

**National Film Archive of India
Ministry of Information and Broadcasting
Law College Road, Pune- 411004**

Subject: Quotations for Engaging Social Media Agency for IFFI, Goa

Quotations are invited from reputed Agencies for Social Media work at Goa during International Film Festival 2016 in sealed envelope super scribed as “**Tender for Engaging Social Media Agency for IFFI 2016**” addressed to **Officer on Special Duty, NFHM, National Film Archive of India, Law College Road, Pune-411004 by 3.30pm on or before 8th November 2016 and the Technical presentation by the Agencies will be on 10th November 2016 from 11.30 am onwards. Phone Number- 020-25671569.**

Prequalification Criteria:

Sl. 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. CST/VAT/TIN/Regn.
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 NFAI, will immediately begin the Social Media and PR activities for the NFAI for IFFI, 2016 GOA event. This includes (but not limited to) the following tasks;
- The vendor needs to carry out the Social Media and PR 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
- Managing the Public Relations activity for the IFFI, 2016 at GOA.
- Submitting 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 NFAI 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/Konkani as per the prerogative of NFAI
 - 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 NFAI.
 - 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 NFAI. 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 NFAI and should focus on branding of NFAI during IFFI.
- iii. Update all social media platforms with relevant posts/content
 - a. Provide time-to-time recommendations to NFAI regarding relevant content /posts
 - b. Update social media platforms with latest pictures, achievements, citizen engagement games and knowledge sharing activities.
- iv. 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.
- v. Advertising and Promotion
 - a. Develop an appropriate social media campaign to promote NFAI's presence on social media platforms as well as NFAI's participation at IFFI.
 - 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 NFAI on social media should be done only after prior written approval of NFAI.
- vi. Any other activities /services/requirements relevant to the allocated assignments.
- vii. Tracking and analysing relevant media coverage using an SEO tracking tool. It shall monitor discussions about NFAI in all national and regional newspapers, magazines, TV channels, the inter-web, blogs and other channels. The agency shall also ensure coverage of NFAI in these media.
- viii. Analyze comments/remarks about NFAI in various media like newspapers, magazines, blogs, social media platforms etc. (both offline & online, national & international) using a good industry-standard monitoring tool.
- ix. Plan and execute a Social Media Monitoring Program on Social Media platforms which shall monitor upto 150-200 keywords relevant to NFAI, and the industry.
- x. Any supplementary public relations and/ or marketing activity based on the instructions of, or with the approval of and in coordination with NFAI.
- xi. Conceptualize, implement and maintain a scientific method of tracking the efficiency of the PR strategy and activities.
- xii. Give the social media platforms a new look by putting up new creative features, theme lines, Links etc. as per NFAI 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 NFAI, wherever applicable. The agency shall also monitor & report unauthorized use of content shared online by NFAI. All Intellectual Property displayed on these platforms and application shall belong to NFAI exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with NFAI.
- 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 NFAI 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 NFAI.
- 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 hand crisis and emergencies.
- xix. Submit a post-event analysis of the activities undertaken during the complete cycle of the event.

1.1 Deliverables

- i. Facebook:
 - Management of the FB Page
 - Continuous Engagement and community management
 - Buzz for upcoming live stream
 - Live streaming of important moments
 - Minimum of 10 posts per day & 3 News article for the duration of the festival
 - Response Management
 - Post-event Analytical Report
- ii. Twitter

- Preparing the content for the tweets, appropriate tagging of official accounts of stakeholders
- Tweets to be updated based on trends of the day as well as the activity planned for execution at IFFI.
- 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 CLIENT's participation in IFFI, 2016
- Minimum of 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 the CLIENT section
- 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:

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

Terms and Conditions:

1. Resourcing: The successful bidder shall deploy the following team with requisite experience for full time during IFFI, Goa, 2016.
 - a. Social Media Account Handlers- 2 Persons
 - b. Video Recording – 1 person
 - c. Editor - 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 NFAI.
3. The successful bidder shall make all necessary arrangements like, accommodation, lodging, boarding, TA/DA of their personnel deployed during the entire period at IFFI, Goa.
4. Social Media Strategy for Promotion of activities of NFAI at IFFI, Goa, 2016
 - a. 15th-20th November 2016 - Offsite Promotion (At NFAI)
 - b. 20th-28th November 2016- Onsite Promotion (GOA) of NFAI activities on Social Media Platform.
 - c. 28th-30th November 2016- Offsite Promotion (At NFAI)
5. 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.

6. Weightage would be given to those Social Media Agencies who would come up with innovative strategy, promotional ideas, and virility of the content.
7. The bid should be accompanied by an Earnest Money Deposit (EMD) of Rs. 10,000. And the successful bidder has to submit Bank Guarantee equivalent to 10 % of the price bid.

Term of payment

1. **No advance payment will be paid to the agency**
2. Final payment shall be paid 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. NFAI 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, DAVP/NFAI can reduce amount as per admissible rule.

Tender process

1. **Technical bids will carry a total 70 marks**
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 70 marks 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 theme creative strength 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 30 marks.** 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 NFAI has the full power to amend any content of the tender or cancel the tender without giving any justification and notice.

(D.K. Sharma)
Administrative Officer

FINANCIAL BID

I, authorized representative of the Company, hereby quote the rates inclusive of all incidental expenses and taxes for **Engaging Social Media Agency for IFFI 2016** at IFFI, GOA, 2016 on behalf of my Firm/Organization :

Sl.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.	Total
2	Add: Service tax	
3	Total	

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