

FILM AND TELEVISION INSTITUTE OF INDIA



LAW COLLEGE ROAD, PUNE - 411 004

TENDER DOCUMENT

D/21013/PN/1661/2017-18/PS Dated 18.07.2017

Engaging Social Media Agency for FTII, Pune

Bid Evaluation will be based on Technical and Commercial bid (QCBS)

[All correspondence ie Postal and e-mail from tenderer shall be made only to the Purchase Authority, who has issued this tender otherwise it will not be accepted]

Price of Tender Document : Rs. 1500/- (Rupees One Thousand and Five Hundred Only)

Telephone } 25431817,
Exchange } 25430363, 25430017 (Ext.210)
Purchase Officer : 25431366

Fax No. : 91-020-25430416
E-mail : purchase@ftiindia.com
website : <http://www.ftiindia.com>

FILM & TELEVISION INSTITUTE OF INDIA
LAW COLLEGE ROAD, PUNE 411 004

INVITATION TO BID

On behalf of the Director, Film and Television Institute of India, Law College Road, Pune-411004, sealed tenders are invited in Two Bid systems by the Organization in the prescribed Bid Forms. The details of the Tender are given in the scheduled below :

1		Tender No. & Date	D.21013/PN/1661/2017-18/PS,18.07.2017
2		Issue of Tender Forms	From 18.07.2017 to 08.08.2017 download from website only
3		Meeting for Pre-Bid	27.07.2017 at 11:00 a.m
4		Last Date of Receipt of Tender	08.08.2017 before 3.00 p.m.
5		Date of opening of Technical Bid	09.08.2017 at 3.30 p.m.
6		Date of Presentation	11.08.2017 at 11:00 a.m
7		Date of opening of Commercial Bid	23.08.2017 at 3:30 p.m. (tentative)
8		Description of stores and quantity	As per Scope of Work.
9		Delivery period	Immediately
10		Tender Fee	Rs. 1500/- (Non refundable)
11		Earnest Money Deposit EMD	Rs. 30,000/- (Rs. Thirty thousand)only
12	i)	Bid bond Validity	90 days beyond bid validity
	ii)	Bid Validity upto	120 days from the date of opening of Technical Bid
13		Warranty	Ongoing Activities & Changing Activities
14		Performance Bank Guarantee / Security Deposit	10% of the Price Bid
	i)	Validity	90 days from the date of expiry of Warranty / Guarantee
15		Correspondence Address	Purchase Officer, Film & Television Institute of India, Law College Road, Pune 411 004., Ph. No. (020) 25431366 Fax : (020) 25430416
16		Paying authority	Accounts Officer, FTII, Pune 411 004

Proposals are invited from reputed Agencies/Companies for handling Social Media Account of Film and Television Institute of India in Two Bid systems. Technical Bid and Financial Bid.

Pre qualification Criteria:

Sr.No	Criteria	Supporting Documents
1.	The organization / agency / proprietor should be registered as per the relevant Act (Companies Act or Partnership Act or Sole Proprietorship, LLP or any other relevant Act) in India	1. Copy of Certificate of Incorporation or equivalent. 2. PAN No 3. GST in the name of Company.
2.	The organization / agency / proprietor should have a minimum 3 Years of experience in Social Media Activities.	Work order / completion certificate for the works carried out.
3.	Reputed registered firms/agencies having average annual turnover of not less than Rs.5 (Five) Lakhs each per year for last three financial years.	Copy of the audited profit and loss account along with audited balance sheet of the company showing turnover of the company for last three years; Income Tax returns for last three years .Copy of the audited Profit and Loss Statement.
4.	The organization / agency / proprietor should not be blacklisted by any State Govt. or Central Govt. department / organization as on date of submission of this tender.	Self-certification by the organization / agency / proprietor on its letter head

- The vendor, on receiving Purchase Order/ Work Order from FTII, will immediately begin the Social Media and related activities for the FTII for various Events. This includes (but not limited to) the following tasks;
- The vendor needs to carry out the Social Media and related activities during the period of the contract as per the terms & conditions defined in the contract.
- Creation of Content for publishing & broadcasting on various social media platforms
- Submitting Manager analytical reports at the end of the contract period.

The detailed scope of work includes the following;

- i. Creating, updating and continuously monitoring the presence of FTII on social media platforms not limited to the following;
 - Facebook
 - Twitter
 - Google+
 - YouTube
- ii. Creation of content and creative for social and online media
 - a. The content and creative shall be in English/Hindi/Marathi as per the prerogative of FTII
 - b. Content creation includes but not limited to the following;
 - capture the moments of the events
 - live streaming of the event
 - Interviewing the guests as and when instructed by FTII.
 - c. The agency may have to develop multiple creative for various sites and occasions as per the requirements
 - d. The agency shall recreate or convert the content and repackage the available content (text/graphics/video/audio/photographs) into suitable formats and upload the same on social media platforms after approval from FTII. In case of compression, the quality of the video/photographs should not be compromised.
 - e. Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz, etc.
 - f. All the posts should contain appropriate watermarks of FTII and should focus on branding of FTII.
- iii. Engagement with FTII alumni and other influences on various Social Media Platform, Publicity of information on various upcoming courses of FTII especially under the SKIFT initiative. To mount comprehensive pre and part publicity for 2-3 Special events which are likely to be conducted every month by FTII.
- iv. Update all social media platforms with relevant posts/content
 - a. Provide time-to-time recommendations to FTII regarding relevant content /posts
 - b. Update social media platforms with latest pictures, achievements, citizen engagement games and knowledge sharing activities.
- v. Increase the reach of the posts in the form of number of likes for Facebook, followers on Twitter, Google+ , subscribers on Youtube, create Twitter trends, promote videos on Youtube, design creatives such as templates, videos, brochures, exhibits, pamphlets/ leaflets etc.
- vi. Advertising and Promotion
 - a. Develop an appropriate social media campaign to promote FTII's presence on social media platforms.
 - b. Develop and execute a targeted social media advertising program to reach out to target stakeholders.
 - c. Any revenue model from external advertising on official pages of FTII on social media should be done only after prior written approval of FTII.
- vii. Any other activities /services/requirements relevant to the allocated assignments.
- viii. Tracking and analyzing relevant media coverage using an SEO tracking tool. It shall monitor discussions about FTII in all national and regional newspapers,

magazines, TV channels, the inter-web, blogs and other channels. The agency shall also ensure coverage of FTII in these media.

- ix. Analyze comments/remarks about FTII in various media like newspapers, magazines, blogs, social media platforms etc. (both offline & online, national & international) using a good industry-standard monitoring tool.
- x. Plan and execute a Social Media Monitoring Program on Social Media platforms which shall monitor upto 150-200 keywords relevant to FTII.
- xi. Any supplementary public relations and/ or marketing activity based on the instructions of, or with the approval of and in coordination with FTII.
- xii. Give the social media platforms a new look by putting up new creative features, theme lines, Links etc. as per FTII requirement
- xiii. Create relevant tagging & linkages of content on all social media platforms.
- xiv. The content creation and update shall be original, and factually and grammatically correct.
- xv. All electronic content (text, photo, video or otherwise) to be marked with copyright of FTII, wherever applicable. The agency shall also monitor & report unauthorized use of content shared online by FTII. All Intellectual Property displayed on these platforms and application shall belong to FTII exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with FTII.
- xvi. If any social media account or asset is disabled due to violation of its Terms of Use, it would be deemed as a breach of contract, unless stated otherwise by FTII based on the understanding of disablement criteria in the light of actions leading to it.
- xvii. No content shall be uploaded on the social media sites without approval from FTII.
- xviii. Moderation of all platforms with a frequency of at least 6 times a day, in order to deal with spam, unauthorized advertisements, inappropriate content etc. The agency shall have credible contingency plan to effectively handle crisis and emergencies.
- xix. Submit a post-event analysis of the activities undertaken during the complete cycle of the event.

Deliverables

i. Facebook:

- Management of the FB Page
- Continuous Engagement and community management
- Buzz for upcoming live streams /Events
- Live streaming of important moments
- Minimum of 5-6 posts per day and relevant news articles.
- Response Management
- Post-event Analytical Report

ii. Twitter

- Preparing the content for the tweets, appropriate tagging of official accounts of stakeholders /influences /FTII alumni
- Tweets to be updated based on trends of the day as well as the activities planned
- Vulgarity/profanity/abuse to be handled appropriately.
- Maintenance and indexation of archives to be done in user friendly electronic formats to facilitate easy retrieval
- Generation of Twitter trend for whenever requires
- Minimum of 5- 6 posts per day
- Proactive use of Twitter hash tags where applicable
- Response Management
- Post-event Analytical Report

iii. YouTube

- Uploading and management of videos/ animations.
- Testimonials, Bytes & Interviews of personalities/dignitaries at various events organized at FTII.
- Event Videos
- Channel management
- Organization of videos in appropriate Sets, Collections
- Video tags / Channel tags with appropriate titles and descriptions for optimized search; Proactively tagging of videos in order to promote them
- Post-event Analytical Report
- Response management

iv. Reporting:

- Submission of post-event report for all social media channels
- Submission of Monthly report with sentiment analysis, demographic, gender wise, most engaging and least engaging post, etc

The agency should be equipped to provide a strong reporting structure along with measurement tools to evaluate the impact of the activity.

Technical Criteria:

Sr.No.	Criteria	Marks
1.	Profile of the Bidder	20
2.	Past Experience	20
3.	Presentation	60
	Total	100

Terms and Conditions:

1. Resourcing: The contract shall be valid for 1Year and Payments shall be made on monthly basis bidder shall deploy the following team with requisite experience for full time with FTII.
 - a. Social Media Account Handlers- 2 Persons
 - b. Video Recording – 1 person
 - c. Editor - 1 person
 - d. Photographer- 1 person
2. Apart from the above personnel, a senior level professional of the agency, who is experienced in handling such accounts, is to be identified as the team/project leader for this work, and must remain the exclusive single point contact for all the activities related to the execution of this work. The credentials and details of such personnel being deployed must be communicated to the concerned officials of FTII.
3. Combined Quality cum Cost Based System (CQCCBS) method would be adopted for selecting the successful bidder on the basis of 70:30 ratio, wherein 70% weightage would be given for technical soundness of the bidder, and 30% weightage would be given for financials.
4. Weightage would be given to those Social Media Agencies who would come up with innovative strategy, promotional ideas, and virility of the content.
5. The bid should be accompanied by an Earnest Money Deposit (EMD) of Rs. 30,000/-and the successful bidder has to submit Bank Guarantee equal to 10% of price Bid.
6. The bidder should submit their Price Bid in Price Bid Proforma in sealed envelope.
7. List of firms for whom similar nature of work has been done should be provided.
8. The Agency should sign & stamp at the bottom space of all pages of document. The tender bid will be opened at “FTII, Law College Road”.
9. Earnest Money Deposit of successful bidder shall be forfeited in the event of withdrawal of his bids before the bid validity period or non-completion of the task.
10. No bidder shall contact the FTII on any matter relating to its bid, from the time of bid opening till the contract/ work order is awarded.
11. Any effort by a bidder to influence the FTII in the FTII bid evaluation, bid comparison or contract award decisions may result in rejection of the bidders bid.
12. The notification of award will constitute the formation of the contract/ work order.
13. The Tenders submitted beyond the date and time fixed shall be summarily rejected. Partial quotations of items will make the tender liable for rejection. Bidder has to give quotation for all items in the Tender Performa.
14. FTII, reserves the right either to accept or reject any or all the tenders at any time prior to award of contract.

15. No request for increase in the rates will be entertained during the period of contract items. No advance payment will be made. Also, no interest will be paid on delayed payment.
16. The FTII reserves the rights to reject any or all tenders. FTII, in order to satisfy itself can get a spot enquiry to verify soundness, capability and viability of the tendering firm.
17. All disputes are subject to the jurisdiction of courts PUNE.
18. In case of any differences the firms can be called for negotiation. Director, FTII will be the Sole Arbitrator on all matters and his decision will be binding on the bidder

Term of payment

1. **No advance payment will be paid to the agency**
2. Payment shall be made on monthly basis after satisfactory completion of the job in all respect.
3. Deduction at source for TDS or any other tax applicable shall be made as per law.
4. FTII shall not be liable for any default of payment by the agency to the other party, manpower involved or engaged by it for this project.
5. The department will not bear any additional cost of any kind for any work that at the agency may have to undertake in course of the project beyond agreed amount as per tender.
6. In case of default of any kind including failure to fulfill the terms and conditions of the job agreement/tender, FTII can reduce amount as per admissible rule.

Tender process

1. **Technical bids will carry a total of 70% Weightage**
2. All bidders are required to necessarily make a short Power Point Presentation of total Social Media concept to be deployed. The Technical evaluation will have a weight-age of 70marks on the basis of various parameters like Innovative Strategy, approach and methodology of the project, Promotional Ideas, Virility of the Content, P.P. Presentation, conceptualization of themecreativestrength like Creative Director, Copy writer, Editor Etc.
3. **The financial bids will be opened only of those bidders whose technical bids would be complete in all respects as per tender document and such bidder secure a minimum 75% (75) marks in the technical evaluation.**
4. **Financial bids will carry a total of 30% Weightage.** The bids with lowest cost will be given a score of 100% (30) marks that will be L-1; the other bids will be given financial score that are proportional to their price.
5. The authority of FTII administration have the full power to amend any content of the tender or cancel the tender without giving any justification and notice.

FINANCIAL BID

I, authorized representative of the Company, hereby quote the rates (per month) inclusive of all incidental expenses and taxes for **Engaging Social Media Agency for FTII** behalf of my Firm/Organization :

Sr.No	Description of job	Rate in figures & words
1.	Consolidated cost for Social Media Services, solution, applications and charges for deployment of 5 personnel on full time basis with requisite qualification. (Monthly basis)	
2.	Total Amount for 12 months (1 x 12)	

I, undertake to abide by the terms & conditions as laid down in the tender documents of FTII, Government of India, Pune and to follow the instructions given by the Evaluation Committee (Department) as well as Expert Committee of FTII, Government of India, from time to time.

Signature :
Name of the :
Person with designation:
Name of the Firm :
Date, Address :
Tel. No. :
Fax No. :
Mobile No. :