

REQUEST FOR PROPOSAL



SELECTION OF CONSULTING AGENCY FOR ESTABLISHMENT OF SOCIAL MEDIA UNIT UNDER



Cuttack Development Authority (CDA),

Government of Odisha

Arunodaya Bhawan, Link Rd, Cuttack,

Odisha 753012

Website: <https://cdacuttack.nic.in/>

Table of Contents

Contents

1.	Background.....	3
2.	Factsheet	3
3.	Project Background.....	4
4.	Specific Goals:.....	5
5.	Detailed Scope of Work	5
6.	Instruction to the Bidders	13
6.1.	General.....	13
6.2.	Compliant Proposals / Completeness of Response	13
6.3.	Pre-Bid Meeting and Clarifications.....	14
6.3.1.	Pre-Bid conference.....	14
6.3.2.	Responses to Pre-Bid Queries and Issue of Corrigendum	14
6.4.	Key Requirements of the Bid.....	15
6.4.1.	Right to Terminate the Process.....	15
6.5.	Submission of proposal	15
6.5.1.	Instruction to Bidders for Bid Submission.....	15
6.5.2.	Searching for Tender Documents	15
6.5.3.	Preparation of Bids	15
6.5.4.	Tender Validity	16
6.5.5.	Submission and Opening of Proposals	16
6.5.6.	Late Bids	16
6.5.7.	Proposal Preparation Costs.....	16
6.5.8.	Language	17
6.5.9.	Acceptance and Rejection of Bids	17
6.6.	Evaluation Process.....	17
7.	Evaluation Criteria.....	18
7.1.	Pre-qualification Criteria	18
7.2.	Technical Evaluation Criteria	21
7.3.	Evaluation of Commercial Bids.....	22
7.4.	Final Evaluation of Bids	23
8.	Project Duration	23
9.	Payment Terms	23
10.	Service Level Agreement (SLA) and penalties on violation	23
11.	Other Conditions	25
12.	Performance Security.....	25
13.	Exit Plan.....	26
14.	Contents of Technical Proposal.....	26
15.	Appointment of Consulting Agency.....	26
15.1.	Award Criteria	26

“SELECTION OF CONSULTING AGENCY TO ESTABLISHMENT OF SOCIAL MEDIA UNIT UNDER CDA”

15.2. Right to Accept Any Proposal and to Reject Any or All Proposal(s)	26
15.3. Purchaser’s Procurement Rights	26
15.4. Notification of Award	27
15.5. Contract Finalization and Award.....	27
15.6. Signing of Contract.....	28
15.7. Failure to Agree with the Terms and Conditions of the RFP	28
15.8. Conflict of Interest	28
15.9. Limitations of liability	28
16. Formats.....	29
16.1. CV Format.....	29
16.2. Bidder’s Organization (General Details).....	30
16.3. Acceptance of Terms & Conditions (Company letter head).....	31
16.4. Declaration for non-debarment	32
16.5. Bidder’s Authorization Certificate	33
16.6. Project Citation Format.....	34
16.7. Financial Bid format.....	35

1. Background

CUTTACK DEVELOPMENT AUTHORITY (CDA), Government of Odisha invites responses (“Tenders”) to this Request for Proposal (“RFP”) from Consulting firms (“Bidders”) for “**SELECTION OF CONSULTING AGENCY TO ESTABLISHMENT OF SOCIAL MEDIA UNIT UNDER CUTTACK DEVELOPMENT AUTHORITY (CDA)**” as described in this RFP, “Terms of Reference”.

Proposals must be received not later than the time, date and venue mentioned in the Fact Sheet. Proposals that are received late will not be considered in this bidding process.

Cuttack Development Authority (CDA), Odisha will award the Contract to the successful bidder whose proposal has been determined to be substantially responsive and has been determined as the most responsive bids as per the process outlined in the RFP and accepted by in given format only.

It has been decided to float tender to select an agency to provide Social Media Management support service to this department & directorate.

2. Factsheet

#	Item	Description
a)	Project Title	SELECTION OF CONSULTING AGENCY TO ESTABLISHMENT OF SOCIAL MEDIA UNIT UNDER CUTTACK DEVELOPMENT AUTHORITY (CDA)
b)	Name of Purchaser	Cuttack Development Authority (CDA)
c)	Contact Person, Address and Email	Cuttack Development Authority (CDA), Government of Odisha Arunodaya Bhawan, Link Rd, Cuttack, Odisha 753012
d)	Selection Method	QCBS (70% Weightage on Technical and 30% Weightage on Commercial Evaluation)
e)	Bid publication date	07/03/2025
f)	Last date for submission of queries by Bidders	17/03/2025 till 1 PM
g)	Pre-bid Meeting	18/03/2025 at 11.30 AM in CDA Conference Hall
h)	Pre-bid clarifications by Cuttack Development Authority (CDA), (to be uploaded in CDA website)	19/03/2025

“SELECTION OF CONSULTING AGENCY FOR ESTABLISHMENT OF SOCIAL MEDIA UNIT UNDER CDA”

#	Item	Description
i)	Last date and time for receipt of proposals from Bidders	29/03/2025 till 3 PM
j)	Date and time for opening of Pre-Qualification-cum-Technical Proposals	29/03/2025 till 4 PM
k)	Date and time for Technical Presentation	Will be communicated later
l)	Date and time for opening of Commercial Bids	Will be communicated later
m)	Bid Validity Period	120 Days
n)	Project Term	3 years

3. Project Background

The primary aim of establishing a social media wing at the Cuttack Development Authority (CDA) is to create an effective and transparent communication channel between the authority and the public. This initiative seeks to leverage the power of digital platforms to enhance public engagement, improve accessibility to information, and promote citizen-centric governance.

To monitor and execute these activities efficiently, the following Social Media Consultants have been proposed:

SL. NO	CATEGORY	QTY
1	Sr. Media Management Consultant (Project Manager)	1
2	Social Media Consultant (Posting & Grievance)	2
3	Social Media Consultant (Graphics Designer (Video & Photo Edit) & Photographer))	1
4	Social Media Consultant (Content Writer (English & Odia))	2
5	Capacity Building Consultant (Event Management)	2
6	Graphics Designer Consultant	1

4. Specific Goals:

1. **Strengthening Public Engagement:** Foster direct interaction with citizens to gather feedback, address concerns, and encourage active participation in development initiatives.
2. **Promoting Transparency:** Ensure real-time dissemination of information regarding policies, projects, and ongoing developments to build trust and accountability.
3. **Enhancing Awareness:** Inform citizens about urban development projects, schemes, and programs, while encouraging participation in civic activities.
4. **Facilitating Grievance Redressal:** Provide an accessible platform for citizens to lodge complaints, raise issues, and receive timely resolutions.
5. **Supporting Digital Governance:** Align with e-governance initiatives by integrating social media tools for efficient service delivery and communication.
6. **Crisis Communication:** Act as a reliable medium for issuing alerts and updates during emergencies, such as natural disasters or urban infrastructure issues.
7. **Showcasing Progress:** Highlight the achievements and milestones of CDA to build a positive organizational image and promote developmental efforts.

This initiative aims to position the CDA as a citizen-focused, transparent, and digitally empowered organization.

5. Detailed Scope of Work

INCREASED VISIBILITY AND BRAND AWARENESS	By maintaining an active social media presence, Cuttack Development Authority (CDA) can increase their visibility and reach a broader audience, which can help build brand awareness and recognition.
IMPROVED COMMUNICATION	Social media provides a platform for Cuttack Development Authority (CDA) to communicate directly with their stakeholders including members, customers, partners and the general public This allows for more open and transparent communication, which can help build trust and

“SELECTION OF CONSULTING AGENCY FOR ESTABLISHMENT OF SOCIAL MEDIA UNIT UNDER CDA”

OPPORTUNITY FOR FEEDBACK AND ENGAGEMENT	Social media allows Cuttack Development Authority (CDA) to feedback and engage in conversations with stakeholders which can help improve products and services, as well as bill loyalty and advocacy
COST-EFFECTIVE MARKETING	Social media platforms offer a cost-effective way for Cuttack Development Authority (CDA) to promote their products and services and reach targeted audiences through advertisements
STAY UP-TO-DATE WITH EDUCATION INDUSTRY TRENDS	Social media provides a platform for Cuttack Development Authority (CDA) to stay informed about education industry trends, news, and developments, which can help inform strategy and decision-making

The agency shall perform, inter-alia, in consultation with the client, the following tasks (but not limited to):

5.1 Social Media:

The agency will be responsible for handling, managing and maintaining the existing official social media handles of the CDA, government of Odisha, as mandated by the client. If required, initiation & creation of new social media handles will be taken up.

The agency may be assigned more social media handles as & when necessary to be maintained. It will be targeted to increase the count of verified account followers by 5% every 6 months otherwise and anything otherwise may have to be explained satisfactorily. Efforts will be made to maximize the outreach with content of quality and for sustainable & organic growth in followership for each of the assigned social media handle. Growth in followership should have wide mix of demography.

5.2 Post Frequency:

The agency shall have to maintain regularity in daily post frequency on each of the assigned social media handle. When required amount of content is not generated as per the bottom line of deliverables i.e. post count, it is expected of the agency to diligently source & post new/authentic information. In case of events, announcements, assembly sessions, visits, meetings, etc., frequency of posting will be increased (in consultation with the client), and the agency will respond to the incremental requirement.

Posts on a topic should not be duplicated on all social media platforms. Each post must be customized to suit the users & relevance of the platform. The final count of daily posts may vary for each of the assigned social media handles.

5.3 **Management:**

The selected agency will have a wide spectrum of assignments comprised only illustratively in Content creation and curation, posting and other extensive outreach efforts to spread information about state government's schemes, initiatives, policies and achievements. It will include, but will not be limited to:

- Daily content creation and posting for each of the assigned social media handle. The content guidelines will be shared with the agency. However, agency must be well equipped to create useful content seminally highlighting the accomplishment of Govt.
- Hiccup free coordination with client identified sources for inputs, content generation and authentication.
- All posts to be in accordance with the vision/objective of Govt, and aligned with the schemes under implementation and planning.
- Repackaging of content (videos, animations, photographs, gifs, text & other formats) to drive user-engagement.
- Giving periodic new look & feel to social media handles in form of artwork, creative, themes, etc. (basing upon the approval of respective offices/departments).
- Creation of new social media accounts (as directed by the CLIENT) and their maintenance.
- Tapping the relevant search audience to bring them on social media to gain followership and engagement.
- Staying topical, up-to-date and relevant with ongoing initiatives of respective offices.
- Neutralization of negative stories and propagating positive narratives of the government of Odisha.
- Facts checks on social media posts and negating false information.
- The primary language of social media content to be Odia & English content to be as per the directions of client on required occasions.

5.4 **Content Creation:**

There has to be utmost diligence in content creation. Creativity without intriguing decency at any cost should be the cornerstone of the draft and the process will not be limited to and broadly

categorized in to the following:

- Developing social media creative (images, videos, animations, gifs, etc.)
- Writing copies for social media posts (in Odia and English). Designing artwork (for posts, banners, targeted campaigns, ETC.
- Creative content generation entails recreation, conversion of packaging the available content and repackaging (videos and photographs) into suitable formats whenever necessary. This may be of various forms such as videos, images, graphics, smart art, animations, story content board, etc. The agency must be well versed with tools of designing, scheduling, performance tracking, utilizing trends & best practices for wider reach, utilizing keywords, user engagement tactics, etc. for greater visibility and reach.

5.5 Content Calendar:

- Basic and referral inputs to be obtained by the Agency from different depts. about govt, schemes, so that they will have some rudimentary preparedness.
- Pre-defined weekly content calendar for each of the social
- media platform to be shared with the client (or respective offices, as directed), a week in advance for approval
- The same cycle to be followed for approval of the content calendar throughout the year.
- Additional posts on live activities/events/announcements to be worked on, over & above the pre-defined content calendar
- The content needs to be textual, visual, audio-video based, Interactive and engaging
- Above is to be done without any interference with intellectual property rights.

5.6 Online Reputation Management & Social Listening:

Online reputation management of the Department and other assigned handles, in the digital and social media space will be incumbent upon the selected agency. The agency will use effective tools for social and real-time listening and monitoring. This will include, but will not be limited to:

- Comprehensive social media monitoring of the assigned handles/brands, through an approved in-house software and the findings to be reported to the client. The monitoring tool must have been a paid version for the entire period of contract.
- Trend monitoring: To spot and flag emerging trends.

- Brand monitoring: To monitor conversations on the brand and provide insights on incoming queries, reach, and campaign.
- Moderation of all social media platforms to address spam, unauthorized ads, inappropriate content, etc.
- Filtering of comments, providing responses to official social media profiles (upon approval), and creation of relevant tagging & linkages.
- Grievance and feedback received from public to be analyzed, filtered and shared with the client fortnightly.

5.7 Innovative Campaigns:

- The agency is required to conceptualize periodic innovative campaigns, to propagate the vision/efforts/ initiatives/achievement of the CDA, Cuttack, Government of Odisha.

5.8 Crisis Communication:

- In the event of unforeseen occurrences, which may have potential of creating negative perception about the government, the agency will have to take proactive steps to assist in diffusing the negative communications through social media communications, as deemed fit.

The agency will have to work towards sustaining and increasing the subscribers base and engagement with the website of the government of Odisha by creating new content, artwork, designing consumer engagement quiz, opinion polls, etc. It also includes working with various state departments to design and execute innovative consumer engagement activities.

5.9 Event Management:

- Brand Promotion: Enhance the department image and visibility through well-executed events.
- Client Engagement: Foster relationships with clients, stakeholders, and partners by creating memorable experiences.
- Team Collaboration: Work with internal teams and external vendors to ensure all event components are aligned and executed seamlessly.
- Budget Management: Plan and manage the event budget effectively to achieve cost efficiency without compromising quality.
- Logistics Coordination: Oversee all logistical aspects, including venue selection,

transportation, accommodations, and catering.

- **Marketing and Promotion:** Develop marketing strategies to promote events and maximize attendance.
- **Risk Management:** Identify potential risks and develop contingency plans to address them.
- **Feedback and Evaluation:** Collect and analyze feedback from attendees to measure the event's success and identify areas for improvement.
- **Innovation and Creativity:** Bring innovative ideas and creative solutions to make events unique and engaging.

5.10 **Grievance Management:**

- **Urban Development Grievances:** Address complaints related to delays, quality issues, and disputes in urban development projects.
- **Housing and Land Allotment Issues:** Resolve grievances regarding housing schemes, land allotments, ownership disputes, and documentation.
- **Infrastructure Maintenance:** Handle concerns about the upkeep of public spaces, roads, drainage systems, and other amenities managed by CDA.
- **Building Plan Approvals:** Streamline the process and address grievances regarding delays or rejections in building plan approvals.
- **Environmental and Public Health Issues:** Respond to complaints about environmental violations, sanitation, and green space encroachments.
- **Policy Clarifications:** Act as a platform for addressing public concerns about policy changes and urban development regulations.
- **Social Media Integration:** Utilize platforms like Facebook, Twitter, and Instagram for real-time grievance submission, updates, and tracking.
- **Crisis and Emergency Response:** Provide a mechanism for handling grievances during emergencies such as floods or infrastructure failures.
- **Feedback and Escalation:** Enable a feedback system for citizens to rate resolutions and establish escalation channels for unresolved complaints.
- **Data-Driven Improvements:** Analyze grievance trends to identify systemic issues and propose policy or procedural improvements.
- **Training and Capacity Building:** Equip CDA staff with skills in communication, conflict resolution, and grievance handling.
- **Transparent Reporting:** Publish regular reports on grievance statistics, resolutions, and

performance metrics.

Note: The Scope of the consultant is not limited to the above defined scope. CDA may add, modify or remove any assignment as & when required.

5.11 SPECIFIC DELIVERABLES

In the outlined broad scope of work the deliverables have been as far as practicable measured and benchmarked with the corresponding bottom-line.

Sl. No	Social media	Frequency
1	Social media content creation for each of the assigned handle, posting, scheduling and maximizing outreach efforts,	Daily
2	Comprehensive social media monitoring about the assigned handles/brands through an approved software and reporting the findings to the CDA, Cuttack	24x7 to be reported Daily
3	Short format videos like reels, etc., suited for social media engagement, for each of the assigned social media handle.	10 per month
4	Blogs, (in consultation with respective office) for each of the assigned social media handle.	5 per month
5	Preparation and design of brochures, IEC materials, flex, hoardings, walkthrough videos	Within 2 to 3 hours of intimation
6	Coverage of Photos and Videos for key events of CDA	As per prior intimation of the Authority

REPORTING		
7	Buzz trend monitoring: total number of mentions around relevant keywords along with insights on any spikes/plunge in the data and monitoring of daily perception, competition analysis, positive, and neutral & negative stories. To identify and analyze key topics of conversations happening around the government of Odisha, its functioning and political leadership.	24x7 to be reported daily
8	To identify and report influencing powers/personalities on social media, advocates of the government of Odisha, quality of content being generated and its impact.	24x7 to be reported weekly

“SELECTION OF CONSULTING AGENCY FOR ESTABLISHMENT OF SOCIAL MEDIA UNIT UNDER CDA”

9	Social media performance report, detailing the reach, engagement, user demographic details and analytics for each of the assigned handle and special Consolidated work done by the social media agency to achieve the mandate of the monthly tender, all initiatives, analytics report, impact created and achievements.	Monthly
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5.12 RESOURCE ELIGIBILITY AND EXPERIENCE

Sl. No.	Profile	Eligible & Experience
1	Senior Media Management Consultant (Project Manager)	<ul style="list-style-type: none"> • Post graduate / Master in journalism or mass communication. • 8 years of work experience leading the Communications in any State/Central Government or PSU organizations with some work experiences in Odisha.
2	Social Media Consultant (Content Writers- English/Odia (content development, drafting specialized articles & translation from Odia to English) and vice-versa.)	<ul style="list-style-type: none"> • Post graduate in Odia/ English language with PG Diploma in Journalism/Mass Communications. • 5 years of content writing/editorial experience for a media firm or government client, excellent writing and editing skills in English/Odia. • Having working experience in social & digital media management, with knowledge of copywriting, digital performance analytics, content research & reporting
3	Social Media Consultant (UI/UX Designer)	<ul style="list-style-type: none"> • B. Tech / BE /B.SC (CS) / M.SC (CS) / MCA • Having 5 years of working experience in Photoshop/ Illustrator/ Corel draw X5/ FlashCs4/ Basic html/ Adobe Premiere Pro/ Final Cut Pro/ After Effects
4	Capacity Building Consultant (Event Management)	<ul style="list-style-type: none"> • MSc / MTech in Computer Science or Information Technology or MCA/BE/B.Tech. /MBA/ Graduation with Minimum 4 Years of experience in Event Consulting/ Anchoring of similar nature of project

5	Graphics Designer Consultant	<ul style="list-style-type: none">• Degree or Diploma in graphic design• At least 3 years of experience
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*The resume of all proposed resources needs to be attached in the technical bid.

Note: The team must be available, capable and equipped to respond 24x7, keeping in mind the mandate & objective of Public Relations and communications outreach. The agency is expected to perform tasks as listed in the 'scope of work'. In addition to the above scope of work, the agency will also be responsible for any additional work assigned under the Dept.

Note: The client may demand additional manpower, if need be, on the same terms and conditions at the selected cost.

6. Instruction to the Bidders

6.1. General

- a. While efforts have been made to provide comprehensive and accurate background information, requirements and specifications, Bidders must form their own conclusions about the solution needed to meet requirements. Also, bidders may wish to consult their own legal advisers in relation to this RFP.
- b. All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by this department on the basis of this RFP.
- c. No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of Cuttack Development Authority (CDA), Odisha. Any notification of preferred Bidder status by Cuttack Development Authority (CDA), Odisha shall not give rise to any enforceable rights by the Bidder. Cuttack Development Authority (CDA) may cancel this public procurement at any time prior to a formal written contract being executed by or on behalf of this department.
- d. This RFP supersedes and replaces any previous public documentation and communications, and Bidders should place no reliance and dependence on such communications.

6.2. Compliant Proposals / Completeness of Response

- a. Bidders are advised to study all instructions, forms, terms, requirements and other information in the RFP documents carefully. Submission of the bid shall be deemed to

have been done after careful study and examination of the RFP document with full understanding of its implications.

- b. Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Bidders must:
 - Include all documentation specified in this RFP.
 - Follow the format of this RFP and respond to each element in the order as set out in this RFP.
 - Comply with all requirements as set out within this RFP.

6.3. Pre-Bid Meeting and Clarifications

6.3.1. Pre-Bid conference

- a. Cuttack Development Authority (CDA) shall hold a pre-bid meeting with the prospective bidders on **18/03/2025, 11:30 AM**
- b. The representatives of Bidders (restricted to two person) may attend the Pre-bid meeting.
- c. The Bidders should submit their queries in writing in below specified format (**in MS-Excel only**) by the schedule as mentioned in this RFP, prior to attending the pre-bid meeting.
- d. During the meeting the representatives of the bidders should only ask relevant queries which seem to be an obstacle for them to participate in the tender. All other queries will be answered and published as response sheet.

Sl. #	RFP Document Reference(s) (Section & Page Number(s))	Content of RFP requiring Clarification(s)	Points of Clarification

- e. Cuttack Development Authority (CDA) shall not be responsible for any Bidders' queries received by it in any other format. Any requests for clarifications post the indicated date and time mentioned will not be entertained by the department.

6.3.2. Responses to Pre-Bid Queries and Issue of Corrigendum

- a. The Nodal officer notified by Cuttack Development Authority (CDA) shall endeavor to provide timely response to all queries. However, the department neither makes representation or warranty as to the completeness or accuracy of any response made in good faith, nor does Cuttack Development Authority (CDA) undertake to answer all the queries that have been posed by the Bidders.
- b. At any time prior to the last date for receipt of bids, Cuttack Development Authority (CDA) may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP document by corrigenda and/or addenda.
- c. The Corrigendum (if any) and clarifications to the queries from all Bidders will be posted

only on <https://cdacuttack.nic.in/>.

- d. Any such corrigendum shall be deemed to be incorporated in this RFP.
- e. In order to provide prospective Bidders reasonable time for taking the corrigendum into account, Cuttack Development Authority (CDA) may, at its discretion, extend the last date for the receipt of Proposals.

6.4. Key Requirements of the Bid

6.4.1. Right to Terminate the Process

- a. Cuttack Development Authority (CDA) may terminate the RFP process at any time and without assigning any reason. Cuttack Development Authority (CDA) makes no commitments, express or implied, that this process will result in a business transaction with anyone.
- b. This RFP does not constitute an offer by Cuttack Development Authority (CDA). The Bidder's participation in this process may result in Cuttack Development Authority (CDA) selecting the Bidder to engage towards execution of the contract.

6.5. Submission of proposal

6.5.1. Instruction to Bidders for Bid Submission

- a. The Bidders are required to prepare and submit the Proposals in hard copy (in the given format only)

6.5.2. Searching for Tender Documents

- a. The tender document is available in the department website (<https://cdacuttack.nic.in/>). Any addendum or corrigendum related to the RFP shall be uploaded in CDA website only. Bidders are requested to visit the website frequently.

6.5.3. Preparation of Bids

- a. Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- b. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid.
- c. Bidder, in advance, should get ready with the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF formats. Bid Original documents may be scanned with 100 dpi with Color option which helps in reducing size of the scanned document.
- d. To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of providing such

standard documents (e.g. PAN card copy, GST, Annual reports, Auditor Certificates etc.) has been provided to the bidders.

6.5.4. Tender Validity

Proposals shall remain valid for a period of **120 Days** from the date of opening of the pre-qualification and technical proposals. Cuttack Development Authority (CDA) reserves the rights to reject a proposal valid for a shorter period as non-responsive and will make the best efforts to finalize the selection process and award of the contract within the bid validity period. The bid validity period may be extended on mutual consent.

6.5.5. Submission and Opening of Proposals

- a. The bidders should submit their responses as per format given in this RFP in the following manner:
 - Response to Pre-Qualification Criteria
 - Technical Proposal
 - Commercial Proposal
- b. Please Note that Prices should not be indicated in the Pre-Qualification Response or Technical Proposal but should only be indicated in the Commercial Proposal.

The Proposals submitted up to **29/03/2025, 3:00 PM** will be opened on **29/03/2025, 4:00 PM** by Proposal Evaluation Committee.

6.5.6. Late Bids

- a. Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained and shall be returned unopened.
- b. Cuttack Development Authority (CDA) reserves the right to modify and amend any of the above-stipulated condition/criteria depending upon project priorities vis-à-vis urgent commitments.

6.5.7. Proposal Preparation Costs

The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings or discussions or presentations, preparation of Proposal, in providing any additional information required by Cuttack Development Authority (CDA) to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process.

Cuttack Development Authority (CDA) will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

6.5.8. Language

The Proposal should be filled by the Bidder in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by Bidders. For purposes of interpretation of the Proposal, English translation shall govern.

6.5.9. Acceptance and Rejection of Bids

Cuttack Development Authority (CDA) reserves the right to reject in full or part, any or all bids without assigning any reason thereof. Cuttack Development Authority (CDA) reserves the right to assess the Bidder's capability and capacity. The decision of Cuttack Development Authority (CDA) shall be final and binding. Bid should be free of overwriting. All measures, correction or addition must be clearly written both in words and figures and attested. Offers not submitted in prescribed manner or submitted after due date and time are liable to rejection.

6.6. Evaluation Process

- a. Cuttack Development Authority (CDA) will constitute a Proposal Evaluation Committee to evaluate the responses of the bidders.
- b. The Proposal Evaluation Committee constituted by Cuttack Development Authority (CDA) shall evaluate the responses to RFP and all supporting documents/ documentary evidence. Inability to submit requisite supporting documents/ documentary evidence, may lead to rejection of the bid.
- c. The decision of Proposal Evaluation Committee in evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of negotiation/ discussion with the Committee.
- d. The Proposal Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals, if required.
- e. The Proposal Evaluation Committee reserves the right to reject any or all proposals on the basis of any deviations.
- f. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.
- g. Initial bid scrutiny will be held, and incomplete details as given below will be treated as nonresponsive if proposals are:
 - Not submitted as specified in the RFP document
 - Received without the Letter of Authorization (Power of Attorney)
 - Found with suppression of details
 - Found with incomplete information, subjective, conditional offers and partial offers submitted
 - Submitted without the documents requested in checklist
 - Submitted with lesser validity period
- h. All responsive Bids will be considered for further processing as below:

Cuttack Development Authority (CDA) will prepare a list of responsive bidders, who comply with all the Terms and Conditions of RFP. All eligible bids will be considered for further evaluation by a committee according to the evaluation process defined in this RFP document. The decision of the Committee will be final in this regard.

7. Evaluation Criteria

The overall objective of this evaluation process is to select the capable and qualified firm and providing associated capacity building, training and operations & maintenance support.

The Pre-Qualification proposal will be evaluated as per criteria mentioned below and only those bidders who qualify the requirements will be eligible for next set of evaluations. Technical Proposal and Commercial Proposal of Bidders who do not meet the Pre-Qualification criteria will not be opened in the portal.

The technical score of all the bidders would be calculated as per the criteria mentioned below. All the bidders who achieve at least **70 marks** in the Technical Evaluation would be eligible for the next stage, i.e. Commercial Bid opening.

Bidders should submit supporting documentary evidence with respect to the above, in absence of which their proposals will be summarily rejected.

7.1. Pre-qualification Criteria

Before opening and evaluation of the technical proposals, bidder's eligibility would be evaluated to assess their compliance to the following pre-qualification criteria. Bidders failing to meet these criteria or not submitting requisite proof for supporting pre-qualification criteria are liable to be rejected at the preliminary level. The bidder shall fulfill all the following Pre-Qualification criteria independently, as on date of submission of bid.

“SELECTION OF CONSULTING AGENCY FOR ESTABLISHMENT OF SOCIAL MEDIA UNIT UNDER CDA”

Sl. No.	Basic Requirement	Eligibility Criteria	Documents to be submitted
1.	Legal Entity	The Bidder should be a registered company in India under the Companies Act, 1956 / 2013 or LLP Act 2008 and subsequent Amendments. The bidder must be in consultancy business and operational for at least 10 years, as on the date of submission of the bid.	Copy of Certificate of Incorporation/ Registration/Partnership deed Copy of PAN Card Copy of GST Registration
2.	Turnover	The Average Annual Turnover of the bidder from Consultancy services from last three financial years 2021-22, 2022-23 & 2023-24 shall be minimum of Rs. 30 Crores (Indian Rupees Thirty Crores). Note: Revenue generated from H/W sales and Single order of call center services will not be considered. The turnover source of income from Consultancy business should be duly certified by the Chartered Accountant.	<ul style="list-style-type: none"> • Audited financial statements (Profit and Loss and Balance Sheet) should be submitted as support. • CA's certificate clearly specifying the average annual turnover for the specified years.
3.	Net worth	The bidder should have positive net worth as on March 31, 2024.	Net worth certificates from Chartered Accountant.
4.	Consultancy Experience	The bidder must have completed at least two Consulting / Social Media project for any State Govt./ Central Govt. agencies with order value minimum of Rs. 3 Cr. in last 5 years from the date of submission.	Copy of Work order/LOI/LOA/ Contract Agreement

“SELECTION OF CONSULTING AGENCY FOR ESTABLISHMENT OF SOCIAL MEDIA UNIT UNDER CDA”

5.	Resource Strength	The bidder must have at least 50 employees working in consulting out of which at least 10 resources with Social Media background on the payroll of the company as on Due Date of this RFP.	Self-declaration on the letter head of the company by the HR.
6.	Blacklisting	The Bidder should not continue to be barred or blacklisted by any Centre/State Government or PSU (State/Centre) at the time of submission of bid.	A self-certified affidavit signed by the Authorized Signatory of the Bidder as per RFP.
7.	Authorized Representative from Bidder	A power of attorney / board resolution in the name of the person signing the bid.	Original Power of attorney on legal paper / Board resolution copy
8.	Certifications	The bidder must have ISO 9001:2015, ISO 20000 and CMMI 3 or above. All the certificates should be valid at the time of submission of bid.	Attach copy of the valid Certificates
9.	Local Presence	The bidder should have a local office in Odisha. If bidder does not have a local office at the time of bid submission, they must furnish an undertaking to setup an office within 1 month from issuance of work order	Leased agreement/ Trade license/ Undertaking
10	Consulting Exp in Odisha	The bidder must have completed at least two Consulting / Social Media project for State Govt./ Central Govt. agencies in Govt of Odisha with order value minimum of Rs 50 Lakhs. in last 5 years from the date of submission.	Copy of Work order/LOI/LOA/ Contract Agreement / Purchase Order

7.2. Technical Evaluation Criteria (Tn)

Sl. No	Description	Maximum Points	Supporting Documents
1.	The bidder must have the experience of engaging a Social Media Consultant / Consulting Project with contract value exceeding Rs 3 Cr. for any State/Central Government/PSU during last 5 years as on at the time of submission of bid <i>[Each project will be awarded 5 marks max up to 30 marks]</i>	30 Marks	Supporting documents like LOA / Work Order (WO)/ Agreement Copy for such projects with relevant pages highlighting the scope of work, duration etc. should be submitted along with project citations.
2.	The bidder must have undermentioned years of experience: Up to 3 years of exp: 5 Marks More than 3 years and up to 5 years of exp: 10 Marks More than 5 years of exp: 20 marks	20 Marks	Supporting documents like Certificate of Incorporation/ LOA/ PO / WO/ Agreement
3.	Quality Certification - ISO 27001 = 1 Marks - ISO 20000 = 1 Marks - CMMI Level 3 and above = 3 Marks	05 Marks	Valid certificate copy
4.	The bidder must have worked to set up Social Media Team/ Consulting Unit in any Urban / ULB Sector/ Development Authority in State/Central Government/PSU in Odisha. <i>[Each project will be awarded 5 marks max up to 15 marks]</i>	15 Marks	Work order copy/Client certificate indicating Project detail

“SELECTION OF CONSULTING AGENCY FOR ESTABLISHMENT OF SOCIAL MEDIA UNIT UNDER CDA”

6.	<p>Approach and Methodology:</p> <ul style="list-style-type: none"> • Understanding of the Project Requirements – maximum 10 Marks. • Adequacy of the proposed work plan – maximum 10 Marks • Proposed Approach and Methodology –maximum 5 Marks. • Competency of resource person to be engaged – maximum 5 Marks <p><i>[Proposed resource persons should be present during the presentation]</i></p>	30 Marks	Approach and methodology shall be submitted along with technical proposal.
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- a. All the bidders who secure a Technical Score of 70% or more will be declared as technically qualified.
- b. The commercial bids of only the technically qualified bidders will be opened for further processing.
- c. The CVs proposed by the bidder for evaluation should be deployed.
- d. However, replacement is allowed in case of resignation or medical exigencies of personnel subject to furnishing of appropriate relieving certificate.

Note: For project experience supporting documents like Letter of Award / Intent (LOA/OI) or Purchase Order (PO) or Agreement Copy or Client Completion certificate must be submitted along with project citations. Project experience of Bidding entity, its Parent Entity or its controlled firm shall be considered.

7.3. Evaluation of Commercial Bids

- a. The Commercial Bids of technically qualified bidders (i.e. Bidders with more than 70 marks in Technical Evaluation) will be opened on the prescribed date in the presence of bidder representatives.
- b. Only fixed price financial bids indicating total price for all the deliverables and services specified in this bid document will be considered.
- c. Any conditional bid would be rejected.
- d. Errors & Rectification: Arithmetical errors will be rectified on the following basis: “If there is a discrepancy between the unit price and total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail. If the bidder does not

accept the correction of error, its bid will be rejected”.

- e. If there is no price quoted for certain material or service, the bid shall be declared as disqualified.
- f. In the event that there are 2 or more bidders having the same value in commercial bid, the bidder securing highest technical score will be adjudicated as “Best responsive bid” for award of the Project.
- g. The bidder with lowest qualifying financial bid (L1) will be awarded 100% score. Financial score for other bidders will be evaluated using the following formula:

$$F_n = \{(Financial\ Bid\ of\ L1 / Financial\ Bid\ of\ Bidder) * 100\} \%$$

7.4. Final Evaluation of Bids

- a. The technical and financial evaluation scores secured by each bidder will be added using weightages of 70% and 30% respectively to compute composite score. The composite score will be computed as under:

$$B_n = (70\% * T_n) + (30\% * F_n)$$

- b. The bidder securing highest composite score will be adjudicated as most responsive bidder for award of project.
- c. In case of a tie between bidders, the bidder with the highest Technical Scores will be considered.

8. Project Duration

The duration of engagement is 3 years. The duration may be extended for another period of Two year based on the performance.

9. Payment Terms

- The payment will be released based on the payment milestone.
- Payment will be made monthly within 30 days of submission of invoice along with monthly progress report/SLA report as applicable.
- All payments will be made subject to TDS (Tax deduction at Source) as per the income- Tax Act, 1961 and other taxes if any as per Government of India rules.
- All tax will be calculated on prevailing rates.
- Any payment-related issues shall be resolved by HoD of the department.

10. Service Level Agreement (SLA) and penalties on violation

SI No	Service Level	Expected Timeline	Penalties
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“SELECTION OF CONSULTING AGENCY FOR ESTABLISHMENT OF SOCIAL MEDIA UNIT UNDER CDA”

1	Deployment of all personnel for project after signing the Contract with the Purchaser or any subsequent requirement from the Purchaser during the Contract period	1-2 weeks	1% will be deducted from the quarterly due payment
2	Replacement of personnel on resignation or any medical exigencies or on request by Bidder.	Alternate CV must be submitted within 2 months in case of resignation, including minimum 1 weeks of handover time. Replacement CV should meet the required criteria of RFP	1% will be deducted from the quarterly due payment
3	Replacement of personnel at request of Cuttack Development Authority (CDA) due to non- performance of resource.	Maximum 3 months from date of intimation by Data Archival and Retrieval Solution (DESC), including Minimum 1 week of Handover time. Replacement CV should meet the required criteria of RFP	1% will be deducted from the quarterly due payment

11. Other Conditions

- The service provider is responsible to maintain documentation on the progress of the work and will have to update the same on regular basis.
- Time is the essence of the Project and hence the service provider may be asked to deploy additional resources to provide the Services in a workman like manner on a timely basis. Cuttack Development Authority (CDA) will pay for these additional resources as per the contract rate.
- The service provider shall ensure that security measures, policies and procedures implemented are adequate to protect and maintain the confidentiality of the Confidential Information. Service provider also agrees and acknowledges that it shall adhere to reasonable security practices over all sensitive personal information of the said project as prescribed by various rules under I.T. Act, 2000 (as amended from time time).

12. Performance Security

The Cuttack Development Authority (CDA) will require the selected bidder to provide a Performance Security in the shape of BG or DD, within 15 days from the release of Work Order. The performance security would be 3% of the total project cost excluding taxes. The Performance Guarantee should be valid for a period of 36 months. In case the selected bidder fails to submit performance security within the time stipulated, the Cuttack Development Authority (CDA) at its discretion may cancel the order placed on the selected bidder. Cuttack Development Authority (CDA) shall invoke the performance security in case the selected Service Provider fails to discharge their contractual obligations during the period or Cuttack Development Authority (CDA) incurs any damages due to bidder's negligence in carrying out the project implementation as per the agreed terms & conditions.

Cuttack Development Authority (CDA) shall return the Performance Guarantee amount to the service provider in case it is submitted through Demand Draft to Cuttack Development Authority (CDA) after completion of validity period without any interest.

13. Exit Plan

The selected consulting firm shall submit a detailed exit plan and initiate the knowledge transfer exercise at least 2 months before last date of contract. Either CDA or the Consultant can terminate the agreement by giving 2 months' notice to each other.

14. Contents of Technical Proposal

The bidder must furnish relevant documents relating to approach & methodology and documentary evidence w.r.t experience and resource profile as per the format with conformity to the scope of work for evaluation.

15. Appointment of Consulting Agency

15.1. Award Criteria

Cuttack Development Authority (CDA) will award the Contract to the successful bidder whose proposal has scored the highest composite score and would consider it as substantially responsive as per the process outlined above.

15.2. Right to Accept Any Proposal and to Reject Any or All Proposal(s)

Cuttack Development Authority (CDA) reserves the right to accept or reject any proposal, and to annul the tendering process/ public procurement process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for Cuttack Development Authority (CDA) action.

15.3. Purchaser's Procurement Rights

1. Without incurring any liability, whatsoever to the affected bidder or bidders, the Purchaser reserves the right to:
2. Amend, modify, or cancel this tender and to reject any or all proposals without assigning any reason.
3. Change any of the scheduled dates stated in this tender.
4. Reject proposals that fail to meet the tender requirements.
5. Exclude any of the module(s)

6. Remove any of the items at the time of placement of order.
7. Increase or decrease no. of resources supplied under this project.
8. Should the Purchaser be unsuccessful in negotiating a contract with the selected bidder, the Purchaser will begin contract negotiations with the next best value bidder in order to serve the best interest.
9. Make typographical correction or correct computational errors to proposals.
10. Request bidders to clarify their proposal.
11. The Purchaser understands and appreciates that the proposal is for an integrated application and the change / addition / deletion as per above shall not result in change of the overall scope of the Project for which the RFP is sought. However, quantities depending on number of schools can be added / deleted based on actual situation on ground, as part of Change Management. Approved Scope should include total number of schools and users at the time of approval of SRS and commencement of Development/ Customization/ Integration phase.

15.4. Notification of Award

Prior to the expiration of the proposal validity period, Cuttack Development Authority (CDA) will notify the successful bidder in writing or by fax or email, that its proposal has been accepted. In case the tendering process/public procurement process has not been completed within the stipulated period, Cuttack Development Authority (CDA) may like to request the bidders to extend the validity period of the bid.

The notification of award will constitute formation of the Contract. Upon the successful bidder's furnishing of Performance Bank Guarantee (PBG), Cuttack Development Authority (CDA) will notify each unsuccessful bidder and return their EMD.

15.5. Contract Finalization and Award

Cuttack Development Authority (CDA) may also like to reduce or increase the quantity of any item in the Scope of Work defined in RFP. Accordingly, total contract value may change on the basis of rates defined in the financial proposal.

15.6. Signing of Contract

After Cuttack Development Authority (CDA) notifies the successful bidder that its proposal has been accepted, Cuttack Development Authority (CDA) shall enter into a contract with the successful bidder, incorporating all clauses, pre-bid clarifications and proposal of the bidder.

15.7. Failure to Agree with the Terms and Conditions of the RFP

Failure of the successful bidder to agree with the draft legal agreement and Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of award, in which event Cuttack Development Authority (CDA) may call for new proposals from the interested bidders. In such a case, Cuttack Development Authority (CDA) shall invoke the PBG of successful bidder.

The notification of award will constitute the formation of the contract. Upon the successful bidder's furnishing of Performance Bank Guarantee, Cuttack Development Authority (CDA) will notify each unsuccessful bidder.

15.8. Conflict of Interest

The selected bidder will be barred from participating in any bid process for downstream activities falling within the Scope of Work/assisted by the selected bidder or its personnel, till the duration of their contract with Cuttack Development Authority (CDA) in which the selected bidder is providing its services under this contract. The selected bidder would not be barred from executing existing projects for which it is already selected within the department.

15.9. Limitations of liability

The bidder's aggregate liability in connection with obligations undertaken as part of the RFP shall be limited to the 5 % of the contracted value. Any penalty related to milestone should be capped at 0.5% of the total milestone value.

16. Formats

16.1. CV Format

The standard format may be used; however, a sample format is given below for reference:

<i>General Information</i>	
Name of the person	
Current Designation / Job Title	
Proposed Role in the Project	
Proposed Responsibilities in the Project	
<i>Academic Qualifications</i>	
Degree	
Academic institution graduated from	
Year of graduation	
Specialization (if any)	
Key achievements and other relevant information (if any)	
Professional Certifications (if any)	
Total number of years of experience	
Number of years with the current company	
Summary of the Professional / Domain Experience	
Past assignment details (For each assignment provides details regarding name of organizations worked for, designation, responsibilities, tenure).	
<i>Prior Professional Experience</i>	
Organizations worked for in the past	
Organization name	
Duration and dates of entry and exit	
Key responsibilities	
<i>Prior Project Experience</i>	
Project name	
Client	
Designation	
Role & Responsibilities	
Duration of the project	
Please provide only relevant projects.	

16.2. Bidder’s Organization (General Details)

(To be submitted on the Letterhead of the Bidder)

SL#	Information	Details
1.	Name of Bidder	
2.	Registered Address of Bidder	
3.	Address for Communication	
4.	Name, Designation and Address of the contact person to whom all references shall be made regarding this Tender	
5.	Telephone no. of contact person:	
6.	Mobile no. of contact person:	
7.	Fax no. of contact person:	
8.	E-mail address of contact person:	
9.	GST Number of the Firm	
10.	PAN No. of the firm	
11.	Address of local office in Odisha, if any	
12.	Name and contact details of the contact person in Bhubaneswar/Cuttack, if any	

16.3. Acceptance of Terms & Conditions (Company letter head)

To
The Vice Chairman
Cuttack Development Authority (CDA),
Arunodaya Bhawan, Link Rd, Cuttack,
Odisha 753012

Subject: RFP FOR SELECTION OF CONSULTING AGENCY FOR ESTABLISHMENT OF SOCIAL MEDIA UNIT UNDER CUTTACK DEVELOPMENT AUTHORITY (CDA)”

Ref: RFP Reference No

Sir,

I have carefully and thoroughly gone through the Terms & Conditions along with scope of work contained in the RFP Document [No. XXXXXXXXXXXXXXXXXXXXX] regarding RFP for “SELECTION OF CONSULTING AGENCY FOR ESTABLISHMENT OF SOCIAL MEDIA UNIT UNDER CUTTACK DEVELOPMENT AUTHORITY (CDA)” .”.

I declare that all the provisions/clauses including scope of work of this RFP/Tender Document are acceptable to my company. I further certify that I am an authorized signatory of my company and am, therefore, competent to make this declaration.

Thanking you,

Signature

(Authorised Signatory)

Seal:

Date:

Place:

Name of the Bidder:

16.4. Declaration for non-debarment

(Company letter head)

To
The Vice Chairman
Cuttack Development Authority (CDA),
Arunodaya Bhawan, Link Rd, Cuttack,
Odisha 753012

**Subject: RFP FOR SELECTION OF CONSULTING AGENCY FOR ESTABLISHMENT OF
SOCIAL MEDIA UNIT UNDER CUTTACK DEVELOPMENT AUTHORITY (CDA)”**

Ref: RFP Reference No

Sir,

This is to (hereby confirms that M/S -----(name of the firm) have not been
debarment and cross-debarment in any of the projects.

Should this declaration found to be false then Borrower has the right to declare the proposal /bid as
non-responsive.

Thanking you,

Signature

(Authorised Signatory)

Seal:

Date:

Place:

Name of the Bidder:

16.5. Bidder’s Authorization Certificate

(Company letter head)

To
The Vice Chairman
Cuttack Development Authority (CDA),
Arunodaya Bhawan, Link Rd, Cuttack,
Odisha 753012

**Subject: RFP FOR SELECTION OF CONSULTING AGENCY FOR ESTABLISHMENT OF
SOCIAL MEDIA UNIT UNDER CUTTACK DEVELOPMENT AUTHORITY (CDA)”**

Ref: RFP Ref No.

Sir,

<Name>, <Designation> is hereby authorized to attend meetings & submit technical & commercial information as may be required by you in the course of processing the above said bid. His/her contact mobile no is _____ and e-Mail id is _____. For the purpose of validation, his/ her verified signatures are as under.

Thanking you,

Name of the Bidder: -

Verified Signature:

Authorised Signatory: -

Seal of the Organization: -

Date:

Place:

16.6. Project Citation Format

Similar Project Experience	
<i>General Information</i>	
Name of the project	
Client for which the project was executed	
Name and contact details of the client	
Date of award and date of completion (if applicable)	
<i>Project Details</i>	
Description of the project	
Scope of services	
Outcomes of the project	
<i>Other Details</i>	
Total cost of the project	
Total cost of services provided by the respondent	
Duration of the project (no. of months, start date, completion date, current status)	
<i>Other relevant Information</i>	
Copy of Work Order/ Contract/ relevant supporting documentation	

16.7. Financial Bid format

Sl. No.	Resource category	Quantity	Person Month Rate (INR)	No. of Months to be deployed	Total Cost (excluding applicable Taxes)
		A	B	C	D = AxBxC
1.	Sr. Social Media Management (Project Manager)	1		36	
2.	Social Media Consultant (Posting & Grievance)	2		36	
3	Social Media Consultant (UI/UX Designer (Video & Photo Edit) & Photographer))	1		36	
4	Social Media Consultant (Content Writer (English & Odia))	2		36	
5	Capacity Building Consultant (Event Management)	2		36	
6	Graphics Designer	1		36	
Total (INR) (excluding GST) in Figures					
GST in Figure					
Grand Total (INR) (including GST)					

Instructions for filling the Financial Proposal:

- The above rates are including applicable Taxes.
- The above rates shall be considered for the entire duration of contract period of 3 years. The rates shall be increased by 10% year on year in case extension is approved for 2 more years after completion of the first 3 years.
- Cuttack Development Authority (CDA) Shall reserve the right to increase or decrease the resources as per requirements from time to time.
