



KARNATAKA ANTIBIOTICS & PHARMACEUTICALS LIMITED
TENDER FOR SELECTION OF SOCIAL MEDIA MANAGEMENT
AGENCY

Ref.:KAPL/ISD/SM/18-19/001

Date: 9th July 2018

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Introduction:

Karnataka Antibiotics and Pharmaceuticals Limited (KAPL) is a pharmaceutical company under the Department of Pharmaceuticals coming under the Ministry of Chemicals and Fertilizers.

KAPL wants to avail the services of an agency having rich and relevant experience in the field of social and Digital Media management support, through multiple govt. channels. The response to this tender will be evaluated as per techno-commercial criteria and the most responsive bidder will be awarded the contract for executing Social Media management support related activities of KAPL. As Social Media management is a creative activity involving inputs, contents, presentation in innovative manner, only experienced agencies would be desirable.

KAPL is looking forward to Manage & develop, Designing and Updating of Social Media Platforms, its maintenance and updating of Advertisement on social accounts, contents like Copywriting, Content Creation, Public Relations, Proofreading and Editing, Customer Services and able to create visual concepts and develop overall layout and design for brochures, corporate reports, design the Facebook, Twitter, Instagram Posts, while ensuring smooth periodical postings

Invitation to bidders

KAPL intend to invite sealed cover bids in 2 bid format to hire a Social media management agency initially for a period of one year for scope of work given in this document (**Refer Annexure S**), from agency having experience and good reputation in this field and minimum total turn-over of 40 Crore for last three financial years. Tender form containing terms and conditions and detailed numerical criteria for evaluation of Technical bids eligibility criteria marking scheme and financial bid format may please be seen in our website www.kaplindia.com. The work would be awarded to the bidder identified as most responsive bidder based on quality cum cost based Selection(QCBS). Interested agencies may submit their bids in a SEALED COVER super scribing "Quotation for Social Media Management Services" along with requisite documents and DD of EMD of Rupees Twenty Five Thousand Only in favour of KAPL Bangalore.

The last date for receiving of quotation is 16th July 2018 12:00 Noon.

Please note email offers, fax offers , unsealed offers not acceptable and shall Rejected.

Validity of the proposal



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The following will be considered for the validity of the proposals deemed submitted:

1. Proposal shall remain valid for a period of 120 days from the date of opening of proposal.
2. KAPL reserves the right to reject a proposal valid for a shorter period as non-responsive.
3. In exceptional circumstances KAPL may solicit the bidder's consent to an extension of the period of validity. The request and response shall be made in writing.

Right to accept or reject any proposal:

KAPL reserves the right to annul the tender document process, or to accept or reject any or all the proposals in whole or apart at any time without assigning any reasons and without incurring any liability to the affected bidders or any obligation to inform the affected bidders of the grounds for such decision. KAPL may for any reason, modify the document from time to time. The amendments to the documents would be clearly spelt out and the bidders may be required to amend their proposal due to such amendments.

Earnest Money Deposit (EMD)

The EMD of Rs.25,000/- (Twenty Five Thousand Rupees only) shall be in Indian rupees and shall be in the form of Bankers cheque or Demand draft from any of the Nationalised/ Scheduled bank in favour of Karnataka Antibiotics and Pharmaceuticals Limited payable at Bangalore.

EMD of the successful bidder will be released after the bidder signs the final agreement and furnishes the performance bank guarantee (PBG). The PBG will be 10% of the amount mentioned in the work order.

The PBG will be returned after the period of 60 days without interest beyond the date of satisfactory completion of all contractual obligations by the party.

Preparation of Proposal

The bidder must comply with the following instructions during preparation of Proposals:

1. The Bidder is expected to carefully examine all the instructions, guidelines, terms and conditions and formats of this Tender Document, failure to furnish all the necessary information as required by the Tender Document or submission of a proposal not substantially responsive to all the requirements of the Tender Document shall be at Bidder's own risk and may be liable for rejection.



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2. The proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the Proposal.

3. The proposal shall be signed in indelible ink by the Bidder or duly authorized person(s) to bind the Bidder to the Work order. The letter of authorization shall be indicated by written power of attorney and shall accompany the Proposal.

4. No bidder is allowed to modify, substitute or withdraw the proposal after its submission.

Eligibility

S.No.	Criteria	Documentary evidence
1	The firm agency should be a registered entity with minimum Eight years of existence on the day of the bid submission.	Certificate of incorporation registration PAN card service tax registration certificate for the firm and for all Consortium partner
2	The firm agency should have minimum total turn-over of 40 Crore for last three financial years.	Audited balance sheet and profit and loss statement for the last three financial years countersigned by chartered accountant
3	In last 3 years, from agency any member of the consortium must have completed in progress minimum 3 projects of Social Media Development in government or in private sector.	Work order / client completion certificate
4	The firm agency must have minimum 80 experienced professionals.	Self / HR certification
5	The firm agency all member of the consortium should not have been blacklisted by central or State Government and PSU details of any litigation arbitration cases that form agency we presently engaged against Government of India	Self – Certification
6	EMD and attender fees	DD / pay order

The Vendor has to Design, Develop and Update within the three working days from the allocation of work order along with social media incorporation. The vendor has to collect the information from the existing website and KAPL officials.



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All social media accounts has to be made from the credentials given by the KAPL officials.

Evaluation of Technical Proposal

The technical evaluation shall be based on the parameters and weightage as mentioned in the tables below:

Note: The technical proposal must not include any financial information failing which the proposal will be rejected

Sl.No.	Parameters	Maximum points	Point System
1	Profile of the Bidder: Experience of Agency for state or Central government or any PSU or private sector	10 points	= >10 years - excellent (10) 7 - 9 years - very good(6) 5 - 7 years good (4) 3-5 years - average(2)
2	a. Experience on project wise for state or Central Government or Private Sector The experience outside government / PSU may also be considered for evaluation of Technical proposal b. Minimum 2 projects with Government / State/ PSU	20 points	a. 1 Project Average (2) 2 Projects - Good (4) 3 Projects very good (6) 4Projects Excellent (8) 5 or More than 5 Projects Outstanding (10) (b) 1 Project Average (5) 2 Projects Good (10)



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Sl.No.	Parameters	Maximum points	Point System
3	Profile of series of the professionals to be deployed for this work	20 points	Committee will evaluate as per submitted CVs
4	Overall financial strength of the bidder in terms of average turnover for last 3 financial years	20 points	>= 14 Crore excellent (20) 10-13 crore Very good (15) 5-9 crore Good (10) 1-4 crore Average (5)
5	PowerPoint presentation in (15 minutes) giving following details 1. Evaluation of Social media activity project plan. 2. Ideas / Strategic initiatives that could be taken up by KAPL as part of its initiatives.	30 points	Committee will evaluate
	Total	100 Points	

Payment Terms: Advance payment will not be made in any case. Payment will be made as per the following schedule:-

Payment in %	Time
25% of the total work order	completion of the first quarter
25% of the total work order	completion of the second quarter
25% of the total work order	completion of the third quarter
25% of the total work order	After completion of work



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All payment will be subject to issuance of successful and satisfactory deliverables for the period by the concerned controlling officer. All payments shall be made on receipt of invoice with all supporting documents within 30 days of receipt of claim by the company.

No payments for any additional work (Other than the contracted as per scope of work order of the RFP) which has not been approved in writing by the competent authority in the company will be made

Termination: The work order can be terminated by the company, if the services are not up to its satisfaction after giving an opportunity for improvement within a period of 30 days, to the selected agency of being heard and recording of the reasons for repudiation

Liquidated Damages (LDs): In case of delay in supply of services to be provided within the prescribed period in the work order, liquidated damages will be charged at the rate of 1% of the Contract Value per week. LDs will however not exceeding 10% of the total contract value in a year.

Penalty and Forfeiture of EMD & PBG:

In case bidder withdraws or changes his / her quotation, EMD will be forfeited, refusal or inability or delay by the successful bidder to supply all deliverables as per scope of work at the contracted rate or any false statement in the bid may result in termination of the contract and forfeiting of EMD / performance guarantee as well as disqualification of the bidder from participating in future tenders. PBG in full or part.(0.5% per week of the work order up to 10 weeks and maximum.0.75% thereafter for another 10 week) may be forfeited in the following cases:

- a. When any terms and conditions of the work order are breached and the breaches are Not rectified within a period of 30 days.
- b. When the bidder fails to provide services desired, satisfactorily.

Checklist for technical evaluation

All the bidders are to confirm the checklist and mark the details as per format and score themselves in Self Marking Column



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Sl.No	Parameters	Max Marks	Check list & Details	Self Marking
1	Profile of the Bidder Experience of Agency for state or Central government or any PSU or private sector	10	Yes/No 1. PO/Cert. From dt page Nos. 2. PO/Cert. From dt page Nos. 3. PO/Cert. From dt page Nos.	
2	a. Experience on project wise for state or Central Government or Private Sector The experience outside government / PSU may also be considered for evaluation of Technical proposal b. Minimum 2 projects with Government / State/ PSU	10 10	Yes/No 1. PO/Cert. From dt page Nos. 2. PO/Cert. From dt page Nos.	



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3	Profile or CVS of the professionals to be deployed for this work	20	Yes/No page No.	
4	Overall financial strength of the bidder in terms of average turnover for last 3 financial years	20	Yes/No Matrix of minimum of 10 resources in terms of qualifications (graduation onwards) with percentage of marks obtained experience with special Emphasis to present assignment and skill set to be attached as per form Page No -----	
5	PowerPoint presentation in (15 minutes) giving following details 1. Evaluation of Social media activity project plan. 2. Ideas / Strategic initiatives that could be taken up by KAPL as part of its initiatives	30		

Eligibility checklist

Eligibility form to be completed by Bidder and to be submitted as part of Bid document

Sl.no.	Criteria	Documentary evidence
1	Experience of Agency for state or Central government or any PSU or private sector	Yes / No Organization name ----- 1. Reg Certificate(s) ----- Dt(s)-----Page.No.(s) 2. PAN certificate(s)/Card(s)----- Page No.(s) --- 3. Service Tax certificate(s) ---- Page No(s)
2	The Firm / Agency should have an average turnover of INR 14 Crores during the last three financial years	Yes / No 1 FY2014-15 Rs.----- Page Nos.----- 2.FY2015-16 Rs.----- Page Nos----- 3 FY2016-17 Rs.----- Page Nos.----- Average Turn Over Rs.-----



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3	In last 3 years, Firm/ Agency must have completed/ In progress minimum 3 projects of Social Media Development in government or private sector.	Yes / No 1. Work Order form --- ---dt ---- Page Nos.--- 2. Work Order form ---- dt ---- Page Nos.---- 3. Work Order form -----dt ---- Page Nos.---
4	The firm / agency must have minimum 80 experienced professionals on the company payroll.	Yes/No Self /HR certificate Page Nos.-----
5	The firm / agency should not have been blacklisted by central or State Government and PSUs	Yes/No Self certificate at Page No.-----
6	Details of EMD	Yes /No Page No. No.-----



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ANNEXURE QF

Quotation Format

Sl.no	Item Description	Quantity	UOM	Rate (inclusive of all .excl.GST). Rate for one person	GST %	Total amount (incl. of all taxes/ charges)	Total amount in words
1.	Annual Cost						
a.	Creative Info graphics	1	Nos				
b.	Transmission /Publicity	1	Nos				
c.	Content Creator	1	Nos				
2	Company Backend Support charges		Lump sum				
	TOTAL						
	Total in words						



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ANNEXURE –S

The detailed scope of work is as under:

- a) Agency will be responsible for complete takeover of the existing Social Media channels of KAPL and create new channels as and when required .
- b) Management of Facebook, Twitter, Google+, YouTube, Blogs, Instagram and other social media identities of the KAPL
- c) Publication including design, artwork, graphics, layout and content editing etc. regarding the Various Events, Achievements and important articles related to business of the company.
- d)The Agency will be responsible for creation of aesthetic and meaningful content in the form of digital slides, graphs/charts, presentations, editing/creation of video/audio clips etc. from the raw inputs received from various departments of KAPL and other sources so as to upload this in all types of social media platforms. The content should be such that it could be uploaded or played on all social media platforms.
- e) Uploading of new & other creative contents on various social media platforms such as Face book, YouTube, Google, twitter etc. or any new platforms/tools emerging in future and ensure enhanced market reach and digital marketing
- f) Create social media strategy to increase traffic to sites and applications/services to deep rural level for primary and secondary stakeholders for KAPL.
- g) Agency will regularly interact with MyGov team on behalf of KAPL and ensure all the information, blogs etc are submitted after approval by KAPL in due time and all KAPL contents are updated.
- h) Awareness/recall across all social media platforms
- i) Getting to know newer platforms for social media engagement and suggesting strategies to KAPL accordingly.
- j) Agency has to be regularly involved in Populating, publishing and updating the content as and when required on 24X7 basis. The frequency of information will be on a continuous and daily basis.
- k) Generate awareness and buzz about company's activities and engage citizens over initiatives and probe them for participation and spreading it. The persons deployed will have to be in regular touch with concerned officers of KAPL for any planned event, new report releases and so as to publish them online.
- l) Round the clock running of social media sites, updating, analyzing social media trends, moderation and intervention as and when required
- m) Feedback/comment management on regular basis, moderation of pages on regular basis to keep the social media site free from spam/advertisement/ inappropriate contents, appropriate tagging etc.



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- n) Expanding the reach & penetration of activities, citizen participation via social media & SEO (Search Engine Optimization).
- o) Manage response on social accounts through setting up standard response management processes in coordination of KAPL's Officials. Feedback, messages and any other communication received from visitors to the sites shall be responded only in consultation with authorized officers concerned from time to time by regular follow ups.
- p) Agency should be able to develop interesting and domain related content in a meaningful way targeting all sort of stake holders.
- q) Agency should ensure that significant posts made by the public on all the KAPL's social networking platforms are monitored on a real time basis and is brought to the notice of the designated KAPL's official on daily basis. The details of "Likes, Followers and comments and posts " in exact number to be reported on daily basis
- r) Agency should coherently plan and design campaigns, competitions so as to have correct information to be broadcasted with better social outreach.
- s) Agency should be able to provide detailed analytics & reports about Social Media activities on all platforms and people engagements.
- t) Agency would also be responsible for advertising of KAPL related activities on the social media platforms.
- v) Gate Keeping: Moderation of all the platforms to deal with spam, unauthorized advertisements, inappropriate content etc.
- w) Media Tracking: Use a good industry standard monitoring tool for analyzing comments/Remarks about KAPL across online media, including websites, forums, blogs, social media platforms, etc., national and international.
- x) Tagging: Create relevant tagging & linkages of content on the all platforms as mutually decided.
- y) Photo Bank: A still Photo Bank with cataloguing needs to be developed consisting of atleast 1000 high quality and high resolution aesthetic photographs (Corbis or Getty Images quality) of relevant activities and events.
- z) **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored. All copyright will retain with KAPL. All the media content created, photos & videos collected will bear the copyright of KAPL. The interest of KAPL pertaining to IPR/copyright will be governed by Intellectual Property Law and any of unauthorized disclosure will attract Penal Provision as per rule.
- aa) **Reports:** The agency must submit weekly Effectiveness Analysis and MIS Reports" to KAPL on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of KAPL in the Social Media Platforms and the results achieved.



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ab) **Archives.** Maintenance and indexation of archives in user friendly electronic formats to facilitate easy retrieval. Authorized persons of KAPL will have complete access to the records at all times and all material will be the sole property of the KAPL. (Bidders to indicate how the archive would be made available).
