



# **Unique Identification Authority of India**

**Request for Proposal (RFP)  
for hiring of Social Media Agency  
of UIDAI HQ, New Delhi**

**AADHAAR**

**Unique Identification Authority of India  
Government of India (Govt. of India)  
Bangla Sahib Road, Behind Kali Mandir,  
Gole Market, New Delhi – 110001**

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### Data Sheet

S.No	Particular	Details
1.	Document Reference Number	A-11016/29/2012-UIDAI
2.	Date of Issue of Request for Proposal	18/07/2018
3.	Date of Pre-bid meeting	21/07/2018
4.	Pre-bid Clarification received by email	Queries may be sent at <a href="mailto:harish.verma@uidai.net.in">harish.verma@uidai.net.in</a> by 23/07/2018
5.	Last Date & Time for Submission of Technical and Financial bids	31/07/2018 12.00 PM
6.	Date & Time for opening of Technical proposal	01/08/2018 12.00 PM
7.	Date & Time for Technical presentation	03/08/2018
8.	Date & Time for opening of Financial proposal	To be announced later.
9.	Tender fee and Earnest Money Deposit	INR 1000/- (Rs. One thousand only) and INR 2,00,000/- (Rs. Two Lakh Only) respectively
10.	Address for Bid opening and technical presentations	Unique Identification Authority of India Headquarters, 5 <sup>th</sup> floor, Bangla Sahib Road, Behind Kali Mandir, Gole Market, New Delhi - 110001
11.	Website	<a href="http://www.uidai.gov.in">www.uidai.gov.in</a>
12.	Method of Selection	Quality cum Cost Based Selection <ul style="list-style-type: none"> <li>• To qualify technically, a Proposal must secure minimum Technical Score of 70. Only technically qualified proposals shall be considered for Financial Bid Opening.</li> <li>• The Technical and Financial Scores secured by each Bidder will be added using weightage of 70% and 30% respectively to compute a Composite Bid Score upto two decimal points.</li> </ul>

		<ul style="list-style-type: none"> <li>• The Bidder securing the highest Composite Bid Score will be adjudicated as the most responsive Bidder for award of the Project.</li> <li>• In the event the Composite Bid Scores are tied , the Bidder securing the highest Technical Score will be adjudicated as the most responsive Bidder for award of the Project</li> </ul>
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Definitions:-

1.	<b>bidder</b>	Any entity/entities who are eligible as per terms of this RFP and who is participating in this tendering process. Any consortium of bidders is not allowed.
2.	<b>Service Provider</b>	An agency that has been selected to provide Social Media Management Services as per terms of this RFP.
3.	<b>Social Media</b>	Social Media platforms where UIDAI is currently active (Twitter, Facebook, YouTube, GooglePlus) and any more platforms where UIDAI wishes to participate in the future.
4.	<b>Social Media Management</b>	Activities pertaining to Social Media including Management of Social Media handles/presence of Clients, Promotion done for Clients on various Social Media interfaces only (either on a project basis or as part of Retainer).

## Section 1: Invitation for Proposal

### 1.1. Introduction

#### About UIDAI:

The Unique Identification Authority of India (UIDAI), under Ministry of Electronics and Information Technology, Government of India was established in January, 2009 initially as an attached office of the Planning Commission with a mandate *“To empower residents of India with a unique identity which can be verified and authenticated instantly in an easy, electronic and cost effective manner and is robust enough to eliminate duplicate and fake identities”*.

UIDAI is empowering residents of India by enabling them to have a unique Identity number termed **Aadhaar** based on individual unique biometrics and demographic details. Aadhaar is a 12-digit random unique number obtained through the process of de-duplication involving biometrics. Aadhaar process of **Authentication** enables an individual to verify and authenticate his identity instantly with service provider anywhere, anytime in the country.

For a country's growth to be truly transformational, it needs to be accompanied with inclusion of all particularly poor and marginalised sections of the society in the process of socio and economic development. Enabling access of poor residents to economic development and including them in the financial mainstream is a challenge primarily due to absence of an identity document that is accepted across all domains.

Absence of easily verifiable and nationally portable identity contributes to exclusion, as the person is unable to prove his/her identity, which actually proves to be the biggest barrier preventing the individual from accessing benefits and subsidies. The benefits of a mechanism that uniquely identifies a person and ensures instant identity verification are obvious. A digital identity can transform the delivery of social welfare programs by making them more inclusive.

Aadhaar plays a critical role in enhancing inclusion and enabling access to such benefits and welfare delivery, where it not only empowers the individual with an ID, but a digital ID which can be used to prove their identity online, and on real time basis. Aadhaar is the first on scale Digital ID service of the world, which is formless and paperless. With more than **121 crore** Aadhaars issued, it is the largest biometric program in the world, making India a global leader in biometric technology. The target of universal enrolment is likely to be achieved in coming months.

### 1.2. Goals and Objectives

- i. To raise awareness about Aadhaar, its usage and benefits.
- ii. Highlight role of Aadhaar in e-Governance.
- iii. Make people aware about various services and schemes that are linked to Aadhaar and also the services and Schemes that can utilise Aadhaar for delivery of services and benefits.
- iv. Widening UIDAI's reach among different communities on social media and online platforms.
- v. To create a simple and user-friendly system for exchanging ideas and feedback on services online.
- vi. To allay the apprehensions, misconception if any, prevailing amongst people and portray Aadhaar and its usage in proper perspective.
- vii. To inform people online about new policies, initiatives and opportunities for the people through the usage of Aadhaar.

## **INVITATION TO BIDDERS**

### **SECTION 1: BACKGROUND**

The Unique Identification (UID) number (Aadhaar) is issued by Unique Identification Authority of India (UIDAI) to all residents in the country. The number is:

- a) verifiable in an online, cost-effective manner
- b) based on biometrics and demographic data, and
- c) robust enough to eliminate duplicate and fake identities in databases.

The impact of UIDAI initiative is wide-ranging. For residents across the country, Aadhaar is a transformational number which will improve the delivery of welfare programs and will provide residents, particularly the poor, greater access to resources and services. Enrolment for the number is done through Registrars across the country. UIDAI partners with such Registrars, which include State Governments, PSUs, banks, etc. These Registrars, in turn, may partner with enrolling agencies to enrol residents into the UIDAI database.

#### **UIDAI's Vision:**

To empower residents of India with a unique identity and a digital platform to authenticate anytime, anywhere.

#### **UIDAI's Mission:**

- Universal Aadhaar enrolment for the entire population with a well-defined turnaround time and adhering to stringent quality metrics
- Collaborate with partners to setup infrastructure which provides convenience to residents for updating and authenticating their digital identity
- Collaborate with partners and service providers in leveraging Aadhaar to serve residents effectively, efficiently and equitably
- Encourage innovation and provide a platform for public and private agencies to develop Aadhaar linked applications
- Ensure availability, scalability and resilience of the technology infrastructure
- Build a long term sustainable organization to carry forward the vision and values of the UIDAI
- Make it attractive for the best global expertise in different fields to collaborate and provide valuable insights to the UIDAI organization.

## **Section 2: Instruction to Bidders**

### **2.1. Procedure for Submission of Online Bids on CPP Portal**

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal. More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>.

#### **i. Registration**

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link "Online bidder Enrollment" on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / TCS / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC shall be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSCs to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

#### **ii. Searching for tender documents**

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective "My Tenders" folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- 3) The bidder shall make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

#### **iii. Preparation of bids**

- 1) Bidder shall take into account any corrigendum published on the tender document before submitting their bids.

2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

3) Bidder, in advance, shall get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

#### **iv. Submission of bids**

1) Bidder shall log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document. **There are two packets in this bid. Packet 1 contains a sub-packet (Sub-Packet 1) for submitting documents pertaining to Eligibility/Pre-Qualification and another sub-packet (Sub-Packet 2) for submitting the Technical bid. In the Technical bid, bidder needs to provide presentation for managing Aadhaar's Social Media presence. The presentation needs to be given in .pdf format.**

**3) Packet 2 contains the Financial Bid, which contains an excel sheet – "BOQ for Hiring of Social Media Agency for Aadhaar".**

3) Bidder has to select the payment option as "offline" to pay the Tender Fee / EMD as applicable and enter details of the instrument.

4) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders shall follow this time during bid submission.

5) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers' public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.

6) Upon the successful and timely submission of bids (i.e. after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

7) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

**v. Assistance to bidders**

1) Any queries relating to the tender document and the terms and conditions contained therein shall be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. For any technical related queries please call the Helpdesk. The 24x7 Help Desk Number are 0120-4200462, 0120-4001002, 0120-4001005 and e-Mail: support-eproc@nic.in.

**2.2 Conflict of Interest**

- i. The selected Firm/ Agency shall provide professional, objective and impartial service and hold UIDAI's interest paramount.
- ii. The selected Firm/ Agency shall not downstream or outsource any part of the scope of work.
- iii. Non disclosure of such an association will lead to termination of Agency's contract.

**2.3. Validity of Proposal**

The following will be considered for the validity of the proposals deemed submitted:

- I. Proposal shall remain valid for a period of 180 days from the last date of bid receiving date.
- II. UIDAI reserves the right to reject a proposal valid for a shorter period as non ó responsive.
- III. In exceptional circumstances UIDAI may solicit the Bidder's consent to an extension of the period of validity. The request and the response thereto shall be made in writing.

**2.4. Right to Accept or Reject any Proposal**

UIDAI reserves the right to annul the Request for Proposal process, or to accept or reject any or all the proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Bidder(s) or any obligation to inform the affected Bidder(s) of the ground of such decision.

**2.5. Fraud & Corruption**

It is required that the Bidders submitting Proposal and Agency selected through this Request for Proposal must observe the highest standards of ethics during the process of selection and during the performance and execution of the Work Order.

For this purpose, definitions of the terms are set forth as follows:

- I. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of UIDAI or its personnel in Work Order executions.
- II. "Fraudulent practice" means a misrepresentation of facts, in order to influence selection process or the execution of the Work Order, and includes collusive practice among Bidders .
- III. "Unfair trade practice" means supply of devices different from what is ordered on, or change in the scope of work.

- IV. Coercive practice** means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the selection process or execution of the Work Order.

UIDAI will **reject** a proposal for award, if it determines that the Bidder recommended for the award, has been determined to have been engaged in corrupt, fraudulent or unfair trade practices.

UIDAI will declare a Firm/ Agency ineligible, either indefinitely or for a stated period of time, for awarding the Work Order, if at any time determines that the Firm/ Agency has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing the Work Order.

## **2.6 Clarifications & Amendment to Request for Proposal**

- I.** During the process of evaluation of Proposals, UIDAI may, in its discretion, ask Bidders for clarification on their proposal. The Bidders are required to respond within the prescribed time frame.
- II.** UIDAI may for any reason, modify the Request for Proposal from time to time. The amendment(s) to the Request for Proposal would be clearly spelt out and the Bidders may be asked to amend their proposal due to such amendments.

## **2.7. Tender Fee and Earnest Money Deposit (EMD)**

- I.** The Bidder shall furnish Tender Fee of Rs. 1000/- (Non-refundable) and Earnest Money Deposit (EMD) amounting to Rupees 2,00,000 (Rs. Two Lakh Only) along with Technical Bid in Sub-Packet 1.
- II.** The Tender Fee and EMD shall be in Indian Rupees and shall be in the form of Bankers Cheque or Demand Draft from any of the Nationalised/ Scheduled Bank in favour of Unique Identification Authority of India payable at New Delhi. Agencies under MSME/NSIC are exempt from submission of these payments subject to presentation of the valid documents.
- III.** The earnest money of the unsuccessful Bidders shall be refunded on request by the Bidder after final award of the Work Order.
- IV.** EMD of the successful Bidder will be released after the Bidder signs the final agreement and furnishes the Performance Bank Guarantee (PBG). The PBG will be 10% of the amount stated in the Work Order.

## **2.8. Preparation of Proposal**

The Bidder must comply with the following instructions during preparation of Proposals:

- I.** The Bidder is expected to carefully examine all the instructions, guidelines, terms and condition and formats of the Request for Proposal. Failure to furnish all the necessary information as required by the Request for Proposal or submission of a proposal not substantially responsive to all the requirements of the Request for Proposal shall be at Bidder's own risk and will be liable for rejection.
- II.** The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or overwriting shall be valid only if they are initialled by the authorized person signing the Proposal.
- III.** The proposal shall be signed in indelible ink by the Bidder or duly authorized person(s) and uploaded in Sub Packet 1. The letter of authorization shall be indicated by written power of attorney and shall accompany the proposal.

- IV. In addition to the identification, the envelopes containing the Proposals shall mention the name and address of the Bidder to enable the proposal to be returned in case it is declared late pursuant and for mailing purposes.
- V. Proposals received by facsimile or in any other form as explained above shall be treated as defective, invalid and rejected.
- VI. Only detailed proposals complete in all respect and in the forms indicated shall be treated as valid.
- VII. No Bidder is allowed to modify, substitute, or withdraw the Proposal after its submission.

**2.9. Pre-bid Clarification by email**

A prospective Bidder, requiring a clarification on the Request for Proposal shall notify UIDAI via email to the address specified in the Data Sheet by the stipulated date. As part of this RFP process, UIDAI will hold a pre-bid meeting, the date for which can be found in the Data sheet.

**2.10. Evaluation of Proposals**

The bid will be opened as per the schedule mentioned in the Data Sheet. Authorised representatives of the Bidders may be present during the Bid Opening if desired. UIDAI may constitute Evaluation Committee to evaluate the Proposals submitted by Bidders for a detailed scrutiny. Subject to the terms mentioned in the Request for Proposal, a two stage process as explained below will be adopted for evaluation of Proposal submitted by the specified date and time.

**2.11. Eligibility**

Scrutiny of the Proposals for eligibility will be done to determine whether:

- The Bidders meet the eligibility criteria defined as under:

Sl.No.	Criteria	Documentary Evidence
1.	The Firm/ Agency shall be registered company with minimum 4 years of existence on the day of submission of bid. <b>No consortium is allowed.</b>	<ul style="list-style-type: none"> <li>• Certificate of Incorporation/ Registration</li> <li>• GST Registration Certificate</li> </ul>
2.	<ul style="list-style-type: none"> <li>• The Firm/ Agency shall have an annual turnover of Rs.3 crore during each of the last three financial years. The turnover shall only be derived from the business of providing Social Media Management services.</li> <li>• In case of a company involved in other forms of communication business like advertising, public relations where the revenue from Social Media Management is not delineated clearly, a certificate from the Company Secretary/Statutory Auditor needs</li> </ul>	<ul style="list-style-type: none"> <li>• Copies of financial statements duly audited by applicants' statutory auditors for immediately preceding 3 financial years, i.e. 2015-16, 2016-17 &amp; 2017-18 (in case it is not finalised, Company Secretary/Statutory Auditor shall certify the turnover)</li> <li>• Certificate from Company Secretary/Statutory Auditor in</li> </ul>

	to be provided wherein revenue from activities like Social Media Project/Retainer fee, Promotions done on the Social Media platforms for clients shall be clearly indicated vis-a-vis the total revenue for that particular financial year. Format for the same is given in Section 7 (7.5).	the Section 7, (Format 7.5)
3.	The Firm/ Agency shall not have been blacklisted by MeitY/UIDAI.	Self Certification in format given in Section 7 (7.4)

- Please check that relevant documents as specified above have been attached.
- The offer is for the entire work as defined under scope of work.
- NOTE: *Proposals not conforming to the above requirements shall be rejected.*

### 2.12. Evaluation of Technical Proposal

The Technical Score has 70% weightage in the Evaluation process. The Technical Evaluation shall be based on the parameters and weightage as mentioned in the Table below:

**NOTE:** *The Technical Proposal must not include any financial information failing which the Proposal will be rejected.*

Sl.No	Parameters	Maximum Score	Remarks
1.	<p>Average turnover of the agency from social media related projects in the last three years (2015-16, 2016-17 &amp; 2017-18). <i>This must be certified by the company secretary or statutory auditor of the agency for each relevant year.</i></p> <ul style="list-style-type: none"> <li>• For a Turnover of Rs. 3 crore to 5 crore - 5 marks</li> <li>• For a Turnover of 5 crore to 10 crore - 10 marks</li> <li>• For a Turnover of more than 10 crore - 15 marks</li> </ul>	15	(Format given in Section 7, Format (7.5))
2.	<p>No. of permanent employees of the agency, having been on the payroll during the financial year 2017-18 engaged in social media related projects. This shall be certified by the company secretary or statutory auditor of the agency for each relevant year.</p> <ul style="list-style-type: none"> <li>• If Agency has 10 employees to 25 employees - 5 marks</li> <li>• If Agency has 26 employees to 50 employees - 8 marks</li> <li>• If Agency has 51 employees to 100 employees - 10 marks</li> </ul>	10	(Format given in Section 7, Format (7.6))

3.	<p>A detailed presentation on the work done for best 2 client projects in the past three years (2015-16, 2016-17 &amp; 2017-18), supported by relevant media/data, which shall be submitted as proof:</p> <ul style="list-style-type: none"> <li>• Growth in terms of number of followers/fans on Client's social media interfaces during the Agency's tenure</li> <li>• Engagements Levels of Content on Facebook and Twitter (monthly average for last quarter of agency's tenure. Provide relevant screen shots of the Analytics page/Tools) <ul style="list-style-type: none"> <li>a. For Facebook: Computed as %age of total interactions (Reactions, Comments and Shares) vis-a-vis Reach of the Post.</li> <li>b. For Twitter: Computed as %age of total interactions (Retweets, Likes and Replies) vis-a-vis Reach of the Tweet</li> </ul> </li> <li>• Most successful campaign carried out for each of the two clients will be measured in terms of growth in fans/followers before and after the campaign and content innovation</li> </ul>	30	
5.	<p>Strategy, Strength, Approach &amp; Methodology etc. for handling Aadhaar's Social Media presence based on the following indicative points:</p> <ul style="list-style-type: none"> <li>• Proposed brand vision and digital communication strategy. Proposed strategy shall be Cost effective and viable</li> <li>• Content Development Strategy</li> <li>• Proposed usage of Social Media Monitoring and Management tools, applications and mobile devices</li> <li>• Innovative ideas and suggestions</li> </ul>	45	
	Total	100	

- Evaluation Committee may, at its discretion, call for additional information from the Bidder(s). Such information has to be supplied within the given time frame; otherwise

the Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of Bidders.

- Seeking clarifications shall not be treated as acceptance of the Proposal.
- If considered necessary, the Evaluation Committee will invite short-listed agencies for making a presentation on their Strategy, Strength, Approach & Methodology for executing UIDAI's social media activities
- For verification of the information submitted by the Bidders, the Committee may visit Bidder's office at its own cost. The Bidders shall provide all the necessary documents, samples and reference information as desired by the Committee. The Bidders shall also assist the Committee in getting relevant information from the Bidders references, if desired.
- For calculating the Technical Score the individual scores, a Proposal must secure minimum Technical Score of 70.
- Only Technically qualified Proposals shall be considered for Financial Bid Opening.

### **2.13. Evaluation of Financial Proposal**

**The Financial score has 30% weightage in the Evaluation process. The Financial Proposal needs to be filled electronically on the CPP Portal ONLY. UIDAI will not accept any hard copy of the proposal.** Financial proposals of only those firms who are technically qualified shall be opened, via the portal, publically on the date and time specified in the Data Sheet, in the presence of Firm's representatives who choose to attend. The name of the Firm, their technical score (if required) and their financial proposal shall be read out aloud.

After opening of financial proposals, QCCBS selection method as detailed in Section 7.7-Annexure Z shall be applied to determine the Firm who will be declared winner and be eligible for award of the work. The complete method of selections is described in the Data Sheet and Section 2.10, Section 2.11 and Section 2.12 and Section 7.7-Annexure A. This selected bidder will then be invited for negotiation, if considered necessary.

### **2.14. Payment Terms**

No advance payment would be admissible. The annual contract value as discovered through this RFP process will be paid in 4 equal quarterly instalments, at the end of each quarter, against agency's invoice in quadruplicate being submitted along with such supporting documents as may be prescribed, and subject to

- Service Level Agreement (SLA) deductions, if any, as prescribed under Section 3, subsection D, E & F
- Attendance of Personnel & SLA for defaults therein
- Achievements as per Deliverables and adherence to Timelines as prescribed under Section 3 & SLA for defaults therein

### **2.15. Tenure**

The selected Agency shall be hired for a period of **two years initially**. The tenure of the agency may be extended by maximum two more years thereafter, one year at one occasion, provided UIDAI is satisfied with the services of the agency. The agency's contract may however be terminated with one month's notice, if UIDAI feels the service provided by the agency is unsatisfactory.

### Section 3: Scope of Work, Deliverables & SLAs

**Description of Work: The scope of work under this RFP is divided into the following categories.**

- A. Strategy Formulation**
- B. Maintenance of Social Media Platforms for UIDAI**
- C. Resources to be deployed for social media management**
- D. Other Responsibilities**

#### **A. Strategy Formulation**

- (i) The Service Provider will be required to formulate a result oriented comprehensive social media strategy for UIDAI. The detailed plan of action to be shared with UIDAI team and the applicable SLA in terms of any delay in submission of the plans shall be as per below table:

S.No.	Type of Plan	Frequency	Remarks	Applicable SLA
1.	Annual Strategy	To be submitted at the start of the project and at the beginning of each contractual year. To include an overall objective and the proposed activities to achieve the set objective.	To be submitted within 7 days from the start of the contractual year.	A Penalty of 0.1% of the total quarterly invoice per day of delay.  Penalty capped at 2.5% of the quarterly invoice.
2.	Quarterly Plan	To be submitted at the start of each billing quarter. To include content and engagement building strategy.	To be submitted within 7 days of the start of the billing quarter.	A Penalty of 0.1% of the total quarterly invoice per day of delay.  Penalty capped at 2.5% of the quarterly invoice.
3.	Monthly Plan	To include week wise campaign plan as well as content plan for any special event/ festival/ occasion etc.	To be submitted by 4 <sup>th</sup> of every month.	A Penalty of 0.1% of the total quarterly invoice per day of delay.  Penalty capped at

				2.5% of the quarterly invoice.
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- (ii) The social media strategy to be submitted shall also include Service a comprehensive strategy relating to Online Reputation Management. This shall include response to queries from general public/stakeholders on social media, regular monitoring of online conversations/ news related to UIDAI/ Aadhaar and effective use of conversation analysis to devise informative content.
- (iii) The strategy adopted by the Service Provider will be measured in terms of increase in number of followers, engagement level of content, response management TATs etc.

**B. Maintenance of Social Media Platforms for UIDAI:-**

- a) The Service Provider shall maintain the **official social media accounts** of UIDAI including: Facebook Page, Twitter Profile/s, You Tube Channel, GooglePlus, Instagram & LinkedIn accounts. More Social Media touch points may be added to the scope of work during the course of contract.
- b) For the maintenance activities as detailed below, the service provider shall employ the below automation tools (The required features in each are mentioned in their respective sections below):
  - i. Social Media Management Tool (details in Section 3.B.1e)
  - ii. Online Reputation Management Tool (details in Section 3.B.2a)
  - iii. Social Listening Tool (details in Section 3.B.2i)
- c) The maintenance activities shall include:
  - 1) Content Creation
  - 2) Online Reputation Management
  - 3) Milestones & Promotions
  - 4) Regular Presentation of Work

**1) Content Creation:**

1a) The Service Provider shall develop and upload on various social media platforms, **creative content** that includes (but not limited to) informational posts, infographics, gifs, animation videos (with voice over) etc. They may also be required to adapt the already available creatives for other mediums. The Service Provider shall also be required to start the Aadhaar Blog and regularly maintain it. The content creation and applicable SLA is defined as detailed below:

S.No.	Type of Work	Frequency	Remarks	Applicable SLA
1.	Regular creative content for Social Media platforms/websites	On a Weekly basis: At least 7 creatives in .jpeg form. Adaptations of the same for other digital/non-digital formats including websites, etc.	At least 90 such creatives per quarter shall be required.	A Penalty of 0.1% of the total quarterly invoice per shortfall.
		On a monthly basis: At least 2 GIFs	At least 6 such GIFs per quarter shall be required.	A Penalty of 0.3% of the total quarterly invoice per shortfall.
2.	Digital Animation Videos	On a monthly basis: At least 2 videos, each of up to 2 minutes duration.	The video shall be shared in HD quality and adaptations of the same for different media platforms like YouTube, Facebook, Twitter, WhatsApp, TV etc.  At least 6 such videos, each of up to 2 minutes OR 12 minutes of video content per quarter shall be required.	A Penalty of 1% of the total quarterly invoice per shortfall.
3.	Infographics	On a monthly basis: At least 3 infographics	These will need to be adapted for other mediums as well.  At least 9 infographics per quarter shall be required.	A Penalty of 0.3% of the total quarterly invoice per shortfall.
4.	Blog Content	On fortnightly basis: At least 1 article	Blog articles need to be 300 to 500 words with appropriate graphical content.	A Penalty of 0.5% of the total quarterly invoice per shortfall.

			At least 6 blog articles shall be required per quarter.	
5.	Exclusive Campaigns/ Contests	On a quarterly basis: At least 1 user engagement campaign/contest	The team shall be required to detailed campaign plan along with each proposed campaign. The aim of such campaign shall be to engage the existing audience and initiate interactions with new audience.  At least 1 user engagement campaign shall be required per quarter.	A Penalty of 5% of the total quarterly invoice shall be applicable if campaign not done.

1b) The exclusive campaigns mentioned in the above table may include contests, Q&A sessions, experts speak, blog-a-thons, branded content, purpose-based campaigns etc. The campaign can be audio, video, infographic, design or story based. The expected activities for campaign management shall include teasers, announcements, promotions (paid and non-paid), regular management of content (created and received from participants), moderation of all user interactions (entries, queries, comments etc.), campaign reports and other relevant activities.

1c) The above content shall be drafted in either English or Hindi or both languages. For SLA computation, completion and submission of content in the approved language will be considered.

1d) On request of UIDAI, the service provider shall be required edit or translate the digital videos in regional languages. The cost of editing and/ OR Voice Over (in regional language) shall be borne by UIDAI as per DAVP rates.1e) **Social Media Management**

**Tool:** The Service Provider shall employ a top rated social media management tool to regularly upload/ schedule and manage posts on UIDAI's social media platforms. The tool shall be capable of handling postings and scheduling of posts on Facebook, Twitter, Google+, Instagram and other social media platforms. The tool shall also be able to generate analysis and reports on the content engagement.

1f) **Aadhaar Blog:** The Service Provider shall also be required to operate the blogging platform of UIDAI for creating, posting, comment moderations etc.

1g) The Service Provider shall also compile all online news related to UIDAI/ Aadhaar from news websites, blogs, forums and social media and share with the UIDAI team on daily basis.

1h) The Service Provider shall also provide event support to UIDAI in terms of manpower, equipments for photography/ videography and timely social media posting both pre and post event as and when required. For live postings (posts & tweets ó text, photographs or small video based) during the event, the service provider shall arrange for their own internet connection. For Live Web Cast of the event/ workshop on social media channels (Twitter, Facebook, Google+ and YouTube), the required internet bandwidth shall be provided by UIDAI.

1i) The Service Provider shall create high engagement content that is capable of trending on social media and hence provide maximum brand impact in minimal time.

## 2) Online Reputation Management:

2a) **ORM Tool:** The Service Provider shall employ a top-rated **online reputation management tool** to tap existing and initiate new conversations related to Aadhaar and also to create an active and efficient response management system for all user queries received on the UIDAI's official social media platforms.

2b) To solve issues related to Aadhaar faced by general public, the Service Provider shall provide accurate, complete, polite and prompt feedback mechanism to users via social media platforms.

2c) The Service Provider shall be required to create, maintain and update standard responses for the frequently asked queries in consultation with UIDAI team.

2d) All user interactions shall be done in either English or Hindi ONLY (as per the language used by the resident).

2e) The Service Provider shall be required to do a 24x7 monitoring of all user queries received on UIDAI's official social media platforms. For action purpose, all such queries shall be classified as standard queries (where we have pre-approved response templates available) and special cases (which require escalation to concerned division at UIDAI). The Turn-Around-Time (TAT) for response and the applicable SLA in both cases shall be as per the below table:

S.No.	Type of Query	Expected Action	TAT	Applicable SLA
1.	All standard queries received during office hours (9:30 a.m to 6:00 p.m. ó Monday to Friday)	Response as per pre-approved response template for all standard queries.  First level response for all special cases.	2 hours from the receipt of the query on UIDAI's social media platform.	Penalty = Hourly delay in responses (calculated as average delay per quarter) x 2% of the total quarterly invoice.

2.	All standard queries received during non-office hours or on weekends and holidays	Response as per pre-approved response template for all standard queries.	8 hours from the receipt of the query on UIDAI's social media platform.	Penalty = Hourly delay in responses (calculated as average delay per quarter) x 1% of the total quarterly invoice.
		First level response for all special cases.		
3.	All special case queries	Detailed email to UIDAI for escalation of the query shall be sent immediately after the first level response is sent.  The response received from UIDAI to be communicated back to the resident	2 hours / 8 hours as per the receipt of query as defined in S.No. 1 & 2 above.	Penalty = Hourly delay in responses (calculated as average delay per quarter) x 1% of the total quarterly invoice.

2f) All ORM work during non-office hours, weekends or holidays shall be off UIDAI. The service provider shall arrange for alternate space/ work schedules for the designated resources to provide 24x7 support and manage work as defined in the above table.

2g) The Service Provider shall also moderate the official social media platforms of UIDAI to avoid spam, advertisements and inappropriate content.

2h) The Service Provider is also expected to track social media networks for key words related to Aadhaar in particular, and respond to them in a way to initiate positive conversations on social media.

2i) **Social Listening Tool:** The Service Provider shall employ a top-rated social listening tool to track and monitor online conversations relating to Aadhaar. This monitoring activity shall extend to social media platforms, websites (news and others), blogs/ forums, etc. so that issues related to Aadhaar can be understood. The tools shall be capable of doing a sentiment analysis of all such conversations and flag any discrepancy in sentiments/trend. Additionally, the Service Provider will draft a plan to work out and neutralise negative sentiments.

2j) As an expected outcome of social listening activity, the service provider shall segregate the online brand-related conversations into problematic and non-problematic on basis of various keywords and give an informed forecast. Based on above forecasting and signalling, incidences shall be highlighted, which may have a negative impact on the Aadhaar brand.

2k) Based on all of the above activities, the Service Provider shall submit appropriate analysis reports to UIDAI as per the below table:

S.No.	Type of Report	Frequency & Details	Quarterly Expectations
1.	Social Media Dashboards	<b>On Weekly basis:</b> This shall indicate the performance on each active Social Media platform. The report may include change in follower base, user response to the content posted, etc.	At least 12 weekly social media dashboards shall be required per quarter.
		<b>On Quarterly basis:</b> This shall be a comprehensive performance dashboard indicating the change in follower base, content engagement, achievements etc.	At least 1 such dashboard required per quarter.
2.	Response Management Reports	<b>On Daily basis:</b> This shall indicate the number of queries received and answered (platform wise and resource wise) for the previous day and the average response TAT with the supporting screenshot from ORM tool.  <b>To be submitted by 12 pm of the next day.</b>	At least 90 such reports required per quarter.
		<b>On Monthly basis:</b> This shall be a compiled report on the total queries received & answered and team resource wise performance in terms of no. of queries handled, response time etc.  <b>To be a part of the monthly presentation.</b>	At least 3 such reports required per quarter.
3.	Online Reputation Management Reports	<b>On Weekly basis:</b> This shall include an analysis of all the user queries received, answered, their sentiments, topic-wise bucketization, insights on the most discussed topics, top detractors, top influencers and the net sentiment related to Aadhaar.	At least 12 weekly ORM reports required per quarter.
		<b>On Monthly basis:</b> A month-wise analysis of brand-related conversations and the effectiveness of content campaigns done.	At least 3 such reports per quarter shall be required.

4.	Campaign Performance Report	Detailed Campaign reports at the conclusion of each campaign. The metrics for the same will be provided by UIDAI at the beginning of the campaign.	At least 1 such report per quarter shall be required.
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*Formats for delivering reports as mentioned in table above can be modified & will be approved by UIDAI from time to time.*

### 3) Milestones & Promotions:

3a) The Service Provider shall be responsible for enhancing the reach of UIDAI on various social media platforms. The growth in follower base shall be considered a measure of the effectiveness content strategy and efforts of the team. The minimum expectation from the team in terms of growth in the number of followers shall follow the below table:

S.No.	Social Media Platform	Expected Increase in no. of followers per quarter	Applicable SLA
1.	Facebook	If $X$ is the no. of fans of UIDAI at the beginning of the quarter, then:  <b><math>X + 50,000</math></b>	A Penalty of 0.1% of the total quarterly invoice per shortfall of 1,000 fans.  e.g. If the service provider falls short of 25,000 fans from quarterly target, the penalty shall be computed as $0.1\% \times (25,000/1000) = 2.5\%$
2.	Twitter	If $Y$ is the no. of fans of UIDAI at the beginning of the quarter, then:  <b><math>Y + 20,000</math></b>	A Penalty of 0.1% of the total quarterly invoice per shortfall of 500 followers.  e.g. If the service provider falls short of 12,000 fans from quarterly target, the penalty shall be computed as $0.1\% \times (12,000/500) = 2.4\%$

3b) The Service Provider shall employ paid promotions for Boosting of Posts/Tweets to ensure reach to people who are not Fans/Followers at a frequency as mutually decided between the Service Provider team and UIDAI.

3c) Cost of All paid promotions to be borne by UIDAI as per actual bills from the social media platforms. However, the service provider will have to seek prior administrative and financial approvals from UIDAI at least 15 days before the start of the promotions.

**4) Presentation of Work:**

The Project Head of the Service Provider shall be required to give a presentation to the UIDAI in person on a monthly basis. The inclusions in the presentation and applicable SLA shall be as per below table:

S.No.	Deliverable	Inclusions	Applicable SLA
1.	Monthly presentation by Project Head	<ul style="list-style-type: none"> <li>- Overview of all content created for UIDAI for previous month</li> <li>- Overview of ORM activities</li> <li>- Achievements and Learnings</li> <li>- Strategy for the coming month</li> </ul>	A Penalty of 5% of the total quarterly invoice if not presented.

**Note:** Total Penalty that will be levied for violations as per defined SLAs in Sections 3(A) & 3(B) subject to a **maximum of 20%** of the quarterly invoice raised.

**C. Resources to be deployed at UIDAI:**

- (i) The Service Provider shall provide complete social media management services to UIDAI and manage the same by deploying requisite number of persons at UIDAI premises.
- (ii) For the proposed team, the Service Provider shall provide UIDAI with the CVs and also arrange for interview of the resource by UIDAI. Only the team approved by UIDAI shall be deployed at the UIDAI premises.
- (iii) The team deployed at UIDAI shall follow regular office timings 9:30 am to 6:00 pm on weekdays (Monday to Friday). The team shall follow UIDAI's official holiday calendar. For all working days, only office attendance shall be considered. NO Work From Home facility for UIDAI working days will be allowed. However, the team is required to provide 24x7 support and may be required to attend office even on holidays if so required.
- (iv) Each member of the team deployed at UIDAI by the Service Provider shall be allowed One leave per month. For more than one leave of any resource, the service provider shall provide a substitute resource. Failing to provide a substitute resource shall be considered as unauthorized leave of the resource and shall be liable for the penalty as per the SLA defined in the below table.
- (v) The requisite qualifications and skill sets and the applicable SLAs for any unauthorized absence from work is defines in the below table:

S.No.	Designation	Required Profile	Applicable SLA
1.	Project Manager (1 nos.)	<ul style="list-style-type: none"> <li>- <b>Qualification:</b> BE/BTech/MBA/PG in Mass Communication.</li> <li>- <b>Required Experience:</b> 5-8 years with at least 3 years in Social Media Management.</li> <li>- <b>Expected Role:</b> This person shall be the focal point of contact with UIDAI. This person will function as the campaign manager cum-team leader. The person shall have knowledge of Social Media Management, ORM, Social Listening &amp; Analytics tools etc.</li> </ul>	A penalty of 0.5% (of the quarterly invoice) per day of unauthorized absence from work.
2.	Response Management Supervisor (1 nos.)	<ul style="list-style-type: none"> <li>- <b>Qualification:</b> Any Graduate</li> <li>- <b>Required Experience:</b> 3-5 years with at least 2 years in Response Management on social media for consumer-centric brands.</li> <li>- <b>Expected Role:</b> The person will be the team leader for the ORM team and shall be responsible for day-to-day user query management, MIS reports and user conversations related analytics. The person should have hands-on experience of the response management and social listening tools that shall be deployed for UIDAI project.</li> </ul>	A penalty of 0.4% (of the quarterly invoice) per day of unauthorized absence from work.
3.	Graphic Designer (1 nos.)	<ul style="list-style-type: none"> <li>- <b>Qualification:</b> Any Graduate with Diploma in Multi-media</li> <li>- <b>Required Experience:</b> Must have experience of having worked on multiple platforms such as Adobe Photoshop, Corel Draw, in Design. The person should have an experience of 5-8 years with at least 5 years as graphic designer for multiple mediums and at least 2 years for designing graphics for social media or digital audience.</li> <li>- <b>Expected Role:</b> The person will be required to create designs for social</li> </ul>	A penalty of 0.3% per day of unauthorized absence from work.

		media posts, blogs, website, digital content, offline promotions etc. The person shall work in close co-ordination with the content writer to design effective messaging for multiple media.	
4.	Video Designer/Animator (1 nos.)	<ul style="list-style-type: none"> <li>- <b>Qualification:</b> Any Graduate with Diploma in Graphics, Animation &amp; Multi-media</li> <li>- <b>Required Experience:</b> The person is required to have an experience of over 4 years as a motion animation artist. Experience in video editing designs is a must.</li> <li>- <b>Expected Role:</b> The person will be required to create animations and videos for social media with graphic elements as well as animated characters. The person shall work in close co-ordination with the content writer &amp; graphic designer to create high impact digital video content for UIDAI.</li> </ul>	A penalty of 0.3% (of the quarterly invoice) per day of unauthorized absence from work.
5.	Content Creator (1 nos.)	<ul style="list-style-type: none"> <li>- <b>Qualification:</b> Any Graduate with proficiency in writing in both English and Hindi</li> <li>- <b>Required Experience:</b> The person is required to have an experience of 3-5 years as a content writer/ copywriter with a digital agency.</li> <li>- <b>Expected Role:</b> The person will be required to write copies for social media posts, print ads, digital video scripts, blog articles etc. in both English and Hindi language. The person should be able to work with the graphic designer and animation artist to ensure effective visual presentation of the written message.</li> </ul>	A penalty of 0.27% (of the quarterly invoice) per day of unauthorized absence from work.
6.	ORM executives (10 nos.)	<ul style="list-style-type: none"> <li>- <b>Qualification:</b> Any Graduate</li> <li>- <b>Required Experience:</b> The person is required to have an experience of 2-5</li> </ul>	A penalty of 0.22% (of the quarterly invoice) per day of

		<p>years with at least 2 years in response management for high-volume consumer brands.</p> <p>- <b>Expected Role:</b> The person will be required to respond to user queries/ grievances received on social media. The person should be able to understand the user query/ grievance and devise appropriate response in English or Hindi (as per the language used by the user). The person will be required to contribute to development and update of Standard Response for social media grievances.</p>	<p>unauthorized absence from work.</p>
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- (vi) There is NO CAPPING on the applicable penalty as per the above table.
- (vii) The resources shall be required to seek prior written approvals for any leave. Any uninformed leave shall be considered unauthorized absence from work and shall be liable for the penalty as described above.
- (viii) UIDAI shall provide the Service Provider with space, furniture, internet connection & electricity for its operations. However, the Service Provider shall arrange for its resources - their own latest generation laptops/ Computers having Genuine Windows operating system (or iOS as per design requirements), 2 GB Graphic Card with essential Softwares like Adobe Photoshop / Illustrator/ Premier Pro CC/ After Effects/ InDesign CC/ Corel Draw, so as to use in production/editing of creatives/posts.
- (ix) The service provider shall also arrange to provide backup 4G Wi-Fi internet connections for laptops/Computers to be utilized by resources deployed.
- (x) Any other hardware and software required for execution of the Scope of Work in this RFP shall be provided by the Service Provider to UIDAI free of cost.
- (xi) All Software installed on the equipment mentioned above shall be licensed versions under complete responsibility of the service provider.

**D. Other Responsibilities:**

- (i) The Service Provider shall provide access to UIDAI team and also arrange for training of UIDAI team for all tools being used for social media management, social listening and online reputation management.
- (ii) Service Provider shall be responsible for storage of content and data by means of online/offline archival support. The archived content shall be available for at least 180 days and is to be made available to UIDAI at short notice.
- (iii) All creative content created by the Service Provider as part of the work done for UIDAI will become the property of UIDAI, which will be used in various media as deemed fit.
- (iv) The Service Provider needs to provide photographs, audio/video content as required for creating all kinds of communication material. The audio visual material or photographs

may be used by UIDAI for other non-digital media as well. Hence the resolution of photographs procured will be decided by UIDAI and the cost of procuring such photographs will be reimbursed to the Service Provider on actual and on production of third-party bills.

- (v) The Service Provider must mark all electronic content (text, photo, video or otherwise) as **copy right of UIDAI**, wherever applicable; and monitor and report unauthorised use. This responsibility includes but is not limited to the following activities:
  - a. Content sanitization, formatting and uploading
  - b. Use of SEO friendly clean permalink structure
  - c. Tagging and categorisation of posts and articles
  - d. Feedback mechanism to accept and display hierarchical user comments
- (vi) The Service Provider must also understand that the operation of Social Media Platforms fall under the purview of Right to Information Act, 2005 and therefore, must answer any queries only after consultation with UIDAI.
- (vii) The Service Provider shall be responsible to ensure compliance with IT Act and IT Amendment Act of 2008 and Aadhaar Act 2016 and rules framed there under particularly Information Technology (reasonable security practices and procedures & sensitive personal data or information) Rules 2011, Information Technology (Intermediary guidelines) Rules, 2011. UIDAI is ISO 27001 certified organisation and Service Provider needs to adhere to reasonable security practices and procedures as per ISO 27001.
- (viii) The Social Media Platforms content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc, failure of any one of which shall be considered an incomplete execution of work order.
- (ix) All Intellectual Property displayed on the social media platforms shall belong to UIDAI and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with UIDAI. The Service Provider will be required to sign a Non-Disclosure Agreement at the start of the contract and will also be responsible for complete Knowledge Transfer (including Documentation, creative content, etc.) at the end of the contract period.
- (x) All approval/licenses required to produce creative content will be procured by the Service Provider from relevant authorities/bodies.

## Section 4: General Terms & Conditions

### **NOTE: Bidders shall read these conditions carefully and comply strictly while submitting the Proposals**

- i. Rate shall be written both in words and figures. There shall not be errors and / or over-writings and corrections, if any, shall be made clearly and initialled with dates. The rates shall mention elements of the service charges or any other charges separately.
- ii. Agency shall not assign or sublet the Work Order or any substantial part thereof to any other agency, nor can the agency have arrangement with other company for bidding purpose.
- iii. Rates quoted will be valid up to 180 days from the last date of bid receiving date.
- iv. In the event of any loss /damage to UIDAI, the Bidder shall be liable to make good such loss found. No extra cost on such shall be admissible.
- v. Direct or indirect canvassing on the part of the Bidder or his representative will lead to disqualification.
- vi. If a Bidder imposes conditional bids, the same shall be liable to summarly rejection.
- vii. UIDAI reserves the right to accept or reject one or all bids without assigning any reasons and accept bid for all or anyone. UIDAI also reserves the right to award the work to more than one company.
- viii. The Agency shall not use any Govt. Emblems and/or UIDAI logo in any unauthorized, illegal or inappropriate way which may deceive the public to believe unsolicited, unauthorized content. The said logos emblems shall be used only in such manner as to provide credibility to the authentic web pages/applications/ platforms belonging to the UIDAI.
- ix. The Agency shall also monitor the virtual space for any individual or organization which may be operating platforms/applications/web pages/websites and deceiving the public to believe that they are in anyway associated with the UIDAI. Upon discovery of such entity, the Agency shall provide necessary information of such entity to the UIDAI for immediate prosecution.
- x. The Agency must maintain uniformity while uploading of content on the platform. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platform instantly.
- xi. The Agency's contract is liable to be immediately terminated if it is found responsible for uploading any defamatory, seditious, gender prejudiced or obscene content. The Agency shall promptly remove any content of the aforementioned malicious nature uploaded by a member of the public, and inform UIDAI of the same to provide UIDAI with the opportunity to prosecute such an individual or group.
- xii. If the overall SLA reaches 20% for three quarters as per para 3(B) above, then, UIDAI shall have the discretion to terminate the contract.
- xiii. The effective date of contract start shall be the date of signing the contract after completing all relevant formalities.
- xiv. No interest shall be paid by UIDAI on PBG.
- xv. The PBG shall be refunded within two months after the satisfactory completion of the work.
- xvi. Termination: The Work Order can be terminated at any time by the UIDAI, if the services are not up to satisfaction after giving an opportunity to the selected Agency of being heard and recording of the reasons for repudiation.

- xvii. Penalties/Liquidated Damages: In case of delay in supply of services to be provided within the prescribed period in the Work Order, penalties/liquidated damages will be charged, as per the SLA (Section 3, subsection B & C).
- xviii. Recoveries: Recoveries of liquidated damages shall be from Vendor's quarterly invoice(s) and/or PBG available with UIDAI. In case recovery is not possible recourse will be taken under Delhi PDR Act or any other law in force.
- xix. UIDAI may enforce forfeiture of PBG (in full or part) in the following cases:
  - a. Failure of agency to perform satisfactorily despite repeated warnings and consistent failure to improve services.
  - b. Breach of contract terms and conditions especially those relating to IPR, Knowledge Management, etc.
  - c. Any other circumstance at the sole discretion of UIDAI.
- xx. If the Agency requires an extension of time in completion of the work order period on account of occurrence of any hindrance, he shall apply in writing to the authority, which has placed the supply order, for the same immediately on occurrence of the hindrance but not after the stipulated time. The case will be examined and permission in writing will be necessary for the Bidder.
- xxi. Service Delivery period may be extended with or without liquidated damages if the delay in the services is on account of hindrances beyond the control of the Bidder.
- xxii. If any dispute arises out of the Work Order with regard to the interpretation, meaning and breach of the terms of the Work Order, the matter shall be referred to Arbitration by a sole Arbitrator to be appointed by CEO, UIDAI.
- xxiii. All legal proceedings, if necessity arises to institute, by any of the parties needs to be lodged in courts situated in Delhi.

## **Section 5: Opening of Proposal**

- i. Technical Proposals shall be opened as per Data Sheet at UIDAI Office in the presence of Bidders or their authorized representatives who choose to attend the opening of Bids. The date of presentations as part of the Technical proposal will be communicated to qualified bidders.
- ii. The date of opening of Financial Bid will be intimated to the technically qualified Bidder in due course.
- iii. The Evaluation Committee shall determine whether the Financial Bids are complete, unconditional and free from any computational error.
- iv. The cost indicated in the Financial Bid shall be treated as final and reflecting the total cost of services.
- v. Evaluation of the bid document will be carried out by a Bid Evaluation Committee. Eligible bids will be put through a Quality cum Cost Based System (QCBS) method. In QCBS, a weighted composite final score will be calculated on the basis of separate evaluations of the Technical Bid (70% weightage) and the Financial Bid (30% weightage) as detailed in Annexure- A.

## **Section 6: Award of Work**

- i. Work shall be awarded to the Bidder with the highest cumulative score calculated as per the method provided in Data Sheet in terms of the aforementioned terms and conditions and decision of UIDAI shall be final & binding.
- ii. UIDAI reserves the right to accept or reject any or all the proposals assigning any reason.
- iii. UIDAI also reserves the right to call for additional information from the Bidders.
- iv. Notification on Award of Work for Bidder shall be made in writing to the successful Bidder. The successful bidder will sign a contract with UIDAI for a period of two years post which UIDAI will issue a work order for the same period.
- v. After the expiry of the initial two years, the work order/contract may be extended for a further period of one year at UIDAI's sole discretion depending upon agency's satisfactory performance, at the same terms and conditions.

### Section 7: Proposal Formats

UIDAI invites the Proposals from Firms /Agencies for Social Media Management. Bidders are required to submit Proposals in the formats as given under:

S.No.	Form	Description
Forms		
1.	Form-1P	Covering Letter
2.	Form-2P	Bidder's Organization Details
3.	Form-3P	Letter declaring Agency not to be blacklisted by MeitY/UIDAI
Technical Form		
1.	Form-1T	<b>Technical Form</b>  - 1T A (Relevant documents for proving turnover)  - 1T B (No. of permanent employees of the agency)  - 1T C (A detailed presentation on the work done for best 2 client projects)  - 1T D (Proposed Social Media Strategy, Approach & Methodology for Aadhaar)

## 7.1 Form-1P: Covering Letter

[Bidders are required to submit the covering letter as given here on their letterhead]

To,

**Shri Harish Lal Verma  
Deputy Director (Media),  
Unique Identification Authority of India  
5<sup>th</sup> floor, UIDAI HQ Building,  
Bangla Sahib Road, Behind Kali Mandir,  
Gole Market, New Delhi - 110001**

**Sub: Proposal for Selection of Agency for Social Media Management**

Sir,

1. We, the undersigned, having carefully examined the referred Request for Proposal, offer to provide the required services, in full conformity with the said Request for Proposal.
2. We have read all the provisions of Request for Proposal and confirm that these are acceptable to us.
3. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
4. We agree to abide by this Proposal, consisting of this letter, our Technical and Commercial Proposals, the duly notarized written power of attorney, and all attachments, for a period of 180 days from the date fixed for submission of Proposals as stipulated in the Request for Proposal and modifications resulting from Work Order negotiations, and it shall remain binding upon us and may be accepted by you at any time before the expiration of that period.
5. Until the formal final Work Order is prepared and executed between us, this Proposal, together with your written acceptance of the Proposal and your notification of award, shall constitute a binding Work Order between us.
6. We declare that we do not have any interest in downstream business, which may ensue from the Request for Proposal, prepare through this assignment.
7. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation or misinterpretation contained in it may lead to our disqualification.
8. We understand you are not bound to accept any proposal you receive, not to give reason for rejection of any proposal and that you will not defray any expenses incurred by us in bidding.
9. Banker's Cheque/Demand Draft No. \_\_\_\_\_ dated \_\_\_\_\_ drawn on \_\_\_\_\_ for Rs. 2,00,000/- is enclosed towards EMD.

**Yours faithfully,**

**Date**

**Signature & Designation**

## 7.2. Form -2P: Bidder's Organization Details

### Organization and Financial information (on official letter head)

Details of the Organization	
Name	
Date of Incorporation /Establishment	
Date of Commencement of Business	
Address of the Headquarters	
Address of the Registered Office in India	
Area of expertise with respect to this project	
Contact Details (name, address, phone no, and email)	

**7.3. Form -3P: Letter declaring Agency not to be blacklisted by MeitY/UIDAI**

To,

**Shri Harish Lal Verma  
Deputy Director (Media),  
Unique Identification Authority of India  
5<sup>th</sup> floor, UIDAI HQ Building,  
Bangla Sahib Road, Behind Kali Mandir,  
Gole Market, New Delhi - 110001**

**Sir,**

**Sub: Declaration that Agency has not been black listed by MeitY/UIDAI**

This is to declare that our Agency, M/s \_\_\_\_\_ has not been blacklisted/debarred/suspended/banned from business dealings by the Ministry of Electronics and Information Technology or Unique Identification Authority of India as on the last date of filing responses to this RFP.

**Yours faithfully,**

**Date**

**Signature & Designation**

**7.4. Form – 1 T: Technical Form (Please refer to Clause 2.12. Evaluation of Technical Proposal)**

S. No.	Item	To be Labelled as :
1.	Relevant documents for proving turnover from Social Media Managment Projetcets in the past three years (2017-18, 2016-17 & 2015-16)	<b>Label as 1T ‘A’</b>
2.	No. of permanent employees of the agency, having been on the payroll during financial year 2017-18 in digital and social media related projects and who may be deployed at UIDAI. This document has to be certified by the company secretary or statutory auditor of the agency for each relevant year.	<b>Label as 1T ‘B’</b>
3.	<p>A detailed presentation on the work done for best 2 client projects</p> <ul style="list-style-type: none"> <li>• Growth in terms of number of followers/fans on Client’s social media interfaces during the Agency’s tenure</li> <li>• Engagements Levels of Content on Facebook and Twitter (monthly average for last quarter of agency’s tenure. Provide relevant screen shots of the Analytics page/Tools) <ul style="list-style-type: none"> <li>a. For Facebook: Computed as %age of total interactions (Reactions, Comments and Shares) vis-a-vis Reach of the Post.</li> <li>b. For Twitter: Computed as %age of total interactions (Retweets, Likes and Replies) vis-a-vis Reach of the Tweet</li> </ul> </li> </ul> <p>Most successful campaign carried out for each of the two clients ó will be measured in terms of growth in fans/followers before and after the campaign and content innovation</p>	<b>Label as 1T ‘C’</b>
4.	<p>Strategy, Strength, Approach &amp; Methodology etc. Including but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Proposed brand vision and digital marketing strategy.</li> <li>• Proposed strategy (Cost effective and viable)</li> </ul>	<b>Label as 1T ‘D’</b>

	<ul style="list-style-type: none"><li>• Content Development Strategy</li><li>• Proposed usage of Social Media Monitoring and Management tools, applications and mobile devices</li><li>• Innovative ideas and suggestions</li></ul>	
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**7.5. Format of Letter from Company Secretary for providing turnover details of the Agency.**

**To,  
The Deputy Director (Media),  
Unique Identification Authority of India  
Government of India (Govt. of India)  
Bangla Sahib Road, Behind Kali Mandir,  
Gole Market, New Delhi – 110001**

**Subject: Details of Turnover from Social Media Management**

**Sir,**

To the best of my knowledge and according to the examinations carried out by me and explanations furnished to me by the Company, its officers and agents, I hereby certify that M/s \_\_\_\_\_, having its registered office at \_\_\_\_\_, has recorded turnover from (i) Social Media Project/Retainer fees and (ii) Social Media Promotion services during last three financial years as per the details given below:

<b>S.No.</b>	<b>Financial Year</b>	<b>Total Turnover of Company (in Rs.)</b>	<b>Turnover from Social Media Project/Retainer fees or Turnover from Social Media Promotion Activities (in Rs.)</b>
<b>1.</b>	2015-16		
<b>2.</b>	2016-17		
<b>3.</b>	2017-18*		

\*In case the accounting process is not finalised, Company Secretary/Statutory Auditor shall certify the turnover for Social Media as per available records for 2017-18.

**Company Secretary/Statutory Auditor  
(with seal and contact numbers)**

**7.6. Format of Letter from Company Secretary for providing details of permanent employees as explained in Section 2.12 (Sl.No.2)**

**To,  
The Deputy Director (Media),  
Unique Identification Authority of India  
Government of India (Govt. of India)  
Bangla Sahib Road, Behind Kali Mandir,  
Gole Market, New Delhi – 110001**

**Subject: Certificate of number of permanent employees on rolls of M/s \_\_\_\_\_  
as on date**

**Sir,**

To the best of my knowledge and according to the examinations carried out by me and explanations furnished to me by the Company, its officers and agents, I hereby certify that M/s \_\_\_\_\_, having its registered office at \_\_\_\_\_, has \_\_\_\_\_ permanent employees on its rolls as on \_\_\_\_\_.

**Company Secretary/Statutory Auditor  
(with seal and contact numbers)**

## **7.7 Annexure- A**

### **Scoring Methodology**

Illustrative Example:

Bidder A, Bidder B and Bidder C submit their technical bids to UIDAI. According to the evaluation criteria outlined in the document the bids will be evaluated as follows:

<b>1</b>	<b>2</b>	<b>3</b>
<b>Bidder</b>	<b>Technical marks</b>	<b>Weighted technical score (column 2 x 70%)</b>
A	80	56
B	65	45.5
C	75	52.5

Bidder B's score is 65 ( $\leq 70.00$ ). Bidder B will therefore **not** be eligible for consideration of the commercial bid evaluation.

### **Commercial Bid Criterion & Weightage**

For evaluation of the commercial bid, the lowest bidder will be given a score of 100. The score of other bidders will be proportionately scaled down as per the following formula: (Lowest bidder price / Quoted price of the bidder) x 100

For example, if the lowest bid price is Rs. 100, the lowest bidder will get a score of 100. If the second lowest bid is Rs. 150, the bidder will get a score of  $(100 / 150) \times 100 = 66.66$ . The scores will be calculated up to 2 decimal places.

### **Calculating the composite final score (S)**

The composite final score will be calculated from the technical and commercial scores as shown in the illustrative example below. The short-listed firms will be ranked as L1, L2 etc. (score calculated up to 2 decimal points), based on decreasing order of composite final scores and L1 (highest composite final score) will be declared as the Lowest Bidder.

### **Illustrative Example:**

Bidders A and C with technical bid marks of 80, 75 respectively, have been short-listed for consideration of their commercial bids. The commercial bids of the 2 bidder are as follows: A= Rs. 5 lakhs, and C= Rs. 10 lakhs. The composite final score (S) for A and C will be calculated in the following manner:

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>Bidder</b>	<b>Technical marks</b>	<b>Weighted technical score (column 2 x 70%)</b>	<b>Commercial Bid quote (in Rs. Lakh)</b>	<b>Proportionate commercial score (lowest quote/bidder's quote) x 100</b>	<b>Weighted commercial score (column 5 x 30%)</b>	<b>Final composite score (S= column3 + column6)</b>
A	80	56	5	100.00	30	<b>86.00</b>
C	75	52.5	10	50.00	15	<b>67.50</b>

Since bidder A has the highest composite final score (S=86.00), it will be declared as L1 i.e. Lowest Bidder.

In case the highest composite score is the same for more than one bidder, the bidder with the higher commercial bid score will be awarded the contract

**Note:**

1. The marks/scores will be calculated up to 2 decimal places
2. The marks obtained against the above three technical parameters will be added to obtain the final total technical marks. Bidders scoring less than 70 marks **will not be** considered for evaluation of the commercial bid and their offer will be disqualified