

**OFFICE OF THE
DISTRICT MAGISTRATE & COLLECTOR
SOUTH 24 PARGANAS**

Office: 12, Biplabi Kanai Bhattacharya Sarani, Alipore, Kolkata - 700 027
Phone: 033-2449 9944 / 2479 1694, **Fax:** 033-2448 7871
Email: dm.south24parganas@gmail.com, dm-ali@nic.in



Memo No: 28/IT/GS Mela -2022

Date : 07-10-2021

NOTICE INVITING OFF LINE EXPRESION OF INTEREST

NAME OF THE WORK: Design & Development of Social Media Publicity under the control of the Office of the District Magistrate South 24 Parganas icw. Gangasagar Mela 2022.

For and on behalf of the District Magistrate, South 24 Parganas, the Additional District Magistrate(IT), South 24 Parganas invites offline **gross amount** offer for **TWO BID SYSTEM EOI** from reliable, resourceful, bonafide and experienced firms / companies / individual software agency having requisite financial capability and sufficient experience in similar nature of work

SCOPE OF WORK:

Design, Development & Maintenance of Official Account of Gangasagar Mela 2022 in the Social Media Platform like Facebook , Twitter , Instagram and YouTube channel icw Gangasagar Mela 2022 under the control of the Office of the District Magistrate South 24 Parganas:

Scope of the work includes the following :

- Photos , Videos and Information related to Gangasagar Mela 2022 will be posted and published in the official pages of Social Media Platform like Facebook , Twitter , Instagram and Youtube channel
- Maintenance and regular updates of the Social Media official pages as directed by the District authorities time to time
- Various awareness building activities icw Gangasagar Mela 2022 should be initiated through this social media platform
- Social Media paid promotion.
- Implementation of effective strategies through analytics to reach large section of the people on social media platform.
- Live streaming of Gangasagar Mela on Youtube channel and other social media platforms
- Promotion of e-Snan in Facebook and other social media platforms

Utilization Period: Gangasagar Official Social Media pages should be live from November, 2021 up to completion of the Mela (may be extended if required).

EMD: Rs. 5000/- (Five thousand only) to be deposited as Bank Draft/Cheque manually

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TIME LINE FOR EOI:

PARTICULAR	DATE & TIME
Date of Publication of EOI	07-10-2021
EOI start date & time	07-10-2021 from 5:30 PM
EOI end date & time	28-10-2021 from 5:30 PM
Last date & time of submission of Technical Bid and Financial Bid in the drop box	28-10-2021 from 5:30 PM
Date & Time of opening of Technical Bid in the Office of the District Magistrate, Alipore (IT Section)	28-10-2021 at 4:00 PM
Date & Time of opening of Financial Bid in the Office of the District Magistrate, Alipore (IT Section)	28-10-2021 at 5:00 PM
Validity of bid	90 days
Hosting Time	1 st November, 2021

ELIGIBILITY CRITERIA & MANDATORY DOCUMENTS:

EXPERIENCE:

1. The intending bidders should produce credentials of developing similar nature of work of valuation of 60% of quoted amount put to EOI for any Government Department/Offices
2. An organization should have sufficient experience of developing Social Media Pages or similar nature of job.

OTHER DOCUMENTS REQUIRED: Bidder shall submit

1. Valid Trade License
2. Photo copy of valid PAN

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3. Income Tax return for the latest Financial Year
4. Professional Tax Return for the latest Financial Year
5. GST Registration

All the above-mentioned criteria and documents are mandatory and if the bidder fails to submit any of them, their bid will summarily be rejected.

NOTE:

**Similar nature of work means the nature of work & components of work mentioned in the Scope of work*

** Original documents should be produced for verification –*

FINANCIAL CAPACITY: The average audited Annual Turn Over from the business having similar style of work for the last 3 (three) consecutive Financial Years should be equal to or more than 60% of the total quoted amount put to EOI.

EARNEST MONEY DEPOSIT: Bank Draft/Cheque of Rs. 5000/- (Rupees Five Thousand only) shall be submitted in favour of the “District Magistrate, South 24 Parganas” payable at Alipore.

SUBMISSION OF BIDS: The bids will be submitted in offline mode.

TECHNICAL BID SUBMISSION:

All the mandatory documents namely

1. Valid Trade License
2. GST Registration
3. Photo copy of valid PAN
4. Latest IT Document
5. Latest PT tax return
6. Experience in similar nature of work in Govt. departments/ Offices

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Technical Criteria:

Eligibility of such organization will be considered based on an Evaluation System as follows:

Criteria	Weightage
Understanding of the concept of developing social media pages for Govt. department/Offices in Mega Event	20
Experience in developing optimized social media pages through analytics or SEO	20

Weightages will be calculated in a sum total to fix the eligible organization giving a maximum weightage of 40% against total score.

CRITERIA FOR EVALUATION OF TECHNICAL AND FINACIAL BID:

As per the above eligibility criteria and according to point wise Total Score on all 2 (two) parameters as delineated in the Technical bid parameters, an weightage will be calculated up to 40%. The Financial Proposal of the technically qualified bidders will be opened on the date and time as mentioned earlier. If a bidder does not qualify in technical Bid, then the corresponding Financial Bid will not be opened.

The Financial Bid should be expressed as a consolidated fee inclusive of all Taxes and duties and processing charges.

The Financial proposal will be evaluated and marks allotted on a pro-rata basis, i.e. the lowest bidder - L1 will be given the maximum marks out of 60 and other bids(N,N1,N2) etc will be allotted marks according to the formula ' $L1/Ni*60$ ' .

In case a bidder does not match the criteria for eligibility as mentioned above, his financial bid will not be opened.

The marks obtained by each bidder in Technical and financial evaluation shall be added and the bidder getting the highest marks shall be preferred bidder P1, P2 and so on.

N.B: In case a bidder does not match the criteria for eligibility as mentioned above, his financial bid will not be opened.

The marks obtained by each bidder in Technical and financial evaluation shall be added and the bidder getting the highest marks shall be preferred bidder P1, P2 and so on.

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Technical credentials shall be placed in a sealed cover having written on top "Technical Bid for Design & Development of Social Media Publicity under the control of the Office of the District Magistrate South 24 Parganas icw. Gangasagar Mela 2022"

The financial offer of the bidder shall be submitted in a sealed cover having written on top "Financial Bid for Design & Development of Social Media Publicity under the control of the Office of the District Magistrate South 24 Parganas icw. Gangasagar Mela 2022".

Sl. No.	Work Description	Amount (including GST) (in Rupees)
1.	Design & Development of Social Media Publicity under the control of the Office of the District Magistrate South 24 Parganas icw. Gangasagar Mela 2022	

Both the sealed covers of Technical and Financial bid shall be placed in another bigger sealed cover having written on its top as "BID for Design & Development of Social Media Publicity under the control of the Office of the District Magistrate South 24 Parganas icw. Gangasagar Mela 2022".

The bid shall be submitted in the drop box kept in the **Office of the District IT Section, New Administrative Building, 1st floor, Alipore, South 24 Parganas** within the date and time referred in this EOI.

EVALUATION OF BID: Bids will be opened in front of bidders volunteering to be present. The Technical and Financial evaluation of the bids will be done by the bid-evaluation committee constituted for the EOIs. The names of the technically qualified bidders as per bid criteria after verification with originals & evaluation will be displayed in office notice board. Only technically qualified bidders will be eligible for financial bid opening. The list of financial comparison chart of bidders will also be displayed like technical bid.

VALIDITY OF THE BID: The bid once submitted will be valid for 90 days.

WORK COMPLETION PERIOD: The selected bidder shall complete his work within 7 days of issuing work order.

OTHER TERMS & CONDITIONS:

1. The earnest Money Deposited:
 - a. Can be converted into a security deposit against selected bidder. The EMD will be returned to the non selected bidder .
 - b. Forfeiture of EMD will be done:
 1. If the bidder withdraws tender after opening or acceptance.

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2. ii) If the selected bidder fails to accept work order, refuses whether wholly or partly the offer that would be made by the undersigned.
 3. If the selected bidder fails to do the work or supply material as per specification.
2. Income tax and other mandatory tax deduction shall be done as per government norms before payment
 3. This office shall have the right and discretion to terminate the contract in the event of any sort of breach of contract.
 4. Any black listed bidder shall not be allowed to participate in this EOI.
 5. No cost escalation will be entertained.
 6. Payment will be made as per availability of fund. No claim for delay of payment due to non-availability of fund will be entertained.
 7. Intending bidders are requested to inspect the work site before quoting their rates.
 8. Subletting of work is not allowed
 9. Penalty shall be imposed @5% of the total work value on weekly basis if the works are not completed within the stipulated time mentioned in the bid.
 10. The intending bidders have to demonstrate the probable logistics and system at the time of technical bid opening, preference to be given to the satisfactory bidder as per following policy.

The bid inviting authority reserves the right to reject or cancel any bid without assigning any reason whatsoever.

Any attempt by the bidders to produce fake or false documents and frivolous complaints with an intention to vitiate the EOI process will be viewed seriously and the EOI committee will take necessary action to initiate process for black listing them.


- 7.10.2021
**Additional District Magistrate (IT), South 24 Parganas
&
Bid Inviting Authority**

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Memo No: 28 /1(8)/IT/GS Mela-2022

Dated: 07-10-2021

Copy forwarded for information and taking necessary action to:

1. Nazareth Dy. Collector, South 24 Parganas for displaying NIT in office notice board
2. DICO, South 24 Parganas for publishing brief advertisement of Notice inviting EOI in the news paper as prescribed
3. DIO NIC, South 24 Parganas for uploading the Notice inviting EOI in official website of the district
4. CA to DM, South 24 Parganas for kind appraisal of the District Magistrate
- 5-8. PA to ADM(ZP/D/LA/LR) South 24 Parganas for kind appraisal of the ADMs.


-- 7.10.2021
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