



OMNIBUS INDUSTRIAL DEVELOPMENT CORPORATION OF  
DAMAN & DIU AND DADRA and NAGAR HAVELI LIMITED.

Corporate Office : plot no.35, Somnath, Nani Daman- 396 210.

Tel: (0260) 2241120. Fax : (0260) 2241108.

CIN no.U65923DD1992SGC001221

website :www.oidc.nic.in

No.OIDC/2/media mgnt./387/2017/935

Date:- 23.10.2017  
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**Invitation of Bids for engagement of an Agency for Social Media Management**

Omnibus Industrial Development Corporation of Daman & Diu and Dadra & Nagar Haveli Ltd., intends to engage the services of a Social Media Management Agency. Scope of work and Terms and conditions of the engagement is available on OIDC's website [www.oidc.nic.in](http://www.oidc.nic.in).

2. Last date of receipt of bid shall be 14.11.2017 upto 11.00 hours. The bid should be submitted to the General Manager, office of the OIDC, Corporate office, Plot no. 35, Somnath, Nani Daman-396210. **The envelope should prescribe as "Bid for engagement of an agency for Social Media Management"**. The Management reserves the right to reject any or all the bids so received without assigning any reasons.

Sd/-  
(Charmie Parekh)  
General Manager

**Scope of work and Terms & conditions for engagement of Agency  
for Social Media Management by OI DC.**

**I. Scope of Work:**

1. Online content development of Audio and Video as per the requirement of OI DC for social media.
2. Cover various live events on Twitter, Facebook, Google etc.
3. Support the conceptualization and execution of other ideas which may come up from time to time as per the needs.
4. "All the Data and creatives" produced or obtained as a part of the engagement shall be property of OI DC. Any misuse of data shall lead to cancellation of the contract.

**II. Eligibility Criteria:**

1. The firm should have registered office in Daman, Diu, Dadra Nagar Haveli, Maharashtra or Gujarat
2. The firm should submit GST registration certificate.
3. Turnover of at least Rs.10.00 Lakhs during the last Financial year, duly certified by the Chartered Accountant.
4. The firm should have minimum one-year experience in Media Management including Social Media Campaign.
5. Bid should be accompanied by a Presentation on social media campaign on Daman & Diu and Dadra & Nagar Haveli. Three creatives of each social media platform (Facebook/ Twitter & Instagram) should be submitted alongwith the bid. Bid without presentation and creative shall not be considered and summarily rejected.

**III. Terms and conditions:**

**i) Tender Fee:**

Bidders are required to make a payment of INR 1,000/- (Rupees One Thousand Only) in the form of Demand Draft drawn on any Nationalized / Scheduled Bank in favour of OI DC Ltd, payable at Daman, which shall be furnished along with the Technical Proposal. This fee is non-refundable.

**ii) Earnest Money Deposit:**

The Bidder shall furnish as part of its Technical Proposal, a Bid Security (EMD) in form of Demand Draft for an amount of Rupees Ten thousand only (Rs. 10,000/- )in favour of OI DC Ltd payable at Daman. Any Bid not accompanied by Bid Security, shall be rejected by the Authority as non-responsive. The Bid Security of unsuccessful bidders shall be returned after signing of the Agreement and submission and acceptance of Performance Bank Guarantee submitted by the successful bidder. The EMD of the successful bidder shall be returned on completion / termination of agreement, whichever is earlier.

The Bid Security may be forfeited:

- a. If any information or document furnished by the Bidder turns out to be misleading or untrue in any material respect;
  - b. If the Bidder engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
- iii)** Authority shall not be liable to pay any interest on Earnest Money Deposits under any circumstances.



iv) **Submission of Bid to:**

The General Manager,  
OIDC Ltd,  
Corporate Office, Plot No. 35,  
Nani Daman – 396 210.  
UT. of Daman & Diu

v) **Key Personnel:**

The Selected Company will be required to provide required experienced personnel including experts in the relevant fields as per requirement. The Selected Company shall have sufficient personnel and resources to accomplish all the tasks specified in this document. The Selected Company is expected to bring together a team of professionals capable of completing all aspects of the assignment.

vi) **Proposal Evaluation:**

a) In the first stage, the Technical Proposal will be evaluated on the basis of the Company's understanding of scope of work and quality of creatives submitted.

b) In case the bidder does not fulfill the Minimum Eligibility Criteria as specified above, the bid shall be disqualified.

c) **Presentation**

The Firm / Company will have to make a presentation of the Technical Proposal to the OIDC Ltd. The presentation shall cover in sufficient detail the appreciation of the Scope of Work, conceptual design, quality of visual appeal, work plan, implementation strategy etc. The objective of the presentation is to evaluate the Company regarding their understanding and preparations for the proposed work and get clarifications, if any, as required by the OIDC Ltd. The date and venue of presentation will be intimated by email to the bidders.

d) The Scoring Criteria used for evaluation shall be:

Sr. No.	Description	Marks
1.	<p>Presentation reflecting Concept, Proposed Methodology &amp; Work Plan. Evaluation will be based on the quality of presentation. The presentation should cover the following in sufficient detail:</p> <ul style="list-style-type: none"> <li>a) Content development</li> <li>b) Understanding of the overall objective of the assignment</li> <li>c) Specific strategies for various promotion mediums</li> <li>d) Detailed work plan</li> <li>e) Man power planning and Scheduling</li> </ul>	<p>100</p> <p>( 20 marks each for each of the parameters at "a" to "e" )</p>

e) Bidders who score more than 60 marks shall only qualify for Financial Bid evaluation. Failure to secure minimum marks shall lead to technical rejection of the bid.

vii) **Financial Bid:**

The Financial bid of the qualified bidders shall be opened on the specified date and time, if possible in the presence of the bidders.

The Financial bid should be submitted in the below mentioned format:

Description	Rate (per month) in Rs. (Both in figure & words)
<b>NOTE:</b> The Bidder shall quote for the entire scope of work such that the total bid price covers all the bidder's obligations mentioned in or reasonably inferred from the bidding documents in respect of providing the product / services	The rate quoted shall be inclusive of all applicable taxes, duties and other levies and charges etc

viii) **Evaluation of the Financial Bid:**

The lowest financial bid shall be given a financial score (FS) of 100 points

The Financial Scores will be computed as follows:

$$FS = 100 \times FM / F$$

(FS = Financial Score)

(FM = Amount of Lowest Financial Proposal)

(F = Amount of Financial Proposal quoted by the Bidder)

ix) **Combined and Final Evaluation:**

Proposals will finally be ranked according to their technical (TS) and financial (FS) scores as follows:

$$S = TS \times Tw + FS \times Fw$$

Where S is the combined score and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal that shall be 0.70 and 0.30 respectively.

The Combines scores of the Bidder will be added to arrive at the final combined score

x) **Payment Terms:**

Payment shall be released on monthly basis on successful completion of assignment duly certified by the competent authority of OI DC

xi) **Other terms and conditions:**

a. Consortiums are not allowed for this engagement. The bidding entity has to be a single entity duly registered.

b. The work order can be terminated any time by giving a notice of one month, if the services are not to the satisfaction.

c. Engagement shall be for a period of three months extendable further after review.

d. If the progress of the assignment is found to be non-satisfactory or delayed at any point of time or any cost, OI DC reserves the right to impose penalty @ 2% of its default.

e. The management reserves the right to select or to reject any or all the bids without assigning any reason thereof.

Sd/-  
(Charmie Parekh)  
General Manager