

TENDER NOTICE FOR SOCIAL MEDIA MONITORING SERVICES (TWITTER)
FOR THE EXTERNAL PUBLICITY AND PUBLIC DIPLOMACY DIVISION,
MINISTRY OF EXTERNAL AFFAIRS

THROUGH ADVERTISED TENDER

TENDER NOTICE

External Publicity and Public Diplomacy (XPD) Division, Ministry of External Affairs, First and Second floor, A wing, Shastri Bhawan, on behalf of the President of India, invites sealed tenders from registered Media Monitoring Companies/Agencies/Organisations for social media monitoring (Twitter). The scope of services to be furnished is attached as Annexure A.

I) Details of the tender:-

- a) Last date and time of receipt: **1st December, 2014, 1300 hrs**
- b) Date of opening of bid: **5th December, 2014, 1600 hrs**
- c) Place of receiving bid/ address for communication: **Room No. 140, XPD Division, 1st Floor, A Wing, Shastri Bhawan, New Delhi.**

II) The bidders submitting their bids by downloading the tender document from government websites : www.mea.gov.in & www.eprocure.gov.in shall submit the crossed demand draft for Rs. 100/- (Rupees One Hundred only) in favour of Pay and Accounts Officer, Ministry of External Affairs, New Delhi **as non refundable Tender Fee** along with their bid, failing which their bid will be rejected.

III) Eligibility criteria:-

- 1) All bidders must enclose an attested copy of the certificate of registration of the Company.
- 2) All bidders must enclose an attested copy of PAN and TIN.
- 3) All bidders must furnish Income tax clearance certificate for the last one year.
- 4) All bidders must fill in PART – I & PART – II and sign them.
- 5) All bidders must mention Service charges (Total) per month basis.
- 6) All types of taxes like VAT etc should be clearly mentioned by the bidders, separately in the columns of tender.

III) Period of validity of Bid:-

The bid shall remain valid for 90 days after the date of opening of bid. If any bidder withdraws his/her tender before the said period, XPD Division shall without prejudice to any right or remedy, be at liberty to forfeit the bid security absolutely.

IV) General Terms and Conditions:-

- 1) Each page of the tender document should be signed by the bidders as token of acceptance of terms and conditions of tender.
- 2) Incomplete and unsigned quotations are liable to be rejected.
- 3) The work would be awarded to the bidder quoting the lowest rate subject to technical bid soundness. After evaluation of the technical offer, the tenderers shortlisted from technical round may be required to give a presentation on their project plans. The financial offers of only the shortlisted bidders who are found to be technically qualified for the job shall be opened.
- 4) The successful bidder need to submit an undertaking that the Company would be responsible for obtaining the material at its own cost and the Ministry would not be responsible for any dispute arising out between the Company and the source of material and that the Company will conform to the laws/rules/regulations of obtaining the material.
- 5) An amount of Rs. 30,000/- (Rupees Thirty thousand only) will have to be submitted as **Earnest Money Deposit (EMD)**. EMD amount need to be submitted along with the Technical Bid. It will be payable by bank draft in favour of “**Pay and Accounts Officer, Ministry of External Affairs, New Delhi.**” While the EMD will be refunded to the unsuccessful bidders without any interest after completion of the process, the same will be adjusted in respect of the successful bidder. Any taxes, levies etc. payable by the successful bidder should not be included in the bidding price.
- 6) The social media monitoring services (Twitter) will be provided daily 7 days a week i.e. including weekends/holidays by 0700 hrs for the previous day through electronic format/email.
- 7) The Company would be responsible for all technical, human resource etc. arrangements at their cost.
- 8) The Ministry will enter into a Service Agreement Contract with the successful bidder. The terms and conditions would be entered into as mutually agreed.
- 9) The Ministry will obtain Performance Security from the successful bidder who is awarded the Contract Agreement. This will be for an amount of ten per cent (10%) of the value of the Contract. Performance Security may be furnished in the form of an account payee Demand Draft, Fixed Deposit Receipt from a Commercial Bank, Bank Guarantee from a Commercial Bank in an acceptable form. It should remain valid for a period of sixty days beyond the date of completion of all contractual obligations.
- 10) The committee for opening and evaluating the tender reserves the right to accept or reject any tender/tenders without assigning any reason whatsoever.

V) Penalty: 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.

(VI) Arbitration:

If any difference arises concerning this tender, its interpretation on the services to be provided there under, the same shall be settled by mutual consultation and negotiation. If attempts for conciliation do not yield any results within a period of 30 days, either of the parties may make a request to the other party for submission of the dispute for decision by an arbitral tribunal containing a Sole Arbitrator to be appointed by the Secretary, Department of Legal Affairs. Such request shall be accompanied with a panel of names of three persons to act as the sole arbitrator. In case of such arbitrator refusing, unwilling or becoming incapable to act or his mandate having been terminated under law, another arbitrator shall be appointed in the same manner from among the panel of three persons to be submitted by the claimant. The arbitration proceedings shall take place at New Delhi and shall be conducted in English. The provisions of Arbitration and Conciliation Act, 1996 and the rules framed there under and in force shall be applicable to such proceedings.

VII) Summary Rejection Clause

A tender shall be summarily rejected on the following grounds

- (i) If the tender is received after the date and time prescribed for their receipt irrespective of the fact whether tender has been opened or not;
- (ii) If the tender has been signed by an unauthorized person (signatory) even if the tenderer is ready to take the responsibility;
- (iii) If the tender has been signed by a person (signatory) other than the authorised person but fails to enclose the authority letter of the authorised person with the tender;
- (iv) If every page of tender has not been signed and stamp affixed by the duly authorized person;
- (v) If the tender is received without Earnest Money Deposit (EMD) and in prescribed manner e.g. the proof of Earnest Money Deposit (EMD) not kept with the Technical Bid;

- (vi) If the “Technical Bid” and “Financial Bid” are kept in the same envelope or wrong envelopes or not marked to indicate whether it contains “Technical Bid” or “Financial Bid”;
- (vii) If the tender is incomplete in any respect;
- (viii) If the tender is submitted without following the prescribed procedure etc.
- (ix) If the tenderer refuses to accept any of the terms and conditions;
- (x) If the conditions of the tender are altered or the alternate conditions proposed, which are not acceptable to Ministry.
- (xi) If it is found that the bidder is not complying with any of the laws directly associated with the proposed tender;
- (xii) If he does not satisfy any of the mandatory eligibility criterion.

These instructions shall form part of tender documents and shall be signed and returned along with the tender documents.

Signature of Bidder

Dated : _____

Signature of the Officer

Designation

Date

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VIII) Bidding procedure:-

The tender documents should be submitted in two envelopes duly sealed and clearly mentioning Part – 1 (Technical Bid) and Part – 2 (Financial Bid). These shall then be enclosed in another envelope bearing the Label showing the Name of work for which the tender is being received, the due date and time, and should be addressed to Deputy Secretary (DD), External Publicity and Public Diplomacy Division, Ministry of External Affairs, Room No : 141, First Floor, A – Wing, Shastri Bhawan, Dr Rajendra Prasad Road, New Delhi. The Earnest Money Deposit (EMD) shall be placed in the Part – 2 (Technical Bid) envelopes. Tenders submitted without Earnest Money Deposit (EMD) and Tender Fee shall be rejected.

Tender shall be handed over to the Media Liaison Officer (XPT), External Publicity and Public Diplomacy Division, Ministry of External Affairs, Room No : 140, First Floor, A – Wing, Shastri Bhawan, Dr Rajendra Prasad Road, New Delhi (on or before the due date and time specified).

The tender shall be signed, dated and witnessed in all places provided for in the documents. All corrections / deletions / scoring out / over writing shall be initialled. Any corrections made in the tender documents by the bidder shall be made in ink only and not by using correcting fluid, and should duly be authenticated. Every page of the tender shall be initialled by the bidder, and submitted back as a token of accepting the laid down terms and conditions. The bidder shall sign all schedules forming part of the tender. No bid may be modified subsequent to the deadline for submission.

These instructions shall form part of tender documents and shall be signed and returned along with the tender documents.

Signature of Bidder

Name

Dated: _____

Opening of Tender: -

The bidder is at liberty to be present at the opening of the tender either himself or through not more than one authorized representative. The authorized representative attending the opening of the tender on behalf of the tenderer should bring with him a letter of authority from the bidder and proof of identification.

Right of Acceptance:

The XPD Division, Ministry of External Affairs reserves all rights to reject any tender including those bidders who fail to comply with the instructions without assigning any reason whatsoever and does not bind itself to accept the lowest or any specific tender. The decision of XPD Division, MEA in this regard will be final and binding.

Any failure on the part of the bidder to observe the prescribed procedure and any attempt to canvass for the work will prejudice the bidder's quotation.

Tender Submission

The entire set of Tender documents as indicated to the bidders shall be submitted duly signed on or before 1st December, 2014 by 1300 hrs at the location mentioned below:-

The Media Liaison Officer (XPT), XPD Division, Ministry of External Affairs, Room No. 140, A wing, Shastri Bhawan, New Delhi.

The bidders shall submit the bids in person within the stipulated date and time. XPD Division, MEA holds no responsibility for any delay in submission of the bids. In the event of specified date for submission of bids being declared a holiday for the tender inviting authority, the bids will be received up to the appointed time on the next working day. The tender inviting authority at its discretion, may extend the deadline for submission of bids by amending the bid documents, in this case all the rights and obligations of the tender inviting authority and bidders, previously subject to the deadline will thereafter be subject to the deadline as extended.

The tenders will be opened on 5th December 2014 at 1600 hrs. in Room No. 141, A wing, Shastri Bhawan, New Delhi.

Signature of officer
Designation
Date

Scope of Work for social media monitoring (Twitter)

1. The External Publicity and Public Diplomacy Division of the Ministry of External Affairs intends to obtain Social Media Monitoring Service for Twitter. I/we undertake to provide the service.

2. The **Scope of the Work includes**, inter alia, tweets posted from following handles/ by Minister/Ministry/Indian Mission etc:

- i. from: PMOIndia
- ii. from: NarendraModi
- iii. from: External Affairs Minister
- iv. from: SushmaSwaraj
- v. from: MEAIndia
- vi. from: IndianDiplomacy
- vii. from: various Departments of the Ministry
- viii. from: various Ministers of the Government of India
- ix. from: other Ministries of the Government of India
- x. from: Ambassadors/High Commissioners of India, Indian Missions based abroad
- xi. from: foreign Ambassadors/High Commissioners, Missions based in India
- xii. from: World Leaders
- xiii. etc

Tweets mentioning the following or on foreign issues:

- i. Prime Minister of India/Narendra Modi
- ii. External Affairs Minister/Sushma Swaraj
- iii. Ministry of External Affairs (MEA)
- iv. Ambassador/High Commissioner of India/Indian Embassy/High Commission of India/diplomats/diplomacy/diplomatic/Ambassador
- v. India OR Indian passport
- vi. India OR Indian visa
- vii. India and UN or UNSC or United Nations
- viii. India and ASEAN/SAARC/BRICS/IBSA/G20/APEC etc
- ix. India and Pakistan/Sri Lanka/Bangladesh/Nepal/China/USA etc
- x. Sushma Swaraj
- xi. #digitaldiplomacy
- xii. @MEAIndia OR @IndianDiplomacy
- xiii. @CPVIndia
- xiv. Any other issue related to the Ministry of External Affairs

3. The **Scope of Work** of the monitoring agency in respect of "Social Media Monitoring (Twitter) and analysis" would be the following:

- a) Daily (7 days a week including weekends/holidays) delivery of outputs of the monitoring work of the previous days in desired formats on a real-time basis by 0700 hrs of the handles mentioning words as above in para 2.
- b) Special Reports on the visits of Indian VVIPs/VIPs abroad and on the visits of foreign VVIPs to India, as per need basis of the XPD Division, MEA.
- c) Social Media Monitoring Analysis (Report) on India and other foreign policy issues of interest in Indian/international media to be provided, as per need basis.
- d) Production of special social media monitoring folder(s) on thematic issues or writings of a particular journalist or other archival material on need basis. The Ministry will provide a list of such themes/journalists for this purpose, from time to time.
- e) The tweets should be manually organised as per instructions.
- f) There should be no-retweets.
- g) Duplicates should be removed.
- h) Tweets should be organised into logical sections.
- i) Tweets within each section should be organised by priority.
- j) Sections should be added/deleted based on news events of the day.
- k) Sections should be organised by priority.
- l) Primary sections should include India-Bilateral with a sub-section for each country. Other separate sections should be created for tweets on Passport-related matters, business and economy, diplomacy and so on.
- m) vulgarity/profanity/abuse should not become part of the main report. These should be sent separately.

4. Maintenance and indexation of archives in user-friendly electronic formats to facilitate easy retrieval. The Ministry of External Affairs will have complete access to the records at all times and all material will be the sole property of the Ministry. *(Please indicate how the archive would be available)*

5. Only those parties that fulfil the following **eligibility criteria** may submit their bids:

- a) **Size:** Financial turnover of more than Rs. 10 lakhs per annum.

b) **Location:** The party should preferably be Delhi-based and should offer these services out of an office located here.

c) **Track record:** At least two years of relevant business experience and should have provided similar services to at least two other reputed clients.

d) **Technical expertise and equipment:** Dedicated, digitized monitoring and archiving operation with capability to deliver outputs in multiple formats on CD ROM, DVD & VCD, via a secure FTP website or through email and in the form of transcripts.

e) **Manpower:** Dedicated team for selection, management and delivery covering the entire range of monitoring skills and technology. The team should include an Account Manager, Media Analysts with academic background of international relations or strategic studies with expertise in the selection of news and information and suitable number of trained technical staff with skills in storage, delivery and retrieval.

f) **Security:** Experience in building secure delivery, storage, archiving and retrieval systems for clients.

6. The monitoring agency shall arrange all premises, equipment, manpower etc. All deliverables shall be sent to the Ministry electronically, unless otherwise specified.

7. The Ministry shall not be responsible for any payments towards subscription charges etc.

8. The Ministry and the monitoring agency shall enter into an agreement at the commencement of the contract period which shall be for a period of three years from the date of signing. However, the Ministry will retain the right to terminate the contract at any point of time by giving a notice period of one month, without any liability to the Ministry and without assigning any reason thereof. Also, in case of any default on the quality or timelines of the delivery of the services, the same shall entail a financial penalty as determined by the Ministry.

Technical Bid

Tender Form for providing social media monitoring (Twitter) services

Name & address of the bidder:-

(In capital letters)

Contact number:-

Details of pay instruments:-

Amount:-

List of Documents:-

1. Whether each page of the Tender Notice Document (Scope of Work) has been self signed & attested by the bidder () ()
Yes No
2. Tender Fee Amt. Rs.----- DD No. -----dated-----
Name of Bank-----
3. EMD Amt. Rs.----- DD No.-----Dated-----
Name of Bank-----
4. Whether the copy of registration as Company/Agency/Organisation or provide the social media monitoring service (Twitter) has been attached.
() ()
Yes No
5. Whether the copy of Income tax clearance certificate for last one year has been attached.
() ()
Yes No
6. Whether the copy of copy of PAN Card and TIN No. has been attached
() ()
Yes No

I/we declare that I/my representative have decided to provide the social media monitoring (Twitter) service as per Scope of Work attached with tender and am/are interested to provide the said services.

The consolidated price should be inclusive of all charges viz technical, subscription fees and human resource or any other expenses etc.

I/we have gone through the terms and conditions given in the tender document and agree with the same. I/we understand that in the event of non-compliance of the terms and conditions of the tender, my/our Bid Security Money shall be forfeited by XPD Division, MEA. I hereby also declare that the firm is a registered Company/Agency/Organisation and is authorised/competent to provide the social media monitoring (Twitter) service.

Note: Technical offer should include facilities, equipment and manpower available with the party, concept paper on how the work is planned to be executed and relevant experience (including certificates, if any) in media monitoring.

(Signature of the Bidder)

Stamp

Date

Financial Bid

Tender Form for providing social media monitoring service (Twitter)

Name & address of the bidder:-

(in capital letters)

Contact number:-

Details of pay instruments:-

Amount:-

I/we declare that I/my representative have decided to provide the social media monitoring (Twitter) service on daily basis 7 days a week i.e. including weekends/holidays by 0700 hrs in electronic format/email, as per Scope of Work attached. My/our consolidated per month offer to provide the service at all inclusive cost, is given below:-

A) Quote Rs. _____ (Rupees (in words)

_____)

B) VAT Rs. _____ (Rupees (in words) _____)

C) Other taxes if any Rs. _____ (Rupees (in words) _____)

D) Total Rs. _____ (Rupees (in words) _____)

(Signature of the Bidder)

Stamp

Date