

**Enquiry Selection of agency for Social Media Communication HUB  
For  
Election Commission of India – (ECI)**

**Ref. No. BECIL/Social media / Enquiry/2019/01, Dated: 02.08.2019**

**A. INTENT OF THE REQUEST FOR PROPOSAL**

In order to **setting up of Social Media Communication HUB for Election Commission of India - ECI**  
The solution/ services should encompass creating, functioning, operating, maintaining, supplying, installing software and communication solutions for ECI. Furthermore, create a system to track efficacy of earned, paid, owned, and shared media. The delivery of analysis must be real-time, aligns to the government agenda, and delivered in various customized dashboards and mobile applications.

It is proposed to select an agency, which will be responsible for the mentioned scope of work & services to be taken care by the agency initially for one year from and may be extended further in case of renewal at the same terms and condition of work order, have been broadly spelt out below.

The selected agency must have all the facility and solution in-house, so that the “project” must be made operational within the stipulated time frame and is to keep it functional.

All other requirements such essential equipment / hardware, software, networking and required services etc including bandwidth will have to be understood and recommended by the selected agency. Agency must have expertise in these works and have the requisite manpower resources to deliver the scope of work.

## B. Invitation to Bid (ITB) /Request for Proposal

### **Selection of agency for Social Media Communication HUB for Election Commission of India - ECI**

- 1) BECIL, a Public Sector Enterprise, under the Ministry of Information and Broadcasting, on behalf of **Election Commission of India (hereinafter referred as "ECI")** invites proposals from empaneled agencies for Social Media Services i.e. **Setting up of Social Media Communication HUB**. BECIL has been engaged by Election Commission of India (ECI) to undertake selection of agency and to execute the project and functioning operationalization and maintenance of the social media communication hub (hereinafter referred to as "Project").
- 2) Bidding will be conducted through Competitive Bidding procedures from all the empaneled agencies by BECIL for Social Media Services.
- 3) Qualification requirements are specified in the ITB
- 4) Bids must be delivered as specified in the Instructions to Bidders of this ITB (please read this part carefully). Late bids will be rejected.

### **C. ENQUIRY SCHEDULE AND CRITICAL DATES**

The ENQUIRY tentative schedule and critical dates are shown below:

	<b>ACTIVITY</b>	<b>SCHEDULED DATE &amp; TIME</b>
1.	Enquiry Issue to Prospective Bidders	BECIL/Social Media Platforms/ Enquiry/2019/01, Dated 02.08.2019
2.	Date and Time for Submission of bids	07.08.2019 Upto 14:00 hours
3.	Venue for Submission of bids	BECIL Bhawan, C-56-A/17, Sector -62, Noida – 201 307.
4.	Date and Time for Opening of Bids	07.08.2019 Upto 15:00 hours
5.	Commercial Bid evaluation	To be intimated
6.	Award of Purchase Order	To be intimated

**Note:** BECIL reserves the right to amend the ENQUIRY tentative schedule and critical dates.

#### **D. PROCEDURE AND TERMS & CONDITIONS**

1. The proposal is to be submitted in sealed **BID** under separate sealed covers.
2. This cover should be superscripted with **“Enquiry for selection of agency for setting up of Social Media Communication HUB for Election Commission of India - and should reach us on or before 1400 Hrs on 07.08.2019**

Bid Responses must be addressed to and submitted at the following address:

**The Chairman & Managing Director Broadcast Engineering  
Consultants India Ltd, C-56 A/17, Sector -62, Noida 201 307  
Tel: 0120-4177850, Fax: 0120-4177879**

3. The Bid should reach the office of BECIL, on the above address, not later **than 1400 hrs on 07.08.2019 Bids received beyond the specified date and time will be treated as rejected.** It is the responsibility of the Bidder to confirm that the bids have been received on time & at the proper place within the specified dates. Facsimile and electronic replies are not acceptable.
4. All bids are to remain valid for **180 days** from the date of opening of Financial Bid an undertaking for the same should be submitted along with Bid.
5. BECIL reserves the right to solicit additional information from Bidders to evaluate which bid best meets the need of the Project. Additional information may include, but is not limited to, past performance records, lists of available items of work that will be done simultaneously with the project, on-site visit and evaluations by BECIL personnel, or any other pertinent information. It will be System Integrator (S.I.)’s responsibility to check for updated information on BECIL’s web site [www.becil.com](http://www.becil.com).
6. Additional questions should be submitted in writing to the ENQUIRY Coordinator addressed to  
**E-mail: [itprojects@becil.com](mailto:itprojects@becil.com)**
7. BECIL will make its decision based on the ability of the Bidder(s) to meet our specific needs, technical expertise of the Bidder(s), delivery capabilities, customer references, past satisfactory performance experience, system completeness (which is a must) besides cost.

8. BECIL reserves the right to waive off any deviations, accept the whole or part thereof or reject any or all bids and to select the Bidder(s) which, in the sole opinion of the Project Incharge, best meets the project's interest. BECIL also reserves the right to negotiate with potential bidders so that its best interest to fulfill the need of project is served.
9. All information contained in this enquiry, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared with any other organization, including potential sub-contractors, without prior written consent from BECIL.
10. BECIL reserves the right to either increase or decrease the quantity of any or all the items included in suggestive bill of material which are estimated requirements and therefore open to variation.
11. BECIL reserves the right to alter/modify the scope of work mentioned in this ENQUIRY document at any stage of the bidding process and contract. Any changes made, scope and commercials, will be agreed in writing.
12. BECIL reserves the right to terminate the contract at any stage of the work by giving **30 days** prior notice if the delay has occurred in any of the activities covered under the contract due to acts solely attributable to Contractor and cannot be made good and will affect the overall work schedule. BECIL shall, in such an eventuality, revoke the Performance Bank Guarantee of the bidder. The decision of CMD, BECIL shall be final and binding.
13. In case the Bidder Company goes into liquidation or change in business/management, it will be intimated to BECIL & company will fulfill its commitment in case order is awarded to them.
14. The ENQUIRY is issued for **"ENQUIRY for selection of agency for setting up of Social Media Communication HUB for Election Commission of India"**. The bidder is responsible for completeness of the project.

**15. Indemnification:**

Contractor agrees to indemnify BECIL from any and all claims, demands, losses, cause of action, damage, lawsuits, judgments, including attorneys' fees and costs, arising out of or relating to suits or proceedings brought by third parties against BECIL due to the work of Contractor including the works as got done by Contractor through Sub-Contractor(s), *if so appointed by the Contractor.*

*BECIL shall have no role in engaging of sub-contractors by the Contractors and Contractor alone shall be responsible to such Sub-Contractors.*

**16. Arbitration:**

Any dispute or difference or claim arising out of or in relation to this contract, including the construction, validity, performance or breach thereof, shall be settled or decided by arbitration to be conducted by CMD, BECIL or by any other person to be nominated by CMD, BECIL. Arbitration shall be conducted as per Arbitration & Conciliation Act, 1996. The seat of the arbitration shall be at New Delhi and shall be the English language.

**17. Jurisdiction**

This Agreement shall be construed, interpreted and applied in accordance with, and shall be governed by, the laws applicable in India. The courts at Delhi shall have the exclusive jurisdiction to entertain any matter arising out of or in relation to this Agreement.

**18. Conflict of Interest. Bidder/Vendor/Contractor represents and warrants the following:**

a. No Conflict of Interest: that Contractor has any business, professional, personal, or other interest into the representation of other clients that would conflict in any manner or degree with the performance of its obligations under this Agreement.

b. Termination for Material Conflict. If, in the reasonable judgment of the Company, such conflict poses a material conflict to and with the performance of Contractor's obligations under this Agreement, then the Company may terminate the Agreement immediately upon written notice to Contractor.

**19. Limitation of Liability.**

It is agreed that the liability of the Contractor under this engagement shall be limited to an amount equivalent to the total fee agreed to be paid to the Contractor under the terms of this engagement. In no event shall Contractor be liable for consequential, special, incidental or punitive loss, damage or expense (including without limitation, lost profits, opportunity costs, etc.) even if Contractor has been advised of their possible existence. This clause shall survive the expiry or termination of this engagement.

## E. COMMERCIAL TERMS AND CONDITIONS

Each bidder is required to accept the following terms and conditions:-

1.	<b>Prices</b>	:	<p>The Prices should be quoted in Indian Rupees only and prices should be FOR destination at site (ECI, New Delhi)/ BECIL's Stores at 14-B, Ring Road, I.P. Estate, New Delhi -110002.</p> <p>The prices should be quoted inclusive of taxes and all applicable taxes should strictly be mentioned as per format in this ENQUIRY document.</p> <p>In case, taxes are not mentioned in Financial bid, Rates shall be considered inclusive of taxes.</p>
2.	<b>Payment Terms</b>	:	<p>Payment will be released on monthly basis based on successful monthly commitment, operation and maintenance. Agency should submit monthly bills with clear indication &amp; full description of professional fee and applicable taxes, duties, etc separate (if any) along with Certification by client (ECI)/ Project Incharge, BECIL.</p>
3.	<b>Consignee</b>	:	<p>The equipment/Software/item should be consigned to Election Commission of India, New Delhi C/o Project Manager, BECIL, New Delhi.</p>
4.	<b>Invoicing</b>	:	<p>All Tax invoices should be raised in the name of Broadcast Engineering Consultants India Limited, New Delhi For Election Commission of India, New Delhi.</p> <p><b>BECIL GST NO. 07AAACB2575L1ZK</b></p> <p>Note: Along with Invoice, EWAY BILL, a copy of Undertaking &amp; Certificate duly filled, signed and stamped has to be submitted to BECIL as per format enclosed.</p>
5.	<b>Performance Bank Guarantee</b>	:	<p>The successful bidder shall have to furnish a Security Deposit cum Performance Bank Guarantee (PBG) within 2 weeks of release of W.O. in favor of Broadcast Engineering Consultants India Ltd, 14-B, Ring Road IP Estate, New Delhi – 110002 for an amount equal to 10% of order value and it will valid for 16 months from the date of issue of work order.</p>
6.	<b>Technical/ Operational Manual</b>	:	<p>Two print copies of Technical Manual / Operation Manual and one CD version of the same have to be supplied with the equipment. One set of test certificate of each equipment has to be enclosed with shipment and one copy sent to BECIL.</p> <p>All software in original with perpetual license certificate has to be</p>

			provided wherever possible.
7.	<b>Late Delivery (LD)</b>	:	If there is delay in the supply, installation or commissioning of the equipment/items/Software, supplier will be liable to pay LD @ 0.5 % (1/2%) of the order value per week of delay or a part thereof, up to a maximum amount of 5% of order value, after which the order is liable to be cancel.
8.	<b>Penalty Clause</b>		If at any point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligation, BECIL may take a decision to cancel the contract with immediate effect, forfeit the EMD deposited by the bidder and / or debar the bidder from bidding prospectively for a period as decided by the BECIL or take any other action as deemed necessary.
9.	<b>Taxes</b>	:	Taxes as applicable.
10.	<b>Termination Clause</b>	:	<p>Non satisfactory performance / breach of contract will result in termination of the contract as mentioned in the terms and conditions.</p> <p>In case of termination of contract within the stipulated hiring period for any reason the supplier /bidder will not be allowed to take back the equipment installed.</p>

## **SCOPE OF WORK**

- 1.** Managing & Monitoring ECI's social media accounts on different platforms and disseminating information related to electoral process and voter education through posts.
- 2.** Developing ECI's social media strategy.
- 3.** Content creation for the social media outreach (Researching content, designing infographics, interactive and animated video content and publishing the content on social media platforms )
- 4.** Listen/ web Crawling, Monitoring system, engage/publish the content, segmentation of responses and segregation, analytical reporting with sentiment analysis.
- 5.** Social media tracking, active response management with early warning system and grievance redressal.
- 6.** ECI brand management on social media, advertising support, logo designing and archives.
- 7.** Enhance the reach of content on Internet and social Media sites
- 8.** Proactive social media and internet monitoring
- 9.** Preparing Webscape report of all important news articles, related to Election Commission and elections, from eminent newspapers and online news sites are compiled.
- 10.** Preparing Social Media assessment reports and presentations.

## **QUALIFICATION**

The team which will handle the social Media Communication Hub of the ECI must include 03 experience/senior Social Media Executives and 01 experience/senior Project head/ Manager for overall Coordination round the clock with following qualification/ eligibility criteria:

1. They all must have a minimum Master's degree (in relevant field).
2. One of them must possess a diploma in Graphic Design or must have done a Certificate Course of minimum one year duration in Graphic Design with proficiency in Adobe Creative Cloud (Photoshop, InDesign, Illustrator etc.)
3. All of them must be conversant with social media platform such as Facebook, Twitter, youtube, Instagram, Blogs etc.
4. The Project head/ team leader should have a minimum professional experience of 7 years and Social Media Executives should have a minimum professional experience of 5 years in managing social media presence for client organizations.

## **Responsibilities-**

**Social Media Executive** will be responsible for working with team members in creating beautiful impactful visual designs and graphic products that improve the effectiveness of ECI's social media communication Hub.

- Understand the content, context, purpose, style and tone of the message to be communicated
- Create visual designs and graphic products such as infographics, gif videos, etc. which are appropriate in communicating the message to our audiences on various social media platforms, such as Twitter, Facebook, Instagram and blog etc.
- The engaged Professional will be able to take other backend responsibilities for their assigned role as and when required.
- Should be able to reply to all requires of frequently asked questions (FAQ).

**Project Manager/lead/Head** shall have to be available to the client during Office Hours. The expert shall be in continuous touch with ECI's officials for effective flow of information to the team. The credentials and details of such personnel being deployed must be communicated to the concerned officials.

### Management of Online & Digital presence

These are a mix of advisory Services and execution in which the scope shall encompass finalization of a Plan of Action and executing deliverables as per the same.

The activity would be a combination of both interaction and result based measurable execution.

The agency is supposed to manage regularly the communication tools of online presence.

### Redesign and Redevelopment

The selected agency is required to carry out redesign and redevelopment of any existing facebook, Twitter pages of Election Commission of India, if needed

### Social Media Platforms

#### **1 Facebook**

- a. Creation and management of Facebook Page.
- b. Regular posts shall be done.
- c. Online promotion shall be carried out and comments on posts shall be maintained for maximum impact.
- d. Facebook shall also be used to share videos or content that needs to be made viral.

- e. The agency may have to develop/use Facebook compatible software applications to promote the webpage, website, fan page etc.

## **2 Twitter**

- a. The twitter handle/s shall be populated with an attractive relevant information.
- b. Database shall be created and exploited for increasing followers on the particular tweeter handle/s and they shall be led to the page of interest through various tweets.
- c. Third-party applications like Tweetdeck, Tweetvite, TweetMyEvents etc. shall be used for reaching out to the people online.

## **3 YouTube**

- a. Management of Channel/s for Client with relevant topics.
- b. Appropriate and relevant tags for the videos shall be given to increase viewership and reach.

## **4 Content Creation and Modulation**

The agency is required to create appropriate contents based on the topics agreed by Client and manage the same on Social Media Platforms.

## **5 Prosaic Writing**

Prosaic writing shall be done keeping in mind the key words that need to be emphasised and repeated for effect. The manner of prosaic content creation shall be made keeping in mind the intended use.

- 1) Writing content based on matter provided for uploading on blogs, websites and online media.
- 2) Story boards and other requirements for any online activity.

## **6 Multimedia Content Creation**

The agency shall create multimedia contents to be promoted on various digital platforms. The content shall be created based on topics, events, situations, concepts and overall direction of designated official of the government.

Multimedia content shall be the most profusely created content and shall be made with multiple options for each intended use. This content shall include

## **7 Infographic creation**

Relevant Infographics shall be created based on the themes, testimonials, promotions, etc. to the intended audience. The same shall be posted on relevant social media platforms on timely basis.

## **8 Creation of Posters / banners**

Creation of posters and Banners for events, campaigns, etc. to be carried out online and the same to be synchronized with the ground activities being carried out so that the theme of all the activities carried out either on digital platforms or print or TV or another medium shall be seamless

## **9 Video creation and editing**

The agency shall edit the video feeds provided by client or its related organisations to be promoted on digital platforms. The videos may need simple cutting, editing, captions, voice-overs etc. These shall be small videos which shall be promoted on digital platforms.

## **10 E-mail Newsletters**

- a. One HTML Newsletter / Month
- b. Content & Design in HTML
- c. Spam Free Delivery
- d. Database Management
- e. Analytics & Tracking
- f.

## **11 Third Party tools on Social Media**

The agency may be required to provide the information in the Social Media spends using third party tools on the social media platforms listed.

## **12 Social Media Listening**

The agency should take utmost care on responding to the comments/tweets and also modulate them in appropriate content on real-time basis. The team shall keep a vigil on the activities of the netizens on its digital platforms. The response may be coordinated with the Clients' officials. The report of such responses shall be provided to Client on daily basis.

## **13 Archival set-up:**

Bidder/Agency would be responsible for storage of all the monitoring related content and data by means of Online/Offline archival and also server location based in ECI's communication hub (offline). The archive set-up thus have back up storage / archival and having long-term retention.

## **14 Pre and Post establishment support**

Any kind of support with regard to smooth functioning of items/software development.

**The agency should provide technical and domain expert manpower for support, 24x7 functioning through backend team, operation and maintenance of social media communication hub and various**

**Social Media Platforms through in-house staff for entire duration of the contract as and when required.**

A team of minimum professionals & domain expert who are well proficient in Hindi and English language preferably stationed in the premises of Election Commission of India which can be scaled up as per the requirement.

The team should be well competent to work with the CRM software provided.

**15 Creative designing and repackaging:**

Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc design on subject of Government schemes and programs, audio, video and photo editing and policies etc.

Repackaging of the content (videos and photographs) into suitable formats (video packages and others)  
Uploading of repackaged and creative content on various social media platforms such as Facebook, YouTube, twitter etc.

**16 Enhancing reach of content on Internet and social media sites:**

Agency would be responsible for enhancement of the reach of messages and other schemes of Government on various social media platforms through non-paid means so that the content would reach to the last mile on internet domain in real time basis. The agency should have capability to multiply the reach of content and promote content.

The agency should be able to develop interesting and innovative content, campaigns, competitions, so as to have proper communication strategy for various social media-platform to enhance the reach of content in real time basis.

Creation of Standard pages

- Content Management
- Profile Management
- Social Networking
- Cross-channel Synchronization

- Integration with external social media channels
- Referrals and Sharing

### **17 Making the uploaded content viral / virility of content**

- Agency would be responsible to make the content viral on the internet and other social media sites. This will make the schemes, policies of Government to reach on various social media platforms to the last mile on internet domain in real time basis.
- The agency should have capability to multiply the reach of content and promote content and make it viral to the most
- Enrollment of new digital volunteers and Engagement with existing Digital Volunteers.

### **18 Branding, advertisement & logo design:**

- Agency would be responsible for Branding and advertising of ECI's various schemes & promotion. The agency will create logo, banners, designs for various Social Media Platforms which will help in brand promotion and brand recall; activities may be classified for advertisement and branding in order to promote content on internet space such as;
  - Internet Advertisement
  - Search engine optimization
  - Email marketing
  - Referral marketing
  - Content marketing
  - Native advertising
  - Search engine marketing
  - Online Branding and Marketing

### **19 publishing of content**

To publish the content in various platforms and developing social media apps.

- Content publishing
- Publishing in multiple social media platforms at a time

- Maintaining multiple accounts for multiple platforms
- Scheduling capabilities
- Workflow and architecture for publishing content in various levels

## **20 Software and Services**

The above mentioned services are to be performed through a Software/ tool which are to be customized as per the monitoring services requirement and requirement of ECI, which will enable Government /Authorities to engage with people at large.

This software tool would facilitate various online events management such as Twitter Conference, Online Contests, polls, Competitions, Google+ hangout etc.

This software tool would be able to publish the content on various social media platforms and social media users / accounts.

This software tool would be able to segregate responses of various social media platforms and manage to reply to those messages accordingly. Thus flow of activities would be such as;

- Segregation of response
- Analysis of response
- Generation of reports based on response
- Replying on the response based upon the replies received from Ministries/ Departments

IT enabled tools of social media and outreach & Media Monitoring

### **SOCIAL MEDIA Statics**

The agency has to submit analytical about the social media performance of the Client or agreed upon topics/key-words at regular frequency and should be able to provide solutions, based on such analytics and feedback.

BECIL also intends the agency to carry out the following:

1. Smart online presence increase using high-end technology.
2. Twitter Sentiment tracking and reaction analysis.
3. Other IT tools for high end reaction measurement of netizens using proprietary methods depending on requirement.

### **Media Monitoring and Analytics**

The agency should be able to track those keywords on the selected platforms and provide appropriate sentiments, nature of post/comment/article etc. These monitoring shall form a detailed analysis on the keywords and provide an interactive dashboard for all the platforms. The application shall be available on Web as well as Mobile Platforms.

#### **Expected Minimal Features of Dashboard**

1. Peer analytics
2. Publication detail
3. Journalist / Author /user detail
4. Sentiment analysis
5. News Category analysis
6. Keyword Analysis
7. Trend Analysis
8. Geographical spread
9. Monitoring fusion with analytics: to enable to see actual content for print, electronic and social media
10. Daily Monitoring
11. Archiving with keyword facility
12. Daily Analysis Reporting

The above-mentioned functionalities shall be available on Web as well as mobile application

#### **IT infrastructure management**

The agency is required to provide the hosting facility for the applications, storage for contents created, media archives etc.

**A. BILL OF MATERIAL (BOM)**

S.No.	Description	Qty.	Unit Price	Taxes	Total Amount in INR
<b>A.</b>	<b>Social Media Management Service &amp; Support</b>				
	<p>Charges for Social Media Management Services to be provided for 8x7 function, operation and maintenance of software at Social Media Communication Hub for Election Commission of India anlogwith below mentioned software tools.</p> <p><u>Social Media Relationship Management</u> <u>Customization of dashboard</u></p> <ul style="list-style-type: none"> <li>• Early warning system</li> <li>• Social Media Trends analysis &amp; Tracking</li> <li>• Crawling capabilities for entire social media segment.</li> <li>• Generating the analytical reports etc.</li> <li>• Creative designing and repackaging</li> <li>• Branding, advertisement &amp; logo design</li> <li>• Publishing of content etc.</li> </ul>	One job per year			