

**Request for Proposal**  
**for**  
**Media and Social Media Management**  
**of**  
**National Commission for Scheduled Tribes**

Offers are invited from reputed and experienced Agency/Company/Firm for working as a Service Provider with the National Commission for Scheduled Tribes, for developing an integrated strategy for our Social Media program and managing various related platforms for a wider stakeholder outreach.

**Issued on: 22 December 2017**  
**Last Date for Submission: January 10, 2018**

<b>S.No.</b>	<b>Particulars</b>	<b>Details</b>
1	Document Reference Number	<b>59/2/NCST/2017-Admn.</b>
2	Date of issue of RFP	December 22, 2017
3	Pre bid Meeting	December 27, 2017 (10.30 A.M) at NCST Conference Hall, 6 <sup>th</sup> Floor, Lok Nayak Bhawan, Khan Market, New Delhi-110003
4	Last Date & Time for submission of proposal	January 10, 2017, 11.00 AM in the NCST Office
5	Opening of the Bid	January 10, 2017, 11.30 AM in the NCST Office

## **I. INTRODUCTION**

The National Commission for Scheduled Tribes (NCST) is a Constitutional Body set up under 338A of the Constitution to protect the rights and safeguards of the Scheduled Tribes in the Country. The Constitution of India has assigned varied functions and powers to the Commission under Clause (5) & (8) of Article 338 (A) respectively and it carries out its duties as per provisions laid down therein for the welfare of the Scheduled Tribes in India.

To ensure that there is larger awareness about the Commission's activities and the beneficiaries as well as general public is informed of its functions, the Commission wishes to use professional services for managing its media and social media affairs.

## **II. OBJECTIVES**

The National Commission for Scheduled Tribes (NCST) proposes to engage an agency for the following objectives;

- To consistently and professionally disseminate information about activities and program of NCST using media and social media
- To use social media as a platform for highlighting work of NCST and various programs and activities
- To use social media tools to create awareness among people, media, policy makers, voluntary groups, government agencies on the protection of rights and privileges to tribals

- To sensitize all stakeholders about the safeguards provided to STs under the Constitution of India and Commission's responsibilities towards these
- To use social media platforms to educate people about the safeguards given to STs and how they can strengthen the democratic spirit by respecting these
- Showcase through media and social media best practices on safeguards to STs
- Use media and social media to highlight how Commission has been discharging its functions in relation to the protection, welfare and development & advancement of the Scheduled Tribes
- To use media and social media to bring views and perspectives from Chairman, NCST into public domain
- To use media and social media to participate and contribute in key national and regional discourse on Scheduled Tribes
- To highlight good work being done by NCST

### **III. SCOPE OF WORK**

The Agency will provide one (01) Media Consultant (MC) in the NCST Head Quarter and also provide backend support (i.e., technical/content/infrastructure etc.) to him/her for carrying out the job satisfactorily.

#### **1. Planning**

Design a comprehensive and holistic annual media and social media plan that meets overall objectives of NCST as defined above, and also addresses the core information needs of the target audience group. The Commission need high-end expertise for this and an appropriate team to design and monitor this program

#### **2. Creation and Maintenance of Social Media Platforms for NCST**

- i. Drive social media tools - Facebook, Twitter, YouTube
- ii. Increase overall Likes and engagement for our Twitter handle
- iii. Use innovative and latest techniques and high quality content for social media platforms

#### **3. Creating mass awareness about activities of NCST**

- i. Posting regular updates on various programs and events of NCST at headquarters and regional levels. The platforms should serve as means of education, awareness and putting in of right perspectives
- ii. To create awareness and inform people about new programs by NCST
- iii. Drive special campaigns to sensitize people about the various safeguards and rights of tribal people including ownership rights in respect of minor forest produce; rights of Scheduled Tribes over mineral and water resources; relief and rehabilitation requirements; protection of forests and social afforestation;

implementation of Provisions of Panchayats (Extension to the Scheduled Areas) Act, 1996 (40 of 1996); measures by Commission to reduce and ultimately eliminate the practice of shifting cultivation by Tribals that lead to their continuous disempowerment and degradation of land and the environment

- iv. Design compelling messages from Chairperson and feed to media and through social media

#### **4. Online Campaign: Design& Maintenance**

- i. Conceptualize and design campaigns on social media platforms to engage stakeholders and create an environment where there is better empathy with Scheduled Tribes
- ii. Successfully run and maintain the campaign
- iii. Designing posters, banners, infographics, videos along with adequate texts
- iv. Posting creative content that interests the readers

#### **5. Blogging**

- ✓ Create and maintain our blog
- ✓ Posting useful and creative content on our blog

#### **6. Press Release**

- ✓ Organize Press Conferences
- ✓ Issue Press Release on behalf of NCST

### **IV: PREREQUISITES/ ELIGIBILITY CONDITIONS**

- Registered firms working in this domain are eligible to apply
- Minimum annual turnover of firms applying for this should be Rs. 1 crore
- Firms should have proven capabilities of working in this domain
- Exposure in development / social sectors including with international agencies such as World Bank and ILO
- Experience of working in a tribal state in a government framework is a very big advantage
- Team should have members with sound education background including MA, M. Phil in Mass Communication / Social Science and related subjects
- Knowledge & capabilities of communicating in Hindi & English as well as other regional languages is a must
- Good understanding of issues pertaining to Scheduled Tribes

## V. PROPOSAL

Please submit your best offer in 2 parts:

- a. **Part A: Technical Offer**
- b. **Part B: Commercial Offer**

**Part A: Technical Offer** should be as per proforma in **Annexure-I** and contain your company profile including financial statement of the last 3 years, the list of clients, list of similar jobs done in the past. It should also give an outline of the approach you would take to carry out this project.

Please give details of the team (MC & Backend Team) that will work on this project (names and brief profiles). The Media Consultant (MC) proposed to be posted in NCST HQ will alone has to make a presentation on Strategy, Approach, Methodology to be adopted by him/her on carrying out the job. The evaluation of Technical Offer will be as under.

- (i) Profile (CV) of the Media Consultant: 40 marks
- (ii) Profile & work experience of the Agency: 40 marks
- (iii) Financial Strength of the Agency: 20 marks

Note: The Agency must ensure that the person is engaged in NCST, whose profile has been evaluated. Failure to do so will lead to cancellation of the offer and forfeiture of the EMD along with Blacklisting. The Agency must ensure availability of the MC before proposing his/her name in the Offer.

**Part B: Commercial Offer** should be submitted separately in a sealed cover mentioning "Commercial Offer" as per proforma in **Annexure-II**.

## VI. SELECTION CRITERIA

Bidder must score at least 60% in Technical Score to be eligible for opening of Commercial Offer. Selection will be made on the basis of Quality cum Cost Based System (QCBS) as per the following formula

Technical Score (TS): 60%  
Commercial Score (CS): 40%

Normalized Technical Score of a Bidder = {Technical Score of that Bidder / Score of the Bidder with the highest technical score} X 100

Normalized Commercial Score of a Bidder = {Lowest Commercial Quote of Bidder / Commercial Quote of Bidder under consideration} X 100

Final Score = (0.60\* Normalized Technical Score) + (0.40\* Normalized Commercial Score)

Note:

- i. All the figures will be rounded off to nearest two decimal places.
- ii. The bidder with the highest Final score shall be treated as the Successful bidder.
- iii. In the event the Final scores are 'tied', the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Project.
- iv. Decision of the Selection Committee set up by NCST shall be final.

The last date for receiving bid is **10 January, 2018 up to 11.00 AM.** The bids will be opened at 11.30 AM sameday.

## **VII. INSTRUCTIONS FOR PREPARATION OF PROPOSAL**

It is important for the participating Agency/Company/Firm to comply with the following instructions during preparation of their proposals:

- i. The Agency/Company/Firm should carefully go through the Background Information and the details about National Commission of Scheduled Tribe, its focus areas and the activities, all instructions. Failure to furnish all the necessary information as required by the RFP Document or submission of a proposal not substantially responsive to all the requirements of the RFP shall be liable for rejection.
- ii. The proposal and all associated correspondence shall be written in English.
- iii. The proposal shall include the following information, and strictly follow the sequence as listed below:
  - Cover Letter
  - EMD of Rs. 5000/- in the form of Bank Draft in favour of "Pay & Accounts Officer, M/O Tribal Affairs, New Delhi.
  - Profile of the Agency/Company/Firm (max 1 A4 size page)
  - Relevant experience of executing similar projects
  - Documents including work order showing experience in similar environment including social sector / international agencies / tribal dominated region
  - Company's registration and balance sheet for 3 years
  - Summary of (maximum 2 A4 size pages) the Scope of Work as understood by the Agency/Company/Firm and suggestions, if any.
  - Approach & Methodology of implementing the Media & Social Media project
  - Samples of creatives (visuals & text)
  - Structure of the Project Implementation team, CV of the team members

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**Letter for Submission of Bid**

To,  
The Assistant Director (Administration)  
National Commission for Scheduled Tribes (NCST)  
6th Floor, B-Wing, Lok Nayak Bhawan, Khan Market  
New Delhi-110003

Sub.: Proposal for Media and Social Media Management

Sir,

1. With reference to your RFP No. **59/2/NCST/2017-Admn. Dated 22.12.2017** for **"Selection of Media and Social Media Agency for NCST"**, I hereby submit my bid.

Further, I hereby certify that-

1. I have read the provisions of the all clauses and confirm that notwithstanding anything stated elsewhere to the contrary, the stipulation of all clauses of RFP are acceptable to me and I have not taken any deviation to any clause.
2. I further confirm that any deviation to any clause of RFP found anywhere in my Bid, shall stand unconditionally withdrawn, without any cost implication whatsoever to the NCST.
4. Our bid shall remain valid for period of 180 days from the last date of bid submission.

Date:

Signature:

Place:

Full Name:

Designation:

Address:

**ANNEXURE-I: TECHNICAL OFFER**

1. THE FIRM : \_\_\_\_\_

2. Name : \_\_\_\_\_

3. Regd. Address :

a) Address of Office : \_\_\_\_\_

\_\_\_\_\_

b) Contact Person's

i. Name & Design.: \_\_\_\_\_

ii. Address : \_\_\_\_\_

\_\_\_\_\_

iii. Tel No. Landline Mobile: \_\_\_\_\_

iv. Email ID : \_\_\_\_\_

4. Type of Firm (Please tick): Private Ltd./ Public Ltd./ Cooperative/Partnership/Proprietor

5. PAN No. : \_\_\_\_\_

6. Service Tax Reg. No.: \_\_\_\_\_

7. E.M.D. Details: DD No./( Rs.) \_\_\_\_\_

Name & Address of Bank: \_\_\_\_\_

Signature.....

Full Name.....

Designation.....

**ANNEXURE II: COMMERCIAL OFFER**

**Name of the Bidder:** \_\_\_\_\_

<b>DESCRIPTION</b>	<b>AMOUNT(In Rupees)</b>
<b>Per month lump-sum rate</b> for engagement of Media and Social Media Agency during the entire contract period.  (inclusive of all other taxes and duties but exclusive of GST charges)	₹
	₹ (In Words)

Note:

1. The prices shall remain FIRM till entire contract period including extension period, if any /completion of the Assignment.
2. In case of discrepancy between the value indicated by the bidder “In Figures” & “In Words”, the value indicated at “In Figures” shall prevail.
3. The prices to be quoted would be inclusive of all taxes & duties exclusive of GST which shall be payable extra as applicable.

**Authorized Signatory:** .....

**Address:** .....