



## **National Centre for Polar and Ocean Research**

(Ministry of Earth Sciences, Govt of India)  
Headland, Sada, Vasco-Da-Gama, Goa 403804

### **REQUEST FOR PROPOSAL**

#### **Proposal for Outsourcing NCPOR's Outreach and Social Media Management Services**

##### **DISCLAIMER:**

*This request for proposal is not an offer, but an invitation to receive responses from eligible and interested bidders for the selection of a Professional/agency. No contractual obligation whatsoever shall arise from the RFP process unless and until a formal contract is signed and executed with the bidder. This document should be read in its entirety.*

## 1) Introduction

As the world continues to evolve in the digital age, it has become increasingly important for organisations like National Centre for Polar and Ocean Research to effectively utilise social media platforms and engage with the public to promote scientific research and foster scientific literacy. Social media has emerged as a powerful tool for communication and engagement. It provides us with an opportunity to reach a wider audience, share our research findings, and inspire the next generation of scientists. However, managing social media platforms and developing impactful science outreach initiatives require specialized skills and expertise.

With this in mind, we propose hiring a professional/agency for Social media management and Science outreach for our institution. By hiring professional / agency who possess a deep understanding of social media dynamics and a passion for science communication, we aim to enhance our online presence, engage with diverse audiences, and effectively convey the importance and impact of our research, achievements, latest news and events etc.

## 2) Responsibilities and Role:

The responsibilities of the Social Media Management and Science outreach professional/ agency would include developing and implementing social media strategies, creating engaging content, and fostering meaningful interactions with the masses to bridge the gap between scientific research and society, and contribute to the advancement of scientific knowledge.

**1. Social Media Strategy Development:** Develop a comprehensive social media strategy aligned with the institution's goals and objectives, themes, and engagement plan.

**2. Content Creation and Curation:** Create engaging and informative content for social media platforms in collaboration and discussion with scientists from NCPOR, including posts, videos, infographics, and other multimedia formats, highlighting the institution's research findings, scientific breakthroughs, and achievements etc.

**3. Platform Management:** Help manage and maintain the institution's social media accounts, including but not limited to Facebook, Twitter, Instagram, and YouTube, ensuring consistent branding, and regular updates.

**4. Outreach Website Development:** Develop and maintain dedicated NCPOR outreach website, with constant updates on science, educational content, expedition photos, videos.

**6. Science Outreach Initiatives:** Help develop science outreach initiatives, such as workshops, exhibitions, special day celebrations, engaging with schools and community organisations, and inspiring interest in scientific research.

**7. Science Communication Materials:** Create educational materials, including brochures, posters, and online resources, to effectively communicate complex scientific concepts to diverse audiences, ensuring accuracy, clarity, and accessibility.

### 3) Scope of Work:

The following are some of the key deliverables expected to be done on Monthly and yearly bases are listed below.

Sl. No.	Description	Yearly Qty (Spread over Months)
1	<b>Print Media. (Design)</b>	
	Flyers (A4 Size)	12
	Exhibition Posters (A0 Size)	24
	Event Banners /standees (As per spec)	8
	Brochures (A4 Size)	2
	Annual calendar	1
	Coffee Table Book (100 pages)	1
2	<b>Digital Media (Design)</b>	
	Infographics	12
	Digital Posters for social media	12
	Photo Stories (Twitter, Instagram Facebook etc)	12
	Outreach Website Development and updates / Maintenance including domain and hosting	Regular basis
	Regular social media updates as per requirements (daily weekly)	Regular basis

3	<b>Audio Visual Productions</b>	
	Short 1-2 mins video (text based)	24
	Scientist/ Project Interviews with shoot at NCPOR, Goa (3 mins to 5 mins)	12
	Production of Documentaries films including Shoot at NCPOR, Goa Interviews, Scripting, Voice over, Music etc (5 to 8 mins)	2

*\* Any other work or extra quantity of work that is not defined in the list above, will be accepted on submission of Quote or on the basis of the unit rates mentioned in the financial bid (Annexure II) and acceptance by the Authority.*

# TERMS AND CONDITIONS

## GUIDELINES

Following are the guidelines to provide a comprehensive understanding of the procedures and requirements that govern the submission and evaluation of proposals. By participating in this process, bidders acknowledge their commitment to comply with these terms, ensuring a fair and transparent evaluation process. We encourage bidders to carefully review and understand these terms before submitting their proposals. The successful bidder will be required to enter into a contract with NCPOR, which shall incorporate the terms and conditions outlined in this RFP document. Bidders are advised to consider these terms not only for the proposal stage but also for the entire project duration. The alignment of contract terms with those of this RFP is intended to maintain consistency and ensure seamless execution.

### 1. IMPORTANT DEADLINES:

Interested bidders must ensure the timely submission of their proposals. The important deadline for clarifications is provided in the table below. Proposals received after this deadline will not be considered.

Last Date for Submitting queries on RFP	24-12-2023
Last Date for Submission of Proposal (Technical & Financial Bid)	01-01-2024 before 18:00 Hrs IST

*Note: Interested parties formally should submit their consent to participate in this bid.*

*For any queries email: [sanjay@ncpor.res.in](mailto:sanjay@ncpor.res.in)*

### 2. EVALUATION OF PROPOSAL / BID:

Proposal(s) complete in all respects received before the deadline shall be evaluated in a two- step process, Step 1: The Eligibility Evaluation and Step 2: The Techno-Commercial evaluation. Only bidder(s) who meet the Eligibility Evaluation criteria will proceed to Step 2, the Techno-Commercial Evaluation.

## 2.1. Step 1: The Eligibility Evaluation:

This will examine the bidder's experience, qualifications, and their capability to meet the project requirements.

### Eligibility Criteria and Mandatory documents in support

Bidders are required to meet the eligibility criteria outlined in the RFP document (refer Annexure I). Bidders must provide copies of the documents to support their eligibility. Failure to submit the relevant document(s) will result in disqualification from further process of evaluation.

SI No	Eligibility Criteria	Mandatory Documents in Support
1	The bidder must be a duly constituted entity under Indian Laws.	Certificate of Incorporation issued by the Registrar of Companies/Shops and Establishment, or any such document issued by a competent authority.
2	The bidder must have a successful track record and professional expertise in content generation for social media, website designing and documentaries / film production.	Work orders and work completion certificates in physical or electronic formats for works.
3	The bidder must have developed media content like websites, documentaries, exhibitions for Government of India Departments/ Organizations and Associations.	Work orders and work completion certificates in physical or electronic formats for work.
4	The bidder must not have been blacklisted/ barred/ disqualified by the Government of India /PSUs, etc.	Self-declaration on the bidder's letterhead confirming that the bidder has not been blacklisted/ barred/ disqualified by the Government of India/PSUs.

## 2.2. Step 2: The Technical Evaluation

This process will adhere to the Combined Quality cum Cost Based System (CQCCBS). This evaluation will gauge the Technical capabilities of the bidder using a predefined scoring system. (refer Annexure III).

The Technical Evaluation Format referred to as Annexure III has two sections, Section- A for evaluation of Technical Competence and Section-B for evaluation of Implementation Strategy.

The Bidder may be called for presentation on the basis of his performance in Section A. Minimum score of 75% in Section-A (Annexure III) shall qualify for In-Presence Presentation for Assessment by an expert panel comprising management and technical experts. Bidders scoring less than 75% shall not be considered.

An in-person presentation outlining a comprehensive implementation strategy for successfully carrying out the task mentioned in the scope of work. This includes social media content generation for Print and Digital Media formats, and Audio-visual Productions. Assessment by an expert panel comprising management and technical experts.

The “Combined Quality cum Cost Based System” (CQCCBS) evaluation criteria explained below shall take into account the Value of the Commercial Bid (Annexure II), Score of Section- A and Section-B (Annexure III).

<b><math>B = [(T/Thigh)*(1-X)] + [(Clow/C)*X]</math></b>
Where,
C = Evaluated Bid Price
Clow = the lowest of all Evaluated Bid Prices among responsive Bids
T = the total Technical Score awarded to the Bid
T high = the Technical Score achieved by the Bid that was scored best among all responsive Bids
X = weightage for the total quoted Cost shall be 20%

### 3. HOW TO APPLY

#### 3.1. Earnest Money Deposit (EMD)

The bidder shall submit an Earnest Money Deposit (EMD) of ₹ 16,000/- (Rupees Sixteen thousand Only) in the form of Insurance Surety Bonds/ Account Payee Demand Draft/ Fixed Deposit Receipt/ Bank Transfer Receipt in favour of NCPOR/ Banker's Cheque/ Bank Guarantee with validity of 90 days beyond the final bid validity period from any of the commercial banks in favour of NCPOR/ Goa as a “Guarantee of Intent” against premature withdrawal of bid before the conclusion of the RFP process.

The amount of EMD will bear no interest and shall be returned to the bidder within 30 days of the award of the contract to the successful bidder.

The EMD would be forfeited:

- 3.1.1. In case the bidder is found in breach of any condition(s) of this RFP.
- 3.1.2. If a bidder withdraws its bid during the period of bid validity.
- 3.1.3. In case the agency is found in breach of any condition(s) of this RFP.
- 3.1.4. In case of a successful bidder, if the bidder fails to sign the contract in accordance with this RFP.

Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME)” are exempt from submission of EMD (Bid security). Bidders claiming exemption of EMD under this rule (170 of GFR) are however required to submit a signed **Bid securing declaration (Annexure IV) accepting that if they withdraw or modify their Bids during the period of validity, or if they are awarded the contract and they fail to sign the contract, or to submit a performance security before the deadline defined in the request for bids document, they will be**

**suspended for the period of 12 months from being eligible to submit Bids for tenders issued by NCPOR.**

**3.2. The proposal/ bid cover/ envelop must** be addressed to the Director, National Centre for Polar and Ocean Research, Headland, Sada, Vasco-Da-Gama, Goa 403804. This should be clearly marked as a **“Proposal for Outsourcing NCPOR’s Outreach and Social Media Management Services”**. This cover must contain an introductory letter on the letterhead addressed to Director, National Centre for Polar and Ocean Research along with two separate and sealed envelopes containing **“Cover-1 Eligibility Documents”** and **“Cover-2 Techno-Commercial Documents”**

**3.2.1. Cover-1 Eligibility Documents:** This Cover must contain Annexure I satisfying Eligibility Criteria with Supporting Documents (duly filled and signed by the authorised signatory).

**3.2.2. Submission of Cover-2 Technical evaluation and Financial Bid Documents:** Cover-2 should include the completed Technical Evaluation Format (Annexure-III) along with any relevant specifications and necessary supporting documents. Additionally, the **Financial Bid Format or Bill of Quantities (Annexure-II) must be enclosed in a sealed cover clearly labelled as "Commercial Bid/ BOQ."** Proposals that present the Commercial Bid/BOQ (Annexure-II) openly, without sealing it in a cover, will be summarily rejected.

#### **4. AWARD OF CONTRACT & PAYMENT TERMS**

Responsive Bidders meeting the Eligibility Criteria shall be evaluated on the basis Combined Quality cum Cost Based System (CQCCBS) on their Scores. The Bidder with the highest score shall be awarded the contract for providing services as mentioned in the scope of work. The contract will be awarded to the responsive Bid with the highest evaluated Bid Score (B). In the event of a tie, preference will be given to the Bid with the lower financial bid to secure the contract. Upon determination of the successful bidder, they will be promptly notified via email and by post through a Letter of Intent. Any other work or extra quantity of work that is not defined in the list above, will be accepted on submission of Quote or on the basis on unit rates per item, mentioned in the financial bid (Annexure II) and acceptance by the Authority. The payments would be made on Quarterly basis (Total amount *(as per Annexure II) / 4*). All payments will be subject to applicable Tax Deducted at Source (TDS) as per the prevailing rules at the time of payment.

**4.1.** The contract will be awarded to the responsive Bid with the highest evaluated Bid Score (B). In the event of a tie, preference will be given to the Bid with the lower financial bid to secure the contract.

**4.2.** Upon determination of the successful bidder, they will be promptly notified via email and by post through a Letter of Intent. Following this, the successful bidder will be required to provide a performance bank guarantee equivalent to 10% of the total agreed cost and formalize a contract with NCPOR.

**4.3** If the quantity of services documented in the contract Bill of Quantity (BOQ) is additional, the payment will be based on a pro rata calculation.



**4.4** Payment for website maintenance and updates will be made on a quarterly basis upon completion of the work. A quarterly work report must be submitted to release the payment.

**4.5** The successful bidder will be eligible for economy air travel of maximum ceiling price of Rs. 7500/- (inclusive taxes) and for accommodation of Rs. 2250/- (plus applicable taxes) for outstation activities as required by NCPOR.

## **5. GENERAL TERMS & CONDITIONS**

5.1. Receipt of Bids: NCPOR shall not be held responsible for any instances of non- receipt of proposal, particularly due to factors such as postal delays or holidays. Proposal received after the due date and time shall be summarily rejected.

5.2. Interested bidders should submit their bid /proposal on or before the due date to the Director, National Centre for Polar and Ocean Research, Ministry of Earth Sciences, Government of India, Headland Sada, Vasco-da-Gama, Goa 403 804, India.

5.3. Bids received over email or in unsealed or open or torn envelopes or addressed to anyone other than Director, NCPOR shall be summarily rejected.

5.4. RFP Modification: NCPOR retains the right to make alterations to the Request for Proposal (RFP), and notifications regarding such changes will be posted on the official NCPOR website. Bidders are advised to consistently monitor the website for updates prior to the submission deadline.

5.5. Conformance to RFP Requirements: Bids that do not align with the stipulated RFP requirements shall be disregarded. However, it's important to note that NCPOR reserves the prerogative to waive certain RFP requirements under specific circumstances.

5.6. RFP Cancellation: NCPOR holds the authority to terminate the RFP process before awarding a contract, without incurring any obligations or liabilities. The decision for cancellation might arise due to factors like shifting service needs, unclear project scope, unsatisfactory proposed fees, and more.

5.7. Bid Verification and Rejection: NCPOR has the discretion to scrutinize bid information and reject any submissions that are deemed incorrect or inconsistent. This assessment may occur during or after the selection process.

5.8. Proposal-Related Costs: Bidders are accountable for any costs associated with preparing their proposals. NCPOR cannot be held responsible for these expenses, regardless of the final selection outcome.

5.9. RFP Page Authentication: It is imperative to sign and stamp all pages of the RFP. This should also include the signature of the Authorised Signatory. Additionally, it is essential to provide an authority letter confirming the authorisation of the designated signatory.

5.10. Permission and Clearances: The bidder bears the responsibility of acquiring essential clearances from pertinent government authorities for event organisation, should they be deemed necessary. Furthermore, the bidder is required to furnish a declaration of acceptance along with the bid.

5.11. Dispute Resolution: Any disputes or differences that arise from matters related to the RFP document will be addressed through a designated dispute resolution mechanism. The ultimate authority to make decisions rests with the Director of NCPOR, and such decisions will be considered both final and binding. It is important to note that all disputes will fall within the exclusive jurisdiction of courts situated in Goa.

5.12. It would be first and foremost the responsibility of the contractor to ensure that the services are being provided satisfactorily and contract is executed as per agreed terms and conditions.

5.13. By participating in this process, bidders acknowledge and accept these General Terms and Conditions, and any deviations or non-compliance may result in disqualification. The decision of the evaluation committee will be final and binding. Bidders are also requested to provide an undertaking that the information provided is accurate and complete.

5.14. The contract will be initially for one year. Based on satisfactory performance, it may be extended for a maximum period of two years upon mutual consent, with the same terms and condition applied.

Proposal for Outsourcing  
NCPOR's Outreach and Social Media Management Services

**Step-1: Eligibility Evaluation**

<b>SI No</b>	<b>Eligibility Requirements</b>	<b>Eligibility Validation (Yes / No)</b>	<b>Documents in Support of Eligibility (Yes / No)</b>
1	The bidder must be a duly constituted entity under Indian Laws.	(Yes / No)	1. 2. 3. 4.
2	The bidder must have a successful track record and professional expertise in content generation for social media, website designing and documentaries / film production.	(Yes / No)	1. 2. 3. 4.
3	The bidder must have developed media content like websites, documentaries, exhibitions for Government of India Departments/ Organizations and Associations.	(Yes / No)	1. 2. 3. 4.
4	The bidder must not have been blacklisted/ barred/ disqualified by the Government of India /PSUs, etc.	(Yes / No)	1. 2. 3. 4.

## Annexure II

Proposal for Outsourcing  
NCPOR's Outreach and Social Media Management Services

### **FINANCIAL BID FORMAT**

The Quotes should be submitted in the following format:

- Bidders should quote in Indian Rupees only.
- Bidders are advised not to indicate any separate discount. Discount, if any, should be merged with the quoted prices.
- Bidders can avail "Optional Additions," enabling to include items across various categories that they deem essential for the project's successful execution. These additions can be specified clearly and included as separate line items. Bidders have the flexibility to include as many necessary items as needed, each being distinct and clearly defined within the structure. This approach allows for a comprehensive and transparent representation of potential requirements beyond the initial recommendations.
- Each page must be endorsed by authorised signatory of the bidder/ company.

(1) SI No	(2) Item	(3) Suggested Yearly Qty (Distributed over 12 months)	(4) Unit Rate (Including tax) (₹)	(5) Amount (Including tax) (₹) (3)x(4)
0	Example Item - xx	10	₹ 100	₹ 1000
PM-0	<b>Print Media. (Design)</b>			
PM-1	Flyers (A4 Size)	12		
PM-2	Exhibition Posters (A0 Size)	24		
PM-3	Event Banners /standees (As per spec)	8		
PM-4	Brochures (A4 Size)	2		
PM-5	Annual calendar	1		
PM-6	Coffee Table Book (100 pages)	1		
DM-0	<b>Digital Media (Design)</b>			
DM-1	Infographics	12		
DM-2	Digital Posters for social media	12		
DM-3	Photo Stories (Twitter, Instagram, Facebook etc)	12		

DM-4	Website Development	1		
DM-6	Website updated and Maintenance including domain and hosting	1		
DM-7	Regular social media updates as per requirements	365		
AV-0	<b>Audio Visual Productions</b>			
AV-1	Short 2-3 mins video (text based)	24		
AV-2	Scientist/ Project Interviews with shoot at NCPOR (3 mins to 5 mins)	12		
AV-3	Production of Documentaries films including Shoot at NCPOR, Interviews, Scripting, Voice over, Music etc (5 to 8mins)	2		
			<b>Total</b>	

- *Col-3. Suggested Yearly Quantity: States the recommended or initially suggested quantity of each item/service over the span of a year. The Quantity would be distributed over the period of 12 months. This quantity serves as a reference point for pricing.*
- *Col-4. Unit Rate: Cost per unit for each item/service. This rate corresponds to the pricing of one unit of the specified quantity*
- *Col- 5. Sum up the total amounts of all line items, including taxes if applicable, to arrive at the overall grand total. This figure represents the total cost of the entire proposal*

## Annexure III

Proposal for Outsourcing  
NCPOR's Outreach and Social Media Management Services

### Step-2: Technical Evaluation

SI No	Bidders Performance Index and Marking Criteria	Marks Obtained	Details along with relevant documents supporting the bidders claim along with copies Annexed
<b>Section A</b>			
1	Verifiable experience and expertise in delivering successful services based on Details and supportive documents. <ul style="list-style-type: none"><li>• 10 Marks for &gt; Highly Experienced</li><li>• 5 Marks for &gt; Mid Level Experienced</li><li>• 2 Marks for &gt; Entry level Experience</li></ul>	Not to be filled	1. 2. 3. 4.
2	Relevant experience of developing media content like websites, exhibitions for Government of India Departments/ Organisations and Associations. <ul style="list-style-type: none"><li>• 10 Marks for &gt; Worked for minimum 5 Govt institution or associations</li><li>• 5 Marks for &gt; Worked for minimum 3 Govt Institution or associations.</li><li>• 2 Marks for &gt; Worked for minimum 1 Govt Institution or associations.</li></ul>	Not to be filled	1. 2. 3. 4.

3	<p>Relevant Experience of developing Audio-video production (Documentaries and Films) for Government of India Department / Organisation or Associations.</p> <ul style="list-style-type: none"> <li>• 10 Marks for &gt; More than 5 documentaries/ films</li> <li>• 5 Marks for &gt; More then 3 Documentaries / Films</li> <li>• 2 Marks for &gt; 1 or More then one documentary/ Film</li> </ul>	Not to be filled	1. 2. 3. 4.
4	<p>Relevant Experience in Science Outreach and communication using social media platforms and public events.</p> <ul style="list-style-type: none"> <li>• 10 Marks for &gt; Highly Experienced</li> <li>• 5 Marks for &gt; Mid Level Experienced</li> <li>• 2 Marks for &gt; Entry level Experience</li> </ul>	Not to be filled	1. 2. 3. 4.
5	<p>Relevant Experience in Polar Science Outreach and communication using social media platforms and public forums.</p> <ul style="list-style-type: none"> <li>• 10 Marks for &gt; Highly Experienced</li> <li>• 5 Marks for &gt; Mid Level Experienced</li> <li>• 2 Marks for &gt; Entry level Experience</li> </ul>	Not to be filled	1. 2. 3. 4.
6	<p>Awards and recognition received from any Government of India, public sector, NGO associated events.</p> <ul style="list-style-type: none"> <li>• 10 Marks for &gt; More than 5 Awards</li> <li>• 5 Marks for &gt; Between 1 to 5 Awards</li> </ul>	Not to be filled	1. 2. 3. 4.
<p><b>Score of Section-A (1 to 6)</b></p> <p><i>Score greater than 75% within the range of maximum and minimum scores of all eligible bidders will be invited for an in-person presentation.</i></p>		Not to be filled	1. 2. 3. 4.

<b>Section-B (In-Person Presentation)</b>			
7	Understanding and comprehension of scope of work for Outreach and Social media Management.  ▪ <i>Max Marks: 20</i>	Not to be filled	Not to be filled
8	Innovativeness and strategies in developing outreach and social media contents.  ▪ <i>Max Marks: 20</i>	Not to be filled	Not to be filled
9	<i>Understanding of NCPOR and its scientific objectives/ mandate.</i>  ▪ <i>Max Marks: 10</i>	Not to be filled	Not to be filled
<b>Score of Section-B (7 to 9)</b>  ▪ <i>Maximum Marks 50. Based on assessment by an expert panel.</i>		Not to be filled	Not to be filled
<b>Section-C (Total Cost as per Financial Bid)</b>			
10	Total Quoted Commercial Value as per BOQ Annexure-II (Sealed Cover)	Not to be filled	Not to be filled
<b>Total Score of Section-A, Section-B and Section-C (1 – 10)</b>  ▪ <i>Combined Quality cum Cost Based Score (CQCCBS) with 80% weightage for quality (Section A &amp; B) and 20% for cost (Section C)</i>		Not to be filled	Not to be filled



**Format for Earnest Money Deposit Declaration**

(To be submitted on the Bidder's Letter Head)

I/We.....(Insert Name and Address of Bidder)

am/are submitting this declaration in lieu of Earnest Money Deposit for the Tender for with tender number , thereby fully accepting that I/We will be suspended and shall not be eligible to participate in the Tenders invited by NCPOR, for a period of one year from the date of such Suspension Order, under the following circumstances:

- (1)** If after the opening of Tender, I/We withdraw or modify my/our Tender during the period of validity specified in the Bid documents (including extended validity, if any),
- (2)** If, after the award of work, I/We fail to furnish the required Performance Security or sign the Contract, within the time limits specified in the Tender Document.

**Signature of the Tenderer with seal**