



# **TAMIL NADU POLLUTION CONTROL BOARD**

**Tender Document for Selection of**

**Social Media Agency**

Offers are invited from reputed and experienced Agencies / Firms / Consortium  
for working with TNPCB.

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## Data Sheet

S. No.	Particulars	Details
1.	<b>Document Reference Number</b>	TNPCB/CIDM/1148/2023/2024-2
2.	<b>Date for Issue of Tender Document</b>	9 <sup>th</sup> September 2024
3.	<b>Pre-Bid Clarification received by email</b>	11 <sup>th</sup> September 2024
4.	<b>Pre-Bid Clarification Response by email</b>	12 <sup>th</sup> September 2024 (e-Mail: tnocmms@tnpcb.gov.in)
5.	<b>Last Date &amp; Time for Submission of Bid</b>	23 <sup>th</sup> September 2024 at 16.00 hours
6.	<b>Date &amp; Time for opening of Bid</b>	23 <sup>th</sup> September 2024 at 17 hours
7.	<b>Issue of Letter of Acceptance (LoA)</b>	On or before 30 <sup>th</sup> September 2024
8.	<b>Performance Bank Guarantee (PBG)</b>	Within Seven days from issue of LoA
9.	<b>Work Order</b>	Within Seven Days from receipt of PBD
10.	<b>Address for bid submission</b>	Member Secretary, Tamil Nadu Pollution Control Board, 76, Mount Salai, Guindy, Chennai – 600032 (can also be dropped in tender box at IV floor)
11.	<b>Method of Selection</b>	<p><b>Quality cum Cost Based Selection</b></p> <ul style="list-style-type: none"> <li>• Bid will be evaluated for technical and financial scores simultaneously.</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.</li> <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 of Composite Bid Scores tied, the Bidder securing the highest Technical Score will be adjudicated as the most responsive Bidder for award of the Project.</li> </ul>

## **Section 1: Invitation for Proposal**

### **1.1 Introduction**

The Tamil Nadu Prevention and Control of Water Pollution Board was constituted by the Government of Tamil Nadu on twenty seventh day of February in the year Nineteen hundred eighty two (27-2-1982) in pursuance of the Water (Prevention and Control of Pollution) Act, 1974 (Central Act 6 of 1974). The Board was later renamed as Tamil Nadu Pollution Control Board (TNPCB) in the year 1983. It enforces the provisions of the Water (Prevention and Control of Pollution) Act, 1974, the Air (Prevention and Control of Pollution) Act, 1981, the Environment (Protection) Act, 1986 and the rules made under these Acts.

Tamil Nadu Pollution Control Board (TNPCB) functions with Head Office at Chennai, 9 Zonal offices and 43 District offices. The Board office is headed by the Chairman, Zonal offices are headed by the Joint Chief Environmental Engineers, District offices are headed by District Environmental Engineers, and one AEE office is headed by Assistant Environmental Engineer. Five flying squads are also functioning at Chennai, Erode, Salem, Tiruppur and Vellore which are headed by the Environmental Engineers.

To assist in the Analytical and Scientific side, Board has established 8 Advanced Environmental Laboratories, 10 District Environmental Laboratories at various Districts in the State.

TNPCB is implementing Pollution Control Legislations and Rules and Notifications framed therein. In discharging the duties entrusted to it, the Board investigates, collects and disseminates data relating to water, air and land pollution, lays down standards for sewage/trade effluent and emissions.

TNPCB issues consent to new industries in two stages. Consent to establish is issued depending upon the suitability of the site before the industry takes up the construction activities and consent to operate is issued after installation of pollution control measures by the unit to satisfy the standards. The field officers of the Board periodically inspect every industry under their jurisdiction to assess the adequacy of treatment measures provided to treat the effluent and gaseous emission. Board has classified the industries as per their pollution load for effective monitoring.

TNPCB issues show cause notices, takes legal actions and also issues directions for closure, stoppage of power supply, water supply etc., against erring industries / agencies for non-compliance of pollution control legislations, conditions and standards.

TNPCB has delegated the power to the field officers for close monitoring. The Joint Chief Environmental Engineer/ District Environmental Engineers are empowered to issue/renew consent to orange and green category industries and for red small category industries. They are also empowered to issue show cause notices to all the industries.

TNPCB plays a catalytic role in the implementation of Common Effluent Treatment Plants (CETPs) for small scale units like tanneries, textile dyeing units etc., located in clusters. TNPCB is taking effective steps for safe disposal of hazardous wastes and has completed the inventory of hazardous waste generating units and also identified sites for disposal of hazardous wastes. TNPCB creates environmental awareness in the State through the Environmental Training Institute, Environmental Awareness Cell, Environmental Awareness Programme, etc.

## **1.2 Goals and Objectives of TNPCB's presence in Social Media**

1. To raise awareness about environment protection and pollution control programme and its benefits.
2. Making people aware about various pollution and its ill effects.
3. Widening TNPCB's reach among different communities on social media and online platforms.
4. To create a simple and user-friendly system for exchanging ideas and feedback on pollution control measures and environment protection through online.
5. To inform people online regarding new policies and updates on environment protection measures taken by TNPCB and Government of Tamil Nadu.
6. To disseminate information online about engagement opportunities at grassroots, workshops and conferences and in public consultation processes related to environment.
7. To disseminate information online about opportunities to participate in awareness and training programmes related to environment.

## **1.3 Invitation to Bidders / Consortium of Bidders**

The invitation is for selection of a Firm / Agency / Consortium to carry out Social Media activities for TNPCB in the platforms such as Facebook, Instagram, X (Twitter), Youtube and LinkedIn.

TNPCB may at its own discretion, extend the date for submission of proposals. In such a case all rights and obligations of TNPCB and Bidders / Consortium of Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.

## **Section 2: Instructions to Bidders / Consortium of Bidders (ITB)**

### **2.1 Conflict of Interest**

1. The selected Firm / Agency / Consortium shall provide professional, objective and impartial service and hold TNPCB's interest paramount.
2. The selected Firm / Agency / Consortium shall not deploy former employees who have served TNPCB in last six months.
3. The selected Firm / Agency / Consortium shall not downstream or outsource any part of the scope of work.
4. Non-disclosure of such an association will lead to termination of Agency.

### **2.2 Validity of Proposal**

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

1. Proposals shall remain valid for a period of 120 days from the date of opening of Proposal.
2. TNPCB reserves the right to reject a proposal valid for a shorter period as non-responsive.
3. In exceptional circumstances TNPCB may solicit the Bidder's consent to an extension of the period of validity. The request and the response there to shall be made in writing.

### **2.3 Right to Accept or Reject any Proposal**

TNPCB reserves the right to annul the Tender Document 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 grounds for such decision.

### **2.4 Fraud & Corruption**

It is required that the Bidders / Consortium of Bidders submitting Proposal and Agency selected through this Tender Document 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 TNPCB or its personnel in Work Order executions.

II. "Fraudulent practice" means a misrepresentation of facts, in order to influence.

III. Selection process or the execution of a Work Order, and includes collusive practice among Bidders / Consortium of Bidders (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or non-competitive levels and to deprive TNPCB of the benefits of free and open competition.

IV. "Unfair trade practice" means supply of services different from what is ordered on, or change in the Scope of Work.

V. "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.

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

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

## **2.5 Clarifications & Amendments of Tender Document**

I. During the process of evaluation of Proposals, TNPCB may, at their discretion, ask Bidders / Consortium of Bidders for clarifications on their proposal. The Bidders / Consortium of Bidders are required to respond within the prescribed time- frame.

II. TNPCB may for any reason, modify the Tender Document from time to time. The amendment(s) to the Tender Document would be clearly spelt out and the Bidders / Consortium of Bidders may be asked to amend their proposal due to such amendments.

## **2.6 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 Tender Document. Failure to furnish all the necessary information as required by the Tender Document or submission of a proposal not substantially responsive to all the requirements of the Tender Document shall be at Bidder's own risk and may 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 over writings shall be valid only if they are initialed by the authorized person signing the Proposal.

III. The Proposal shall be in indelible ink and shall be signed by the Bidder or duly authorized person(s) to bind the Bidder to the Work Order. 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 matching purposes.

V. Proposals received by facsimile, e-Mail or any other online mode shall be treated as defective, invalid and rejected. Only detailed proposals submitted as prescribed complete in all respect and in the forms indicated shall be treated as valid.

VI. No Bidder is allowed to modify, substitute, or withdraw the Proposal after its submission.

## **2.7 Pre-bid Clarification by email**

A prospective Bidder, requiring a clarification on the Tender Document shall notify TNPCB via email [tnpcb-chn@gov.in](mailto:tnpcb-chn@gov.in) or [tnocmms@tnpcb.gov.in](mailto:tnocmms@tnpcb.gov.in) at the address specified in the Data Sheet by 17:00 Hours on 11<sup>th</sup> September 2024. TNPCB will respond to all such queries by 17:00 Hours on 12<sup>th</sup> September 2024.

## **2.8 Submission of Proposal**

Bidders / Consortium of Bidders shall submit their Proposals at the office address on or before the last date and time for receipt of proposals mentioned in Data Sheet.

- Proposals shall be submitted in two parts. Each part shall be separately bound with no loose sheets. Each page of all parts shall be page numbered and in conformance to the eligibility qualifications shall be clearly indicated using an index page. The proposals shall not contain any irrelevant or superfluous documents.

- Bidder shall be required to submit 2 hard copies (1 Original + 1 Duplicate) of the complete proposal.

- Every page of the documents submitted by the Bidder must be duly signed by the authorized signatory of the Firm / Company along with the Agency's seal.

The two parts of the Proposal shall be as per following:

1. **Technical Proposal (Envelope 1)** - The envelope containing Technical Proposal shall be sealed and superscripted as “Technical Proposal – Selection of Agency for Social Media Management”. Form-1T to Form-3T shall be submitted as part of the Technical Proposal.
2. **Financial Proposal (Envelope 2)** - The envelope containing Financial Proposal shall be sealed and superscripted as “Commercial Proposal - Selection of Agency for Social Media Management”. Form-1C and Form-2C shall be submitted as part of the Commercial Proposal. Bidder must provide a single quotation for all-inclusive fee (including out of pocket expenses and taxes) to be charged for the assignment. No extra out of pocket expenses will be reimbursed.

Envelopes 1 & 2 shall be put together in a sealed single envelope along with other relevant documents.

The envelop shall be superscripted as “Proposal for selection of Agency for Social Media Management” and shall be addressed to The Member Secretary, TNPCB, No.76, Mount Salai, Guindy, Chennai-32. The proposal may be sent through post or can be dropped in Tender box provided at IV floor of TNPCB at Guindy, Chennai-32.

## **2.9 Evaluation of Proposals**

The Bid will be opened as per the schedule mentioned in the Data Sheet. TNPCB may constitute Evaluation Committee to evaluate the Proposals submitted by Bidders / Consortium of Bidders for a detailed scrutiny. Subject to terms mentioned in the Tender Document, a two stage process, as explained below, will be adopted for evaluation of Proposals submitted by the specified date and time.

### **2.9.1 Eligibility**

Scrutiny of the Proposals for eligibility will be done to determine whether The Bidders / Consortium of Bidders meet the eligibility criteria as defined under:

S. No.	Criteria	Documentary Evidence
1.	The Firm / Agency (All members / agencies in case of Consortium) shall be a registered entity with minimum 3 years of existence on the day of the submission of bid. In case of consortium the lead agency / firm shall be the Bidder.	<ul style="list-style-type: none"> <li>• Certificate of Incorporation / Registration</li> <li>• PAN Card</li> <li>• Service Tax Registration Certificate</li> </ul>
2.	The Firm / Agency (all members put together in the case of a Consortium) shall submit cumulative turnover during the last three financial years.	Audited Balance Sheets and Profit & Loss Statements for the last three financial years countersigned by CA
3.	In last 3 years, Firm / Agency (Any member of the Consortium) must have completed / in progress minimum 3 projects of Social Media Management in Government or Private Sector.	Work Order / Client Completion Certificate
4.	The Firm / Agency (Any member of the Consortium) must have minimum 5 experienced professionals in the area of Social Media Management.	Self Certification
5.	The Firm / Agency (All member of the Consortium) shall not have been black listed by Central or State Governments & PSUs.	Self Certification

- Relevant documents as specified above have to be attached.
- PMG will be as per requirement.
- The offer is for entire work and not for part of the work.
- The price quoted shall be all inclusive and not open ended.

*NOTE: Proposals not conforming to the above requirements will be rejected.*

### **2.9.2 Evaluation of Technical Proposal**

The Technical Evaluation shall be based on the parameters and weightages as mentioned in the Table below.

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

<b>S. No.</b>	<b>Parameters</b>	<b>Maximum Score</b>
1.	Relevant experience in online Social Media Management for Government / PSU (Last 3 years)	<b>30</b>
2.	Relevant experience in online Social Media Management for Private Sector (Last 3 years)	<b>30</b>
3.	Approach & Methodology including but not limited to the following: <ul style="list-style-type: none"> <li>• Proposed brand vision and digital marketing strategy presented for TNPCB / Digital India</li> <li>• Proposed Strategy (Cost effective &amp; Viable)</li> <li>• Content Development Strategy</li> <li>• Comments on the Scope of Work</li> <li>• Innovative ideas and suggestions</li> </ul>	<b>40</b>

- Evaluation Committee may, at its discretion, call for additional information from the Bidder(s). Such information has to be supplied within the set out time-frame, otherwise the Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of the Bidders / Consortium of Bidders and the Proposal is liable to be rejected. *Seeking clarifications cannot be treated as acceptance of the proposal.*

- For verification of information submitted by the Bidders / Consortium of Bidders, the Committee may visit Bidder's offices at its own cost. The Bidders / Consortium of Bidders shall provide all the necessary documents, samples and reference information as desired by the Committee. The Bidders / Consortium of Bidders shall also assist the Committee in getting relevant information from the Bidders / Consortium of Bidders' references, if desired.

- For calculating the Technical Score (TS) the individual scores, as per respective weightings specified above, will be summed up.

### **2.9.3 Evaluation of Financial Proposal**

Financial proposals of all firms will be opened on the date & time specified in the Data sheet. The name of the Firm, their technical score and their financial proposal will be considered.

TNPCB will correct any computational errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount (Inclusive of taxes), or between word and figures, the former will prevail.

After evaluation of proposals appropriate selection method will be applied to determine the Firm who will be declared winner and be eligible for award of the work. The methods of selections are described in the Data Sheet. This selected consultant will then be invited for negotiations, if considered necessary.

#### **2.10 Letter of Acceptance (LoA)**

After appropriate selection of successful bidder for the award of work, a Letter of Acceptance will be issued by TNPCB to the successful bidder.

#### **2.11 Performance Bank Guarantee (PBG)**

The successful bidder after the receipt of Letter of Acceptance from TNPCB, shall remit Performance Bank Guarantee (PBG) to the value of 5% of accepted bid value within Seven days from date of receipt of LoA or date specified in Data Sheet through a Demand Draft drawn from any Nationalised Bank in favour of “Tamil Nadu Pollution Control Board” payable at Chennai. This will be returned after the period of contract and it will not earn any interest from TNPCB. Demand Draft shall be sent along with covering letter in the letter head of successful bidder / consortium of bidder.

#### **2.12 Issue of Work Order**

Work order will be issued to the successful bidder within stipulated time as specified in Data Sheet of this Tender Document after receiving PBD from the successful bidder. Work order will be issued for a period of Twelve months from the date of issue of Work order which may be extended for a period as may be decided by TNPCB.

#### **2.13 Payment Terms**

Advance payment will not be made in any case. Payment will be made as per the following scheduled mentioned below:

<b>Payment in Percentage</b>	<b>Time</b>
25% of the total work order	Completion of first Quarter
25% of the total work order	Completion of second Quarter
25% of the total work order	Completion of third Quarter
25% of the total work order	After completion of the work

#### **2.14 Contract Agreement**

Successful bidder has to enter into a contract agreement with TNPCB, the format of which will be supplied along with the Work Order.

### Section 3: Scope of Work & Deliverables

#### 3.1 Social Media Management

The selected Agency shall begin Social Media Management for TNPCB from the day of Work Order signing for a period of Twelve months including, but not limited to the following activities:

#### 3.2 Creation & Maintenance of Social Media Platforms for TNPCB

The Agency shall create and subsequently maintain the official Facebook Page, X (Formerly Twitter) Profile, Instagram, LinkedIn and YouTube Channel.

- I. **New Look:** Give the all Social Media Platforms a new look every week by putting up new creative features, theme lines, links etc.
- II. **Updates:** Daily informative and promotional updates in the form of relevant text, photos, audio, interactive content, interviews, news, quiz etc.
- III. **Engage with users:** Regularly organize online surveys, quizzes, contests on all platforms in consultation with TNPCB.
- IV. **Publicity:** Publicize all festivals and cultural events promoted by TNPCB using all platforms.
- V. **Query Management:** All the queries received on all platforms must be replied to and addressed within 24 hours after getting duly approved by TNPCB.
- VI. **Gate Keeping:** Moderation of the all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- VII. **Media Tracking:** Use a good industry standard monitoring tool for analyzing comments / remarks about TNPCB / DeitY / Digital India in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international.
- VIII. **Tagging:** Create relevant tagging & linkages of content on the all platforms.
- IX. **Photo Bank:** A still Photo Bank with cataloguing needs to be developed consisting of at least 100 high quality and high resolution aesthetic photographs (Corbis or Getty Images quality) of relevant activities and events.
- X. **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored.
- XI. **Reporting:** The agency must submit weekly “Effectiveness Analysis and MIS Reports” to TNPCB on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of TNPCB / DeitY / Digital India on the Social Media Platforms and the results achieved.

XII. **Team:** The agency must position one dedicated member preferably Content Developer and Designer at TNPCB during the period of work.

### **3.3 Amplification**

I. Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Social Media Management activity across Non-paid Media avenues. Media planning & providing professional inputs and support in buying of media for Social Media Campaigns (Online and Mobile) for running banners, adverts etc. during the period of Work Order on themes / subjects to be decided in consultation with TNPCB. This would entail assistance and supervision of buying of the media slots by TNPCB to ensure best of rates and negotiations directly from the media owner.

II. Executing the digital campaigns basis the Social Media strategy and plan and undertaking activities like optimization of campaign, reporting etc.

III. For the above Social Media campaigns the creative units (banners etc.) will be provided by TNPCB (and production/resizing/adaptation etc. will be out of the scope of this Tender Document).

IV. Planning and Executing a “Key Influencer Program” on Social Media platforms.

V. The Influencer program will aim at engaging Top 100 influencers in the IT industry.

VI. The Influencer program will focus on blogs & forums and other social channels.

VII. The Influencer program will need to generate content for social channels and blogs, web listings, directory submissions etc and spread awareness about TNPCB and the Social Media campaign.

VIII. Planning and Executing a “Social Media Monitoring Program” on Social Media platforms.

IX. The Social Media Monitoring Program will undertake monitoring across 150-200 keywords primarily in the markets of India, US & UK.

X. Social Media Monitoring Program will create and manage a Monitoring platform which will be both predictive and reactive in approach.

XI. The key Languages to be monitored will be Tamil and English.

XII. Other related and miscellaneous works include providing monthly strategic inputs for creative campaign of TNPCB.

XIII. Providing feedback on best practices in marketing and promotion in countries across the world on Social Media.

XIV. Assistance to be provided by TNPCB would be as under:

1. Provide the necessary information on events / festivals being conducted by



TNPCB from time to time.

2. The TNPCB Social Media Team will provide relevant (basic information/ pictures/ approvals) content as available from time to time.
3. Provide all necessary information such as logo of Department / event /press releases issued for traditional media and updates etc.
4. Assist in obtaining any other permissions / information as required.
5. All Intellectual Property displayed on these platforms shall belong to TNPCB exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with TNPCB.
6. All photographs, videos, audio content or literary works etc. exhibited on the platform shall be provided by TNPCB, unless uploaded by public users. If, in case, such content needs to be uploaded from outside the archive of TNPCB, then, express permission of TNPCB shall have to be sought.

**NOTE:**

1. The selected Agency shall actively engage in Content Creation & Management for a period of 12 months and all such content created will be the property of TNPCB.
2. The Agency must also be advised that the operation of the Social Platforms shall fall under the purview of the Right to Information Act, 2005. Thus, it must understand the laws provided there under and must answer such queries only after consultation with TNPCB.
3. The Social Media Platforms Content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, and Tabs etc., failure of any one of which shall be considered an incomplete execution of the Work Order.

**3.4 Timelines**

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

**Social Media Management**

S. No	Deliverables	Timelines
1.	Inception Report	T + 5 Days
2.	Preparation & Submission of detailed plan of action	T + 10 Days
3.	Content Creation & Deployment	Continuous Work
4.	Updating, Maintenance, New Content Creation	Continuous Work

Weekly Progress Reports (WPRs) to be submitted every week indicating the activities remaining / completed as against the scheduled tasks / activities.

#### **Section 4: General Terms & Conditions**

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

1. 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 initialed with dates. The rates shall mention elements of the service charges or any other charges separately.
2. 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.
3. Rates quoted will be valid up to 120 days from the issue of Work Order.
4. In the event of any loss / damage to TNPCB, the Bidder shall be liable to make good such loss found. No extra cost on such shall be admissible.
5. Direct or indirect canvassing on the part of the Bidder or his representative will lead to disqualification.
6. If a Bidder imposes conditions, which is in addition to or in conflict with the conditions mentioned herein, his Bid is liable to summary rejection. In any case none of such conditions will be deemed to have been accepted unless specifically mentioned in the letter of acceptance of Bid issued by the Member Secretary of TNPCB.
7. TNPCB reserves the right to accept or reject one or all bids without assigning any reasons and accept bid for all or anyone. TNPCB also reserves the right to award the work to more than one company / agency.
8. The Agency shall not abuse the use of the Govt. Emblems and the TNPCB logo in any way which may deceive the public to believe unsolicited, unauthorized or unverified content. The said logos and emblems shall be used only in such manner as to provide credibility to the authentic web pages / applications / platforms belonging to TNPCB.
9. The Agency shall also monitor 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 TNPCB. Upon discovery of such entity, the Agency shall provide necessary information of such entity to TNPCB for immediate prosecution.
10. The Agency must maintain uniformity while uploading content on the platforms. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms instantly.
11. The Agency's Work Order shall be immediately terminated if TNPCB finds it 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 TNPCB of the same to provide TNPCB with the opportunity to prosecute such an individual or group.

12. No interest shall be paid by TNPCB on **Performance Bank Guarantee (PBG)**.
13. The PBG shall be refunded within two months after the satisfactory completion of the work.
14. **Termination:** The Work Order can be terminated at any time by the Member Secretary of TNPCB, if the services are not up to his satisfaction after giving an opportunity to the selected Agency of being heard and recording of the reasons for repudiation.
15. **Liquidated Damages:** In case of delay in supply of services to be provided within the prescribed period in the Work Order, liquidated damages will be charged, as per rules of General Financial and Accounts Rules (GF&AR).
16. **Recoveries:** Recoveries of liquidated damages shall be from Vendor's PBG available with TNPCB. In case recovery is not possible recourse will be taken under law in force.
17. **Forfeiture of PBG:** PBG in full or part (0.5% per week of the Work Order and maximum 1% per week of the Work Order) may be forfeited in the following cases:
  - i. When any terms and conditions of the Work Order are breached.
  - ii. When the Bidder fails to provide services desired satisfactorily.
18. 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.
19. 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.
20. 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 by the Parties and they will try to resolve the issue mutually.
21. All legal proceedings, if necessity arises to institute, by any of the parties needs to be lodged in courts situated in Chennai.

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

- I. Technical and Financial Proposals shall be opened as per Data Sheet at TNPCB's Office in the presence or absence of Bidders / Consortium of Bidders or their authorized representatives who choose to attend the opening of Bids.
- II. The Evaluation Committee shall determine whether the Technical and Financial Bids are complete, unconditional and free from any computational error.
- III. The cost indicated in the Financial Bid shall be treated as final and reflecting the total cost of services excluding service tax.

### **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 TNPCB shall be final & binding.
- II. TNPCB reserves the right to accept or reject any or all the proposals assigning any reason.
- III. TNPCB also reserves the right to call for additional information from the Bidders / Consortium of Bidders.
- IV. Notification on Award of Work for Bidder shall be made in writing to the successful Bidder.
- V. The period of Work Order shall be for Twelve months.

### **Section 7: Proposal Formats**

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

<b>S. No.</b>	<b>Form</b>	<b>Description</b>
<b>Forms</b>		
<b>1.</b>	<b>Form-1C</b>	Covering Letter
<b>2.</b>	<b>Form-2P</b>	Bidder's Organization / Consortium Details
<b>Technical Form</b>		
<b>1.</b>	<b>Form-1T</b>	Technical Proposal Form
<b>2.</b>	<b>Form-2T</b>	Details of Similar Assignments
<b>Financial Form</b>		
<b>1.</b>	<b>Form-2C</b>	Financial Proposal Form
<b>Power of Attorney for Lead Member of Consortium</b>		

Member Secretary

**Form – 1**  
**Covering Letter**

*[Bidders / Consortium of Bidders are required to submit the covering letter as given here on their letter head]*

To

The Member Secretary,  
Tamil Nadu Pollution Control Board,  
76, Mount Salai,  
Guindy,  
Chennai - 600032

Sir,

**Sub: TNPCB – Tender – Selection of Agency for Social Media Management – Technical and Financial Proposals - Submitted – Reg.**

**Ref: 1. Tender No. TNPCB/CIDM/1148/2023/ 2024 - 1Notified on 01.08.2024**  
**2. Your Letter No. TNPCB / CIDM / 1148 / 2023 Dated 24.07.2024**  
**inviting tender.**

1. We, the undersigned, having carefully examined the referred Tender Document, offer to provide the required services, in full conformity with the said Tender Document.
2. We have read all the provisions of Tender Document 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 Financial Proposals, the duly notarized written power of attorney, and all attachments, for a period of 120 days from the date fixed for submission of Proposals as stipulated in the Tender Document 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 Tender Document prepared 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. We hereby accept to pay PBG as per the requirement.

Yours faithfully,

**Signature with Designation**

**Form – 2**

**Bidder's Organization / Consortium Details**

**Organization and Financial Information (on official letter head)**

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

<b>Financial Information (All Figures in Lakhs)</b>			
	<b>FY 2013-14</b>	<b>FY 2012-13</b>	<b>FY 2011-10</b>
Revenue in INR			
Any other information			

*All Bidders shall provide the details in the format above.*

**In case of a Consortium:**

**Role of each Member shall be provided as per table below:**

<b>S. No.</b>	<b>Name of Bidder</b>	<b>Lead Member / Consortium Member</b>	<b>Roles &amp; responsibilities</b>

**Form - 3**  
**Technical Bid Format**

S. No.	Item	To be Labeled as
1.	Relevant experience in online Social Media Management for Government / PSU (Last 3 years)	<b>Label as 1T 'A'</b>
2.	Relevant experience in online Social Media Management for Private Sector (Last 3 years)	<b>Label as 1T 'B'</b>
3.	<p>Approach &amp; Methodology including but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Proposed brand vision and digital marketing strategy presented for TNPCB / DeitY / Digital India</li> <li>• Proposed Business Model (Costeffective &amp; Viable)</li> <li>• Content Development Strategy</li> <li>• Comments on the Scope of Work</li> <li>• Innovative ideas and suggestions</li> </ul>	<b>Label as 1T 'C'</b>
4.	<p><b>Team Composition:</b> Details of the Personnel / Employee identified to Work with TNPCB</p> <p>(i) Name of Personnel / Employee</p> <p>(ii) Designation</p> <p>(iii) Work being handled</p> <p>(iv) Qualifications</p> <p>(v) Number of years of experience at present work</p> <p>(a) Total experience</p> <p>(b) Experience in the Agency</p>	<b>Label as 1T 'D'</b>



**Form - 4**  
**Financial Bid Format**

<b>Item</b>	<b>Cost</b>	
	<b>Amount in Words</b>	<b>Amount in Figures</b>
Costs of Financial Proposal (including all other taxes)		
Service Tax		
Total cost of Financial Proposal(including service Tax)		

Service tax would be payable at the applicable rates as may be in force from time to time. For Financial Evaluation, the total fee for the period will be considered. This Fixed Annual Fee will cover costs / expenses of the Social Media Agency for undertaking work as detailed in the Scope of Work.

Break-up of costs for each of the items of work listed in the Scope of Work are to be submitted on a separate sheet of paper. This break-up of individual costs will not be considered for financial evaluation.

While submitting the break-up of costs, separate costs may be indicated for the following activities/deliverables:

- a) Amplification through non-paid social media campaign and activities
- b) Other related and miscellaneous work.

**Form - 5**  
**Details of Similar Assignments**

Assignment Name:	Country:	
Location within Country:	Professional Staff Provided by Company:	
Name of Client:	No. of Support Staff:	
Address & Contact Details of Client:	Duration of Assignment:	
Start Date:	Completion Date:	Approx. Value of Services (INR):
Name of Associated resources:	No. of Months of Professional Staff provided by Associated resources:	
Name of Senior Staff involved and functions performed:		
Brief Description of Project w.r.t Scope of Work defined in this proposal:		

**Power of Attorney for Lead Member of Consortium**

(On a Stamp Paper of relevant value) Power of Attorney

Whereas the Tamil Nadu Pollution Control Board (TNPCB) (“the Authority”) has invited applications from interested parties for “Social Media Management (the “Project”).

Whereas, .....  
..... and .....(collectively the “Consortium”) being Members of the Consortium are interested in applying for the Project in accordance with the terms and conditions of the Tender Document and other connected documents in respect of the Project, and

Whereas, it is necessary for the Members of the Consortium to designate one of them as the Lead Member with all necessary power and authority to do for and on behalf of the Consortium, all acts, deeds and things as may be necessary in connection with the Consortium’s bid for the Project and its execution.

NOW THEREFORE KNOW ALL PERSONS BY THESE PRESENTS

We, .....having our registered office at .....  
M/s. ....having our registered office at .....  
M/s. ....having our registered office at ....., and M/s.  
..... having our registered office at ....., (hereinafter collectively referred to as the “Principals”) do hereby irrevocably designate, nominate, constitute, appoint and authorize M/s..... having its registered office at ....., being one of the Members of the Consortium, as the Lead Member and true and lawful attorney of the Consortium (hereinafter referred to as the “Attorney”).

We hereby irrevocably authorize the Attorney (with power to sub-delegate) to conduct all business for and on behalf of the Consortium and any one of us during the bidding process and, in the event the Consortium is shortlisted for award or awarded the concession/Work Order, during the execution of the Project and in this regard, to do on our behalf and on behalf of the Consortium, all or any of such acts, deeds or things as are necessary or required or incidental to the prequalification of the Consortium and submission of its bid for the Project, including but not limited to signing and submission of all applications, bids

and other documents and writings, participate in applicants and other conferences, respond to queries, submit information/ documents, sign and execute Work Orders and undertakings consequent to acceptance of the bid of the Consortium and generally to represent the Consortium in all its dealings with the Authority, and / or any other Government Agency or any person, in all matters in connection with or relating to or arising out of the Consortium's bid for the Project and / or upon award thereof till the Concession Agreement is entered into with the Authority.

AND hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Project Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us / Consortium.

IN WITNESS WHEREOF WE THE PRINCIPALS ABOVE NAMED HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS ..... DAY OF 2024

For .....

(Signature)

..... (Name & Title)

For .....

(Signature)

..... (Name & Title)

Witnesses:

1.

2.

..... (Executants)

(To be executed by all the Members of the Consortium)

Notes:

1. The mode of execution of the Power of Attorney shall be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants (s) and when it is so required, the same shall be under common seal affixed in accordance with the required procedure.
2. Also, wherever required, the Applicant shall submit for verification the extract of the charter documents and documents such as a board or shareholders resolution / power of attorney in favour of the person executing this Power of Attorney for the delegation of

power hereunder on behalf of the Applicant.

3. For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued.

-End-