical and Financial Bid has been submitted as per the clauses of RFP.
11.2.2 The Agricultural Marketing Department shall have absolute discretion to either consider any tender that is not substantially responsive or reject the same.

11.3 Seeking Clarification on Received Bids
11.3.1 The Agricultural Marketing Department may, at its discretion, seek any clarification from the tenderers with regard to their bids submitted. The request for clarification and the response shall be in writing.

11.4 Evaluation of Eligibility
11.4.1 The technical bid is liable for rejection, at the discretion of the Marketing Department, if-
   (a) The earnest money deposit has not been submitted or if submitted is inadequate or
   (b) Any of the documents as required in RFP have not been submitted or if submitted is defective for any reason whatsoever; or
   (c) The period of validity of the proposal is not as specified in this document; or
   (d) The Tenderer does not satisfy any of the qualification conditions prescribed in this tender; or
   (e) The Marketing Department is of opinion that the Technical Bid is not capable of consideration for any other reason whatsoever.
11.4.2 The tender will be evaluated on the basis of evaluation criteria and eligible vendors will be invited for a technical presentation regarding their experience and capability for the successful execution of the project.

11.4.3 The tender will be evaluated on the basis of technical and financial parameters with weightage shared in the ratio of 50:50

12 Evaluation of Technical and Financial Proposals
12.1 Technical Proposal Evaluation:
12.1.1 A detailed evaluation of the bids shall be carried out in order to determine whether the bidders are competent enough and whether the bidder’s Proposal technically qualifies to the requirements set forth in the RFP.

12.1.2 Bids received would be assigned scores based on the parameters defined in the table below

<table>
<thead>
<tr>
<th>S No</th>
<th>Criteria/Sub Criteria</th>
<th>Marking System</th>
<th>Maximum Marks</th>
<th>Supporting documentary evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Organizational Credentials</td>
<td></td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Average annual turnover of the bidder / prime bidder in case of consortium</td>
<td>Average Annual Turnover in any last 3 FY’s</td>
<td>10</td>
<td>Certificate from Statutory Auditor/CA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>INR 3 to 6 Cr</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>INR &gt;6 Cr</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Average annual turnover related to Social Media Management Services</td>
<td>Average Annual Turnover in last 2 FY’s</td>
<td>20</td>
<td>Certificate from Statutory Auditor/CA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>INR 10-30 Lakhans</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>INR 30-50 Lakhans</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>INR &gt;50 Lakhans</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Relevant Past Experience</td>
<td></td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Experience in handling Social Media Management Services along with Portal and Mobile Application Development for any Central Govt./Ministries /Chief Minister of any State for at least one year</td>
<td>Marks would be awarded based on the no of projects complied to this criterion</td>
<td>20</td>
<td>Copy of Work Orders/contract agreement</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No. of Projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1-2</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3-5</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>&gt;5</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Experience in handling Social Media (Twitter, Facebook, YouTube, etc.) related work for Govt. of Andhra Pradesh</td>
<td>Marks would be awarded based on the no of projects complied to this criterion</td>
<td>20</td>
<td>Copy of Work Orders/contract agreement</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No. of Projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2-4</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>
Technical Presentation (15 min) covering the following aspects before the technical committee:

- Assessment of Social Media Presence of Govt. of AP (across all Govt. Depts.)
- Social Media best practices/initiatives across India and International
- Firms approach and methodology with strategic ideas/initiatives to drive social media presence of Govt. of AP

(The timeslot for the demonstration will be intimated to all those eligible bidders who satisfy the pre-qualification criteria)

### Criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment of Social Media Presence of Govt. of AP (across all Govt. Depts.)</td>
<td>5</td>
</tr>
<tr>
<td>Social Media best practices / initiatives across India and International</td>
<td>5</td>
</tr>
<tr>
<td>Solutions Proposed</td>
<td>5</td>
</tr>
<tr>
<td>Firms approach and methodology with strategic ideas/initiatives to drive social media presence of Govt. of AP</td>
<td>5</td>
</tr>
<tr>
<td>Team/ Resource Creds</td>
<td>10</td>
</tr>
</tbody>
</table>

**Total Marks**: 100

### Note:

- **The Bidder shall submit the documents as per formats provided in this RFP.** The Bids submitted without these documents are liable to be rejected. The Technical/Evaluation Committee’s decision in this regard shall be final and binding on all.
- **Price Bid shall be opened only for those bidders who qualify with minimum 70 marks in Technical bid evaluation.**
- **In case none of the Bidders obtains the minimum score of 70, then the Authority reserves the right to reduce the minimum qualifying marks to 60 as per the case in the interest of this RFP.** The technical committee’s decision in this regard shall be final and binding on the bidder.
- **The technical proposal must not include any financial information failing which the Proposal will be rejected.**
- **Evaluation Committee may, at its discretion, call for additional information from the**
Bidder(s). Such information has to be supplied within the set-out time-frame, otherwise, the Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of the Bidders and the Proposal is liable to be rejected. Seeking additional information or clarifications cannot be treated as acceptance of the proposal.

- For verification of information submitted by the Bidders, the Committee may visit Bidder’s offices at its own cost. The Bidders shall provide all the necessary documents, samples and reference information as desired by the Committee. The Bidders shall also assist the Committee in getting relevant information from the Bidders references if desired.

12.2 Evaluation of Financial Proposal
- Financial proposals of only those firms who are technically qualified shall be opened in the presence of the bidder’s representatives.
- After the opening of financial proposals, The Bidder shall be selected on the basis of Quality cum Cost Based System (QCBS), whereby Technical Proposal will be allotted weight age of 50% and Financial Proposal will be allotted weight age of 50%.
- After evaluation of all accepted Proposals by the technical committee, a contract may be awarded to the most responsive bidder (having the highest overall score ‘S’) based on QCBS (Quality & Cost Bid Selection) system as illustrated:
  - Total score, \( S = 0.50 \times \left( \frac{\text{Technical Score of Bidder}}{\text{Highest Technical score}} \right) + 0.50 \times \left( \frac{\text{Lowest Financial Bid Received}}{\text{Financial Bid of Bidder}} \right) \).
  - The bidder having the highest overall score ‘S’ shall be invited for negotiations/ awarded contract. The client reserves the right to award a contract in whole or in part if it is in its best interests to do so.

13 Payment Terms
13.1.1 Monthly Equated Payments will be made subject to the satisfactory performance (Amortized over a period of 12 months) against the submission of an invoice
13.1.2 The advance payment will not be made in any case.
13.1.3 Payment will be done on a monthly basis upon submission of the monthly progress reports detailing the major tasks undertaken during the period.
13.1.4 Following reports must be submitted along with the Invoice
  - A detailed report containing a summary of posts, likes, followers and other relevant parameters.
  - Sentiments Report/Comment Analysis containing a public opinion on Social Media
  - Paid promotions report
  - Report on Highlights of the month such as on Social Media achievements containing milestones, live event coverage, insights, etc.
  - Any other reports specified by C&DAM.
14 **Penalty Clause**

14.1.1 If the progress of assignment is found to be non-satisfactory or delayed at any point of time or any cause, Director and Commissioner, Agriculture Marketing Department reserves the right to impose a penalty at the rate of 1% per occasion subject to a maximum of 10% of the total contract value.
15 **Awarding of the Contract**

15.1 **Notification of Award**
15.1.1 Prior to the expiration of the period of validity of tenders, The Agricultural Marketing Department will notify the lowest Tenderer in writing by letter or by e-mail to be confirmed in writing, that its tender has been accepted.

15.2 **Performance Guarantee**
15.2.1 The selected tenderer shall furnish performance guarantee for a value **equivalent to 5% of the contract value in the form of a bank guarantee from any scheduled commercial bank, valid up to three months beyond the maintenance period of 1 year.**
15.2.2 The format of the bank guarantee shall be as approved by the Marketing Department.
15.2.3 Any request for extension of time for providing the performance guarantee would not be entertained.
15.2.4 Failure of the Selected Tenderer to furnish performance guarantee to the satisfaction of the Marketing Department shall constitute sufficient grounds for the annulment of the award and forfeiture of the earnest money deposit.
15.2.5 The entire recoverable amount accrued as per terms of the contract or any other liability arising and unpaid will be charged from the above security deposit amount for which The Agency/Vendor shall have no objection.

15.3 **The signing of the Contract:**
15.3.1 The Selected Tenderer shall sign the Contract with the Marketing Department, within 7 days of award of tender as per the time stipulated in the Letter of award/intent.
15.3.2 Failure of the Selected Tenderer to sign the contract within the stipulated time shall constitute sufficient grounds for the annulment of the award and forfeiture of the Earnest Money Deposit.
16 Miscellaneous

16.1 Liability and Indemnity

16.1.1 The successful bidder shall indemnify the Department for any loss, costs, expenses or damages that may be incurred or caused or suffered due to or as a result of lapse, error, commission, omission, negligence etc. on the part of bidder or any of their staff, agents, representatives, employees.

16.1.2 In the event of the bidder having been adjudged as insolvent or going into liquidation or winding up their business or making arrangement with their creditors, the department shall be at liberty to terminate the contract forthwith and to realize from the bidder all resultant losses, damages, costs incurred without prejudice to any other rights or remedies under the contract and law.

16.1.3 The department shall also have, without prejudice to other rights and remedies, the right in the event of breach by the bidder of any of the terms and conditions of the contract, or failing to observe any of the provisions, obligations governing the contract, to terminate the contract forthwith and to forfeit the Security Deposit or any part thereof for recovery of all losses, damages, costs and expenses which may be incurred by department consequent to such termination and/or in completing the assignment. The department may also effect recovery from any others sums then due to the bidder or which at any time thereafter may become due under this or any other contract with the department. In case the sum is not sufficient to cover the full amounts recoverable, the bidder shall pay the department on demand the entire remaining balance due.

16.2 Limits on Promotion

The bidder(s) shall not perform any kind of promotion, publicity or advertising etc. through any kinds of hoardings, banners or the like without prior approval of concerned authorities.

16.3 Confidentiality

Agriculture Marketing Department, GoAP may allow the selected bidder to utilize highly confidential information as per the needs of the Project and the bidder (including its employees, contractors, agencies and representatives) shall maintain the highest level of secrecy, confidentiality and privacy with regard thereto. No member of bidder’s team shall, without prior written consent from Agriculture Marketing Department, GoAP, make any use of any Confidential and Proprietary Information given, except for purposes of performing this Agreement.

16.4 Data Protection

All data produced or obtained as part of this engagement shall be a property of the Agriculture Marketing Department, GoAP and must be submitted to the Agriculture Marketing Department as required. Any misuse/leakage of the data can lead to cancellation of the contract and the department shall initiate legal action against the agency/its employees.

16.5 Liability of Personnel
16.5.1 The Agency shall be solely responsible for complying with all statutory responsibilities and liabilities in respect of the personnel engaged by him and liable for obtaining all mandatory registrations and deposit of contribution under various enactments. There shall not be any Master servant relationship between the Agency’s personnel and Department of Agricultural Marketing.

16.5.2 If, on account of default of the Agency, the department is compelled to make any payments/contributions or discharge any responsibility/liability of the Agency, the department shall been titled to recover and/or set off such amounts/expenses incurred from the amounts due to the Agency under this or any other contract with the department without prejudice to the right of department to initiate appropriate legal proceedings for recovery of such amounts.

16.5.3 The Agency shall indemnify the department against all claims what so ever arising out of his default in respect of the personnel engaged by him under any Statute/Law in force. The department shall in no way be responsible for any liabilities arising out of the Agency’s contractual obligation with its personnel, experts, engineers, subcontractors, licensors, collaborators, vendors, or subsidiaries, including but not restricted to statutory obligations towards EPFO, Income Tax department etc.

16.5.4 The Agency shall maintain and submit all Records & Returns prescribed under all the applicable enactments to the designated Authorities within the prescribed time limit and also inform to the Special Commissioner and Director of Agricultural Marketing or any Officer acting on the contract as entered into between Department of Agricultural Marketing, Andhra Pradesh and the Contractor shall in no way nullify, reduce, mitigate or absolve the parties of any responsibility, obligation or liability that may devolve upon them under any statutory/mandatory provisions prevailing in India. Liabilities of the Bidder in respect of obligatory laws remain unaffected and Bidder shall remain responsible for settlement of claims, if any, of third parties who may suffer damages either due to the fault of the Bidder or its employees and Associates.

16.5.5 Contractor shall be solely responsible for all claims arising out of any damage, accident, death etc. of the personnel of the contractor

16.6 Corrupt or Fraudulent Practices

16.6.1 The Marketing Department requires that Tenderers observe the highest standard of ethics at the time of bidding and while providing services to the Marketing Department. In pursuance of this policy, for the purposes of this clause,

- "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of an official in the procurement process or in contract execution; and

- "Fraudulent practice" means a misrepresentation of facts in order to influence the procurement process or the execution of a contract to the detriment of Marketing Department and includes collusive practice among Tenderers (prior to or after tender submission) designed to establish tender prices at artificial non-competitive levels and to deprive the Marketing Department of the benefits of free and open competition.
16.6.2 The Marketing Department may reject the tender of the Lowest Tenderer/any other Tender if it determines that the Tenderer has engaged in corrupt or fraudulent practices in competing for the contract in question.

16.6.3 The Marketing Department may withdraw the notification of award if it determines that the Selected Tenderer has engaged in corrupt or fraudulent practices in competing for the contract in question.

16.6.4 The Marketing Department may declare a Tenderer ineligible, either indefinitely or for a stated period of time, to be awarded a contract, if it at any time it determines that the Tenderer has engaged in corrupt or fraudulent practices in competing for the contract in question.

16.7 Conflict of Interest

16.7.1 The Bidder participating in the bidding process must not have a Conflict of Interest. A Conflict of Interest is considered to be a situation in which a party has interests that could improperly influence that party's performance of official duties or responsibilities, contractual obligations, or compliance with applicable laws and regulations.

16.7.2 A Bidder may be considered to be in conflict of interest with one or more parties in a bidding process of, including but not limited to:—

- Have controlling partners/shareholders in common, or
- Receive or have received any direct or indirect subsidy from any of them, or
- Have the same legal representative for purposes of the Bid, or
- Have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the bid of another Bidder, or influence the decisions of the tendering entity regarding the bidding process, or
- The Bidder participates in more than one Bid in a bidding process. Participation by a Bidder in more than one bid will result in the disqualification of all bids in which the bidder is involved, however, this does not limit the inclusion of the same subcontractor, not otherwise participating as a Bidder, in more than one bid, or
- The entity or any of its executive that participated as a consultant in the preparation of DPR.

16.8 Termination of Contract

16.8.1 Tender Inviting Authority may without prejudice to any other remedy for breach of contract, by written notice of default with a notice period of 15 days, sent to the Successful Bidder, terminate the contract in whole or part,

i. If the Successful Bidder fails to deliver any or all of the services within the time period(s) specified in the Contract, or within any extension thereof granted by Tender Inviting Authority; or

ii. If the Successful Bidder fails to perform any of the obligation(s) under the contract; or

iii. If the Successful Bidder has engaged in fraudulent and corrupt practices in competing for or in executing the Contract.
16.8.2 In the event of Tender Inviting Authority terminating the Contract in whole or in part, Tender Inviting Authority may engage other Bidders, upon terms and in such manner, as it deems appropriate, the services similar to those and delivered and the Successful Bidder shall be liable to Tender Inviting Authority for any additional costs for such similar services capped to total amount paid to the consultant. However, the Successful Bidder shall continue the performance of the Contract to the extent not terminated.

16.8.3 Tender Inviting Authority may at any time terminate the Contract by giving written notice with a notice period of 15 days to the Successful Bidder if the Successful Bidder becomes bankrupt or otherwise insolvent. In this event, the termination will be without compensation to the Successful Bidder, provided that such termination will not prejudice or affect any right of action or remedy that has accrued or will accrue thereafter to Tender Inviting Authority.

16.8.4 Tender Inviting Authority may by written notice, with a notice period of 15 days sent to the Successful Bidder may terminate the Contract in whole or in part at any time for its convenience. The notice of termination shall specify the termination is for Tender Inviting Authority's convenience, the extent to which performance of work under the contract is terminated and the date upon which such termination becomes effective. On termination, the Successful Bidder is entitled to compensation to the extent of work done till the date of termination.

16.9 Dispute Resolution and Litigations

16.9.1 Any dispute regarding operation and maintenance of processing lines shall be resolved in accordance with the guidelines for dispute resolution by the Disputes Committee for Online Markets issued by the Director, Agricultural Marketing Department, Government of Andhra Pradesh vide Order No. Proc.No. MR/47/2016, dated 10-2017 (see website: www.tender.apeprocurement.gov.in).

16.9.2 Subject to the aforesaid, the Courts in Guntur or adjured city alone shall have jurisdiction in respect of any matter arising from or related to this tender or the Contract.
# Annexure -1

## Check list for TENDERNO: ____________________________

Project: Handling the social media presence for social media handling for creating awareness among stakeholders on various initiatives taken by the Department of Agriculture Marketing

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>Eligibility/ Page No.</th>
<th>Remarks (If something is not applicable)</th>
</tr>
</thead>
</table>
| 1.   | EMD: Payment ID No________
     |             |                        | Yes/No                                   |
|      | ________________________Dated____ |
|      | For(INR.)___________________
     |             |                        |                                          |
| 2    | Processing Fees Details
     |             |                        | Yes/No                                   |
|      | Amount(INR.)_____________ |
|      | Paid: Through NEFT/RTGS: Receipt No 
     |             |                        |                                          |
|      | ________________________ Dated____ |
| 3    | Tender Fees Details:
     |             |                        | Yes/No                                   |
|      | Payment ID No:
     |             |                        |                                          |
|      | __________ Dt;________ Amount: |
|      | ________________________ |
| 4    | **Annexure2** Letter of Affirmation: on Letter head | Yes/No |
| 5    | **Annexure3** General information: on Letter head | Yes/No |
| 6    | **Annexure4** Information on qualification criteria:
     |             |                        | Yes/No                                   |
|      | on Letter head |
| 7    | **Annexure5** Power of Attorney: on Stamp paper of
<pre><code> |             |                        | Yes/No                                   |
</code></pre>
<p>|      | INR100/- |
| 8    | <strong>Annexure6</strong> Declaration: on Letter head | Yes/No |
| 9    | <strong>Annexure7</strong> Financial Bid Form : on letter head | Yes/No |
| 10   | Company Registration Certificate | Yes/No/NA |
| 11   | PAN Copy/TIN No. of company | Yes/No/NA |
| 12   | GST Certificate | Yes/No/NA |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>13.</td>
<td>Service Tax Registration</td>
<td>Yes/No/NA</td>
</tr>
</tbody>
</table>
|14. | **Audited Balance Sheet:**  
2016-17, Turnover Value (INR Cr.) | Yes/No/NA |
|   |  
2017-18, Turnover Value (INR Cr.) |   |
|   |  
2018-19, Turnover Value (INR Cr.) |   |
|15. | Proofs in support of executing similar projects/Assignments  
Enclose the relevant purchase orders/ completion certificate/ letter from client | Yes/No/NA |
|16. | Agreement between bidders in case of consortium. | Yes/No |
|17. | Case Studies if any | Yes/No |
|18. | Other supporting documents for Technical Bid | Yes/No |

Signature of the Tenderer with Company  
Seal and Date
Annexure-2

Letter of Affirmation

(To be given in the letterhead of the Tenderer)

To
O/o. Commissioner and Director of Agri. Marketing,
Old Mirchi Market Yard,
Chuttugunta, Guntur-522004.

Sir,

It is hereby affirmed that we, M/s.____________(Name of the Tenderer to be filled in) have not been declared ineligible by Government of India or any state government or any public sector undertaking of the Government of India or any State Government and are not ineligible to participate in the tender for operations and maintenance of the invited by you vide Tender No. _______ dated_______.

Yours sincerely,
authorized signatory
Annexure-3

Format for furnishing general information about the Tenderer
(To be given in the letterhead of the Tenderer)

To
The Commissioner and Director of Agri. Marketing,
Old Mirchi Market Yard,
Chuttugunta, Guntur-522004.

Sir,

We are herewith furnishing the following general information.

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Particulars</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Name of the Company/ Agency</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Year of incorporation</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Nature of the Company (Registered Company)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Registered Office Address</td>
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</tr>
<tr>
<td></td>
<td>Office Telephone Number</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mail ID</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Contact Person</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Telephone / Mobile Number</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Email Address</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Local presence at Andhra Pradesh</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Office Address</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Office Telephone Number</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fax Number</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Contact Person (in Andhra Pradesh)</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------</td>
<td>-------------------------</td>
<td></td>
</tr>
<tr>
<td>Telephone / Mobile Number</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Registration Details</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Permanent Account Number</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(PAN)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GST Registration Number</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banker’s Name, Address and Account Number</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Annexure-4

Format for furnishing information on satisfying qualification criteria along with supporting documents

To
The Commissioner and Director of Agri. Marketing,
Old Mirchi Market Yard, Chuttugunta,
Guntur-522004

Sir,

We are herewith furnishing details on satisfying eligibility criteria along with supporting documents.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Qualification Criteria</th>
<th>Supporting document required</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Bidder shall have an experience not less than 3 years ending 31st December 2019, in the field of setting up similar projects</td>
<td>Registration certification of the firm issued by competent authority/ Partnership deed/ Certificate of incorporation, etc., as applicable.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>The bidder shall be a proprietorship/ partnership firm OR Limited Co. or Private Limited Co., having a registered establishment in India.</td>
<td>Enclosed / Not Enclosed</td>
</tr>
<tr>
<td>3.</td>
<td>The minimum average annual turnover of the bidder from setting up food processing centers for last three financial years, i.e., FY 2016-17, FY 2017-18 and FY 2018-19 must be not less than INR 3.00 Crore.</td>
<td>Certificate from a Chartered Accountant certifying the turnover with its ICAI Registration Number &amp; Seal. Audited balance sheet for FY 2016-17, FY 2017-18 and FY 2018-19</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Enclosed / Not Enclosed</td>
</tr>
</tbody>
</table>

Email: comm_mktg@yahoo.com
<table>
<thead>
<tr>
<th>4.</th>
<th><strong>The bidder should have an experience of</strong> portal development, social media handling and data crowd sourcing and business worth above 10 lakhs in last 2 years from such services</th>
<th>Documents like Pоказ showing order value, satisfactory service reports, Testimonials from the customers etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enclosed / Not Enclosed</strong></td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>
| 5. | **The bidder should have registered number for**  
I. Certificate of Incorporation  
II. GST Registration  
III. PAN | Certificate of Incorporation GST Registration number PAN number |
| **Enclosed / Not Enclosed** |---|---|

Certified that, the above information furnished is true and correct to the best of our knowledge and belief. I/We am/are well aware of the fact that furnishing of any false information/fabricated document would lead to rejection of my Bid at any stage without prejudice to any other rights that the Department may have under the Contract and Law.

Place:  
Date:  
Authorized signatory
Annexure-5

Power of Attorney for the signing of Tender
(To be executed on a 100Rs stamp paper)

Know all men by these presents, We, ___________ (name of the company and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize Mr./ Ms (Name), son/daughter/wife of ________ and presently residing at ______________ who is presently employed with us and holding the position of __________ as our true and lawful attorney (hereinafter referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our tender for providing e-transport permit Services for the Regulated Markets in Andhra Pradesh, including but not limited to signing and submission of all applications, tenders and other documents and writings, participate in Tenderers' and other conferences and providing information/responses to the Company, representing us in all matters before the Company, signing and execution of all contracts including the agreement and undertakings consequent to acceptance of our tender, and generally dealing with the Company in all matters in connection with or relating to or arising out of our tender for providing the said services and/or upon award thereof to us and/or till the entering into of the agreement with the Company.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE ___________________________ THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS ______________ DAY OF 2019/2020.

For ___

(Signature)
(Name, Title and Address)

Witnesses:
(Signature)
(Name, Title and Address)

Accepted by [Authorized]

(Signature)
(Name, Title and Address of the Attorney)

**Notes:** The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.

Also, wherever required, the Tenderer should submit for verification the extract of the charter documents and documents such as a resolution/power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Tenderer.
Annexure-6

Declaration by the Bidder regarding Qualifications

In relation to my/our Bid submitted to Agricultural Marketing department for social media handling and creating awareness among stakeholders on various initiatives taken by the Department of Agriculture Marketing in response to their Notice Inviting Bid No.-______________.

I/we hereby declare under that:

- I/we possess the necessary professional, technical, financial and managerial resources and competence required by the Bidding Document issued by the Procuring Entity.
- I/we have fulfilled my/our obligation to pay such of the taxes payable to the Union and the State Government or any local authority as specified in the Bidding Document;
- I/we are not insolvent, in receivership, bankrupt or being wound up, not have my/our affairs administered by a court or a judicial officer, not have my/our business activities suspended and not the subject of legal proceedings for any of the foregoing reasons.
- I/we do not have, and our directors and officers not have, been convicted of any criminal offence related to my/our professional conduct or the making of false statements or misrepresentations as to my/our qualifications to enter into a procurement contract within a period of three years preceding the commencement of this procurement process, or not have been otherwise disqualified pursuant to debarment proceedings;
- I/we do not have a conflict of interest as specified in the Act, Rules and the Bidding Document, which materially affects fair competition.
- I/we have not been blacklisted or debarred by any state or government agency for providing any of the similar kind of services.
- My/our contract has not been terminated before the expiry of the contract with any central/ state Govt.
- I/we acknowledge that our Earnest Money Deposit and/or Security Deposit has not been forfeited by any central/ state Govt. Department, during the last five years from the last date of bid submission, for breach of any terms and conditions.
- I/we acknowledge that proprietor/any of the partners of the Bidder firm/any of the Directors of the Bidder Company have been at any time, convicted by a Court for an offence involving moral turpitude.

Date:       Signature of the bidder
Place:     Name:
Designation:
(Company seal required)
## Annexure-7

### Financial Bid Form

<table>
<thead>
<tr>
<th>#</th>
<th>Description (Please mention the scope of work along description)</th>
<th>Unit Price (INR)</th>
<th>Total Price (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Portal Development (2 months)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Portal Maintenance (12 months)</td>
<td>Price Discovery form 2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Onsite Team for Social Media Mgmt.</td>
<td>Price Discovery form 3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Third-Party Tools for Social Media Analytics (licensing for the project duration)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Other Charges (if any)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Amount (including all taxes):**

**Total Amount in Words (including all taxes):**

---

Date: Signature of the bidder  
Place: Name:  
Designation: (Company seal required)
Form 2: Price Discovery for Portal Maintenance and Social Media Handling (one year)

<table>
<thead>
<tr>
<th>#</th>
<th>Resource</th>
<th>Man-month rate with taxes, INR</th>
<th>Required man-months</th>
<th>Total Cost, INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C=A*B</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. 

2. 

3. 

4. 

5. 

6. 

Grand Total in words
### Form 3: Price Discovery for Onsite Team

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Resource Role</th>
<th>No of Resources, A</th>
<th>Man month Rate, INR, B</th>
<th>Total Cost, INR C=A*B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Project Manager</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Social Media Strategist</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Graphic Designer</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Content Writers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• English-1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Telugu-1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Analyst</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total Onsite Team</strong></td>
<td>6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Grand Total Amount, INR in words**
Important Instructions for making Financial Bid

- Please ensure to attach the price discovery form for item No. 2 and 3.
- All the amounts should be quoted in figures and words. In case of a discrepancy in the figures and in words, the amount quoted in the words shall prevail.
- The tools/ third party tool for portal development, software subscriptions, hardware, etc. will be arranged by the bidder. No separate payment will be made against such expenses.
- The price should be inclusive of all the taxes and expenses (inclusive of Boarding and travelling expense of the onsite team). The bidder can factor in the expenses under the Other charges head (item 5 of the Financial Bid).
- The Commissioner and Director, Department of Agriculture Marketing will have absolute discretion for adding or curtailing the number of resources.
- In case any optional item is there, that has to be mentioned separately.
- The authorized person should put his/her initials on every page of the financial bid and full signature and stamp wherever mentioned/needed.