



F.No./DIT/MCD/D-1259

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SOUTH DELHI MUNICIPAL CORPORATION
INFORMATION TECHNOLOGY DEPARTMENT
24th FLOOR, DR. SPM CIVIC CENTRE
J.L. NEHRU MARG, NEW DELHI-110002

Dated: 26/3/2018

INVITING QUOTATIONS FOR HIRING OF TWITTER & FACEBOOK HANDLING AGENCY

Due date/time of Receipt	02/04/2018 (15.00 PM)
Date of opening of Quotations	02/04/2018 (15.30 PM)
Earnest Money	Rs. 5,000/-

Sealed quotations with Financial proposal are invited from reputed firms for engagement of Twitter & facebook Handling agency for EODB Section, IT Deptt, South DMC, New Delhi. The Quotations is to be duly superscripted "Quotation for engagement of Twitter/facebook Handling Agency for EODB, IT Department, South DMC, New Delhi".

Adr
I.T. D. - 24th Floor, J.L. Nehru Marg, MCD
Civic Centre,
New Delhi-110002
26/3/18
Signature with official seal

- The invitation is for selection of a Company / Firm / Agency / Consortium to carry out Twitter/facebook handling activities for EODB, IT Deptt, South DMC.
- applicant shall have to deposit earnest money deposit of Rs. 5,000/- (Rupees Five Thousand only) in the form of 'Demand Draft' drawn on any scheduled bank in favour of "Commissioner, South DMC" payable at Delhi along with the Quotation.

INSTRUCTIONS FOR SUBMISSION

1 PREAMBLE/ EODB

The Government of India has taken up a series of measures to improve Ease of Doing Business. The emphasis has been of simplification and rationalization of the existing rules and introduction of information technology to make governance more efficient and effective. Municipal Corporation of Delhi has launched online application process for grant of construction permits for residential and industrial buildings in May 2015. Online building plan sanction has been integrated with an external NOC department and MCD is sanctioning the building plan in respect of online module through single window clearance system. Since 08/04/2016 in respect of Building plan modules working online, no hardcopy of any document is required. Since inception of OBPS more than 20,000 plans have been sanctioned. Other processes like payment of conversion charges, plinth intimation are also available in online mode for residential properties. Completion certificate for residential properties has been rolled out in OBPS. Under recent initiative of "Ease of doing business" design and Coordinated entire integration of Common Application Form with NMA, DUAC, AAI for online sanction of building plan under "Ease of Doing Business". Net banking integration to be completed by 27th May 2016.

SDMC

The South Delhi Municipal Corporation has 4 zones namely: Central, South, West and Najafgarh Zone comprising of 104 municipal wards. Information Technology Department is serving the population of almost 56 lacs citizens with a responsibility of maintaining, upgrading and developing civic amenities efficiently with a view to create a better tomorrow for citizens of Delhi. It is providing services like Government to Citizen, Government to Government, Government to Business through online applications relating to the services provided by various Departments. Citizens can avail various services like Park Booking, Community Hall Booking, Factory License, Health Trade License, and Online Building Plan etc and deposit various fees and taxes online with a click of a mouse in the comfort of their household. Moreover, Online Building Plan Sanction software has won Skoch Order of Merit and it has also qualified for Indias Best Governance Projects-2014.

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2 **BONAFIDE OFFERS/eligibility criteria:** -The Applicant should be bonafide, which shall mean a Company / Firm / Agency having following :-

- 2.1 Permanent Account Number (PAN)/TAN.
- 2.2 Service Tax/GST number.
- 2.3 Executed at-least Two twitter/facebook/social media management contracts in any Central/State Govt. & Public Sector Undertaking/Private Limited Company within the preceding two Financial years and must have one running contract in any Central/State Govt. & Public Sector Undertaking/Autonomous Bodies/Department/Private Limited Company;
- 2.4 Office in Delhi-NCR.

3 **The following documents must be submitted in the Quotation in a sealed envelope-**

- 3.1 Letter of Submission of quotation.
- 3.2 Demand Draft of Rs. 5,000/- (Rupees five Thousand only) towards Earnest Money Deposit.
- 3.3 Copy of PAN Card/TAN.
- 3.4 Copy of registration for Service Tax /GST.
- 3.5 Copy of Company registration certificate/ proprietorships etc.
- 3.6 Copy of executed at-least two similar works of Twitter/facebook/social media Handling Managemnet in any Central/State Govt. & Public Sector Undertaking/Private Limited Company within the preceding two financial years and must have one running contract in any Central / State Govt. & Public Sector Undertaking/ Autonomous bodies/ Department/Private Limited
- 3.7 Declaration regarding non-blacklisting by any Govt. Organization.
- 3.8 Financial Quotation in a sealed envelope
(If any document is missing,Financial envelope will not be opened)

4. OPENING OF Quotations

- The Quotations will be opened in the presence of Bidders or their authorized representatives, who choose to attend, **at 1530 hrs on due date.** The bidder's representatives present at the time of opening of bid shall sign in an attendance sheet.
- Only technically qualified proposals shall be considered for financial envelope opening.

5. STUDY OF LOCAL CONDITIONS

The applicant is advised in his own interest to visit the site of the work and acquaint him with all local conditions, means of access to the work, nature of work etc. as no claim whatsoever will be entertained for any alleged ignorance thereof.

6. EXECUTION OF AGREEMENT

The applicant whose quotation is accepted shall be required to appear at the office of the South DMC in person or if the bidder is a Firm, Company or a Corporation, a duly authorized representative shall so appear and **execute the Agreement within 7 days of the date of issue of communication from South DMC Office and start the work within two (02)days of execution of the Agreement or as indicated in the offer letter.** Failure to do so shall constitute a breach of the contract concluded by the acceptance of the applicant. Cost of agreement will be borne by the applicant.

7. Scope of Work

- i. Agency will be responsible for complete takeover of the existing social media channels of the EODB, South DMC & may be required to create new channels and accounts in consultancy with respective division of IT Deptt, South DMC and manage, setup by deploying Two persons with requisite qualifications and skills-set in South DMC Office. One of these 2 persons would exclusively be required to create digital content including graphical images for social media management and campaigns.
- ii. Management of Facebook & Twitter for EODB, IT Deptt, South DMC.



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- iii. Uploading of news & other creative contents and ensure enhanced reach and digital marketing.
- iv. Create social media strategy to increase traffic to sites.
- v. Agency has to be regularly involved in Populating, publishing and updating the content as and when required. The frequency of information will be on daily basis.
- vi. Generate awareness & buzz about EODB, IT Deptt, South DMC activities and engage citizens on Social media over initiatives and probe them for participation and spreading it. The manpower deployed by the agency will have to be in regular touch with concerned officers of divisions for any planned event, new report releases and new schemes launched and publish them online.
- vii. Running of South DMC handle / pages on twitter & facebook sites, updating, analyzing social/media trends, moderation and intervention as and when required.
- viii. Feedback/comments management on regular basis, moderation of pages on regular basis to keep the social media site free from spam/advertisement/ inappropriate contents, appropriate tagging etc.
- ix. Expanding the reach & penetration of activities, citizen participation via facebook & twitter media.
- x. Manage response on social accounts through setting up standard response management processes in coordination with South DMC Officials. Feedback, messages and any other communication received from visitors to the sites shall be responded only in consultation with respective EODB officers or officers concerned from time to time by regular follow ups.
- xi. Agency should be able to develop interesting and domain related graphic rich content in a meaningful way targeting all sort of stakeholders majorly includes consumers of telecom and broadcasting sectors.
- xii. Agency should ensure that significant posts made by the public on all the EODB, South DMC social networking platforms are monitored on daily / regular basis and is brought to the notice of the designated South DMC official on daily basis inform of a report.
- xiii. Agency should be able to provide detailed analysis & reports about Twitter & facebook activities on all platforms and people engagements. Use appropriate reports to track social media sites of all telecom as well as broadcasting companies, print media, electronic media and monitor the following:-

- Monitor social media sentiments
- Monitor and track overall trends on various social media platforms
- To generate reports in various formats like graphs, charts etc.
- Use tools for perfecting

- xiv. Gate Keeping: Moderation of the all platforms frequently in order to deal with spam, unauthorized advertisements, inappropriate content etc.

Media Tracking: Use a good industry standard monitoring tool for analyzing comments/remarks about EODB, South DMC in various media like facebook & twitter blogs, both offline & online, national & international.

- xv. Tagging: Create relevant tagging & linkages of content on the all platforms.
- xvi. Copyright: Content shared online must be copyright protected and unauthorized use of this must be monitored. All copyright will retain with South DMC . All the media content created, photos & videos collected will bear the copyright of South DMC. The agency should have

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copyright of all graphics and any other content used by the agency for promoting South DMC on Social Media. Any dispute arising out of copyright of such graphics/content will be solely dealt by the agency at its own cost. The agency will indemnify, South DMC from all such disputes.

- xvii. Reports: The agency must submit Fortnightly Effectiveness Analysis and MIS Reports" to South DMC on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of EODB, South DMC in the Twitter & facebook Social Media Platforms and the results achieved.
- xviii. Archives: Create and maintain a user friendly Archive of the events. South DMC will have complete access to the records at all times and all material will be the sole property of South DMC.
- xix. Social Media(twitter & facebook) Monitoring Program will create and manage a Monitoring platform which will be both predictive and reactive in approach.
- xx. The key Languages for content creation and for monitoring of Social media(twitter & facebook) content will be English & Hindi. However, Agency should be able to provide support in regional languages, if required.
- xxi. The Social Media Platforms Content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, and Tabs etc., failure of anyone of which shall be considered an incomplete execution of the work order.
- xxii. The Agency must also be advised that the operation of the Social Platforms shall fall under the purview of the Right to Information Act 2005. Thus, it must understand the laws provided there under and must answer such queries only after due consultation with EODB, IT Deptt, South DMC.
- xxiii. Manpower deployed by the agency in South DMC office shall also cover the day to day events held within EODB, South DMC.
- xxiv. Populating, publishing and updating the content as and when required.

8. Team

- a. The agency shall have to put a dedicated team with two persons for covering the entire range of activities as outlined in the scope of work/ deliverables including report preparations. This team will be stationed in IT Deptt, South DMC. South DMC shall only provide seating space, furniture & electricity for operation with internet during office hours in South DMC Office. The agency will equip these resources with suitable laptop, smart phone and other gadgets as required to carry out the work as per this agreement. The agency should arrange their own Laptops/Computers, mobiles, camera, equipment's, etc. The agency shall arrange premises, Laptop, Mobiles and internet etc. All deliverables shall be sent to the South DMC electronically, unless otherwise specified.

9. Deliverables (Indicative)

- a. The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at time T(Issuance of Work Order).

S.No	Deliverables	Timelines
1	Inception Report	T+3 Days
2	Preparation & Submission of detailed plan of action	T+7 Days
3	Content creation & Deployment	Continuous Work
4	Updation, Maintenance, New Content Continuous Work Creation	Continuous Work
5	Effectiveness Analysis & MIS Report	Once in every Week

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