



**GOVERNMENT OF ASSAM
ANIMAL HUSBANDRY AND VETERINARY DEPARTMENT
ROOM NO 218, 2ND FLOOR, JANATA BHAWAN
DISPUR, GUWAHATI-781006**

TENDER NOTICE

RFP Ref No: VFV.555/2019/61

Dated: 4th Feb, 2020

SUBJECT: RFP for promotion of Animal Husbandry & Veterinary Department activities in digital social media.

Animal Husbandry & veterinary Department invites proposals from reputed firms having registered office in Assam for promotion of AHVD activities in digital social media.

The RFP Document containing details of scope of work, professional requirements and other bidding parameters can be accessed and downloaded from the website animalhusbandry.assam.gov.in after publishing date. The key events of the bidding and evaluation process are as follows:

Published Date	5 th February, 2020
Clarification Start Date	5 th February, 2020
Clarification End Date	10 th February, 2020 (17:00 Hours)
Publication of Clarification by Client	14 th February, 2020 (17:00 Hours)
Bid Submission Start Date	20 th February, 2020
Bid Submission End Date	29 th February, 2020 (17:00 Hours)
Bid Opening Date	2 nd March, 2020 (14:00 Hours)
Technical Evaluation Completion Date	10 th March, 2020 (17:00 Hours)
Financial Bid Opening	11 th March, 2020 (14:00 Hours)
EMD Amount	Rs. 50,000 (Demand Draft in Favour of "Commissioner & Secretary, AH & Vety Department, Govt. of Assam", payable in Guwahati.
Name of Client	The Commissioner & Secretary, AH & Vety Department, Govt. of Assam

SUBMISSION OF BIDS:

1. Proposals shall be submitted super scribing "Proposals for promotion of Animal Husbandry & Veterinary Department activities in digital social media" on the envelope mentioned below. The bids shall be submitted by post or by hand or drop in the box earmarked by the Client in the following address:

To,
The Commissioner & Secretary
AH & Vety Department, Government of Assam
Room No 218, 2nd Floor, F- Block, Janata Bhawan

Dispur, Guwahati-06

2. Proposals should reach the office latest by 29th February, 2020 at 17:00 Hours. The bids shall be opened on 2nd March, 2020 at 14:00 Hours at the office of The Commissioner & Secretary, AH & Vety Department, Room no 218, 2nd Floor, F-Block, Janata Bhawan, Guwahati-6.
3. Authorized bidder or their representative may attend the opening of the bids at the scheduled date and time. Bids received beyond the last date and time shall be summarily rejected.
4. Bidders are requested to furnish particulars for Technical and Financial parts as per the Bid Forms mentioned in the RFP. The bidders are also advised to through the General Terms & Conditions and evaluation process and satisfy themselves before submitting the proposals.
5. Quality-and-Cost based Selection (QCBS) method will be used to select the most advantageous bid.

(Shyam Jagannathan, IAS)
Commissioner & Secretary,
AH & Vety Department

Section II

GENERAL TERMS AND CONDITIONS

1. The Agency should have legal business entity in Guwahati.
2. The bidder's annual financial turn over (gross) during the last three financial years, i.e., 2016-17, 2017-18 & 2018-19 duly audited by CA should not be less than 200 lakhs in each financial year, i.e., 2016-17, 2017-18 & 2018-19.
3. All the pages of the proposal have to be signed by the authorized bidder.
4. The Animal Husbandry & Veterinary Department reserves the right to change/add terms & conditions as and when felt necessary through a letter issued to the agency.
5. Bidder should fill up rates both in figures and words in the Financial Part.
6. The selected agency shall be entitled to the mentioned job based on the approval by Selection Committee constituted for the purpose by the Animal Husbandry & Veterinary Department.
7. The selected agency shall have to provide services on government holidays also if such services are required on those days.
8. Bidders are requested to submit their proposals in hard copies addressed to
To,

The Commissioner & Secretary
AH & Vety Department, Government of Assam
Room No 218, 2nd Floor, Janata Bhawan
Dispur, Guwahati-06
9. Partial financial quotation will not be acceptable and such proposals shall be considered as non-responsive and shall not be evaluated.
10. Any discrepancy between the unit price and the total price, between words and figures shall be re-computed by the committee. The unit price shall prevail and the total price shall be corrected, in case of any discrepancy. If the prospective agency does not accept the final price based on re-computation and correction of errors, the bidder's proposals will be rejected.
11. The rates quoted by the bidder shall be fixed and shall not be subject to adjustment/modification on any account.
12. The Prices should be quoted in Indian Rupees only.
13. The committee shall evaluate and compare the proposals determined to be substantially responsive, i.e. which,
 - i. are properly signed and sealed;

- ii. have submitted the required documents and meet the criteria specified as indicated above;
- iii. mere submission of proposals does not entitle a bidder for award of contract, AHVD reserves the right to cancel any or all proposals received under this Tender Notice.

14. Preparation of Proposal

The Consultants are requested to submit their bids in the following manner:

- a. **Technical Submission:** Earnest Money Deposit and Technical Proposal.
- b. **Financial Proposal:** Priced Bid Format

15. Documents in Technical Proposal

Following documents must be furnished in the Technical Proposal:

- a. Copy of Firm's Registration certificate registered under a Central/State Act.
- b. The Firm must have Valid GST registration. Proof of this should be attached.
- c. Valid PAN under IT Act and Proof of this should be attached
- d. Certified copy of the Firm's audit report for the last 3 financial years (2018-19, 2017-18 & 2016-17)
- e. The experience certificate or award letter from clients in support of ongoing / completed assignments must be submitted.
- f. Power of attorney in the name of the person signing the bidding documents on behalf of the firm.
- g. Bid Security
- h. Copies of work orders
- i. Signed copies of CVs
- j. Concept note (as sought for Technical Evaluation)

16. Preparation of Technical Proposal

- a. The proposal submitted by the Consultant must be in English language.
- b. In preparing the Technical Proposal, consultants are expected to examine the documents constituting this RFP in detail. Material deficiencies in providing the information requested may result in rejection of a proposal.

17. Clarification and amendment to bidding document

The Consultant may request a clarification of any part of the RFP during the period specified in this RFP. Any request for clarification must be submitted only through email to shyamj03@gmail.com with a copy of the same marked to ahveterinaryd@gmail.com, apurbasarma08@gmail.com and manzil.hussain@gmail.com.

The queries should necessarily be submitted in the following format:

Sl. No.	RFQ document Reference(s) (Section & Page Number(s))	Content of RFQ requiring Clarification(s)	Points of clarification
1.			
2.			
3.			
n.			

The Client will upload all the responses in the website, i.e. animalhusbandry.assam.gov.in. Should the Client deem it necessary to amend the RFP as a result of a clarification, it shall do so following the procedure described below:

- a. At any time before the proposal submission deadline, the Client may amend the RFP by issuing an amendment. Such amendment(s) shall be published on the website (animalhusbandry.assam.gov.in) and the same shall be binding on all Consultants.
- b. If the amendment is substantial, the Client may extend the proposal submission deadline to give the Consultants reasonable time to take an amendment into account in their Proposals.
- c. The Consultant may submit a modified Proposal or a modification to any part of it at any time prior to the proposal submission deadline. No modifications to the Technical or Financial Proposal shall be accepted after the deadline.

18. Financial Proposal

- a. In preparing the Financial Proposal, consultants are expected to take into account the requirements and condition outlined in the RFP document. The Financial Proposal should follow Standard Forms. The Financial Proposal should clearly include, all taxes (GST) imposed under the applicable law.
- b. All payments will be paid in Indian National Rupee (INR) and the client will make payment after deducting taxes as applicable as per laws in India.
- c. The proposal must remain valid for at least 180 days after the submission date. During this period, the Consultant is expected to keep available the professional staff proposed for the assignment. Client will make its best effort to complete negotiations within the period prescribed in the RFP.
- d. Conditional offer or the proposal not furnished in the format attached shall be considered non-responsive and is liable to be rejected.

19. Sealing, Marking and Submission of Bids

- a. Bidders will have to submit their technical and financial bids separately in two envelopes. The Technical bid should be marked as "Technical Bid" and the financial bid should be marked as "Financial Bid". Both the envelopes, should be put in one single sealed outer envelope.
- b. Bidders may submit their bids by post or by hand or drop in the box earmarked by the Client.
- c. The inner and outer envelopes shall bar the:
 - i. name and complete address along with the mobile, telephone number and email address of the Bidder;
 - ii. complete postal address of the Client;
 - iii. Bid Ref. No. and subject matter of procurement;
- d. If all envelopes are not sealed and marked as required, the Client will

assume no responsibility about its consequences viz. misplacement or premature opening of the bid

20. Deadline for Submission of Bids

- e. Bids must be received by the Client at the address and no later than the date and time specified in this RFP.
- f. If the due date for submission of bids is not a working day, the bids shall be received and opened at the same time and hour on the next working day.

21. Late Bids

- g. The Client's officer authorized to receive the bids shall not receive any bid that is submitted personally by hand after the time and date fixed for submission of bids under any circumstances.
- h. Any bid which arrives by post after the deadline for submission of bids shall be declared and marked as "Late" and returned unopened to the Bidder by registered post.

22. Withdrawal, Substitution and Modification of Bids

- i. A Bidder may withdraw, substitute, or modify its bid after it has been submitted by sending a written notice, duly signed by the Bidder or his representative authorised in writing and such letter of authority shall be enclosed with the bid. The corresponding substitution or modification of the bid contained in sealed envelopes as required must accompany the written notice. Such written notice shall be –
 - i. submitted in accordance with the Bidding Documents with the envelope clearly marked as "Withdrawal," "Substitution," or "Modification" as applicable, and
 - ii. received by the officer authorised to receive the bids or directly dropped in the bid box prior to the last time and date fixed for receiving of bids.
- j. Bids requested to be withdrawn shall be returned unopened to the Bidders.
- k. No bid shall be withdrawn, substituted, or modified after the time and date fixed for receipt of bids as specified in this RFP.

23. Opening of Bids

- l. The sealed bid box shall be opened by the Bid Opening Committee constituted by the Client at the time, date and place as specified in this RFP in the presence of the Bidders' authorized representatives who choose to be present, enabling them to watch the proceedings.
- m. The Client's officer authorized to receive bids shall also handover all the bids received by him up to the time and date for submission of bids to the convener of the Bid Opening Committee and obtain the signature of the convener of the Committee in the bids receipt register.
- n. Each bid received shall be opened by the Bid Opening Committee in the presence of the Bidders or their authorised representatives who choose to

be present. All envelopes containing bids shall be signed, indicating date and time, by the members of the Committee in token of verification of the fact that they are sealed. The envelopes shall be numbered as "a/n", where 'a' denotes the serial number at which the bid envelope has been taken for opening and 'n' denotes the total number of bids received by the specified time;

- o. The Bid Opening Committee shall prepare a list of Bidders or their representatives attending the opening of bids and obtain their signatures on the same. The list shall also contain the name, e-mail and mobile telephone number of the representatives and the corresponding names and addresses of the Bidders they represent. The list shall be signed by all members of Bid Opening Committee indicating the date and time of opening of the bids.
- p. First, envelopes marked "WITHDRAWAL" shall be opened, read out, and recorded and the envelope containing the corresponding bid shall not be opened, but returned to the concerned Bidders. No bid shall be permitted to be withdrawn unless the corresponding withdrawal notice contains a valid authorisation to request the withdrawal which shall also be read out and recorded. If the withdrawal notice is not accompanied by the valid authorisation, the withdrawal shall not be permitted and the corresponding bid shall be opened.
- q. Next, envelopes marked as "SUBSTITUTION" shall be opened, read out, recorded and exchanged for the corresponding bid being substituted and the substituted bid shall not be opened, but returned to the Bidder. No bid shall be substituted unless the corresponding substitution notice contains a valid authorisation to request the substitution which shall also be read out and recorded. Thereafter, envelopes marked as "MODIFICATION" shall be opened, read out and recorded with the corresponding bid. No bid shall be modified unless the corresponding modification notice contains a valid authorisation to request the modification which shall be read out and recorded.
- r. All other envelopes shall be opened one at a time and the following details shall be read out and recorded-
 - i. The name of the Bidder and whether there is a substitution or modification;
 - ii. the bid security deposited; and
 - iii. any other details as the Committee may consider appropriate.
- s. After all the bids have been opened, these shall be initialled and dated on the first page of each bid by the members of the Bid Opening Committee. Key information shall be encircled and unfilled spaces in the bids shall be marked and signed with date by the members of the Committee. The original and additional copies of the bid shall be marked accordingly. Alterations, corrections, additions, overwriting shall be initialled legibly to make it clear that such alterations, corrections, additions, overwriting existed in the bid at the time of opening.
- t. No bid shall be rejected at the time of bid opening except the late bids, alternative bids and bids not accompanied with bid security or .

- u. The Bid Opening Committee shall prepare a record of the proceedings of the bid opening that shall include the name of the Bidders and whether there is a withdrawal, substitution, or modification, the bid price, per lot, if applicable, any discounts and alternative offers if they were permitted, any conditions put by Bidder and the bid security. The Bidders or their representatives, who are present, shall sign the record. The omission of a Bidder's signature on the record shall not invalidate the contents and effect of the record. The members of the Committee shall also sign the record noting the date.

24. Proposal Evaluation

Technical score: Technical score out of 100 shall be given on the basis of Technical submission by the bidders, evaluation of the CV of the resource, and the experience of the firm, which will carry the following marks:

S.No	Eligibility Criteria	Supporting Documents	Maximum Marks
1	The bidder should have previous similar social media management experience of working with Government Departments or agencies	Copies of work orders or agreements a. 1-2 assignments b. 3-5 assignments	10 20
2	The bidder should have executed/executing similar social media management assignment for any single Government department or agency in the financial years financial years, i.e. 2017-18, 2018-19 and 2019-20	Copies of work orders or agreements a. Value 10 lakh-25 lakh. b. Value above 25 lakh – 50 lakh c. Value above 50 lakh	10 20 30
3	Skilled and relevant manpower for handling such social media management assignments.	Details of Team composition: a. Supervisor/Account Manager-1 no b. Social Media Manager- 2 nos c. Content Writer- 2 nos d. Graphic Designer- 2nos e. Video production- 2 nos f. Translator- 1 no g. Photographer- 1 no h. Digital Marketing Executive- 1 no Detailed CVs should be enclosed with the Technical Proposal.	20
4	Concept Note: Detailed execution plan for social media marketing for a complete year for Animal Husbandry and Veterinary Department.	Strategies, Ideas, Concepts and few sample creative for Animal Husbandry and Veterinary Department Write-up and sample creative (in hard copy and CD format) should be attached.	30

Note: Copies of work orders, signed copies of CVs, and concept note should be included in the Technical Proposal only.

DETAILS OF TEAM COMPOSITION

Sl. No.	Key Position	Qualification & Experience	Nos.	Marks Assigned
1.	Supervisor / Account Manager	Any graduate with 3 years of experience.	1	5 marks
2.	Social Media Manager	Any graduate with 2 years of experience.	2	1.5 each = 3 marks
3.	Content Writer	Any graduate with 2 years of experience.	2	1.5 each = 3 marks
4.	Graphic Designer	Any graduate with 2 years of experience.	2	1.5 each = 3 marks
5.	Video Production	Any graduate with 1 years of experience.	2	1.5 each = 3 marks
6.	Translator	Any graduate with 1 years of experience.	1	1 mark
7.	Photographer	Any graduate with 1 years of experience.	1	1 mark
8.	Digital Marketing Executive	Any graduate with 3 years of experience.	1	1 mark

A bidder has to technically score (St) at least 70 on the above parameters. Those bidders scoring more than 70 will qualify for the Financial Bid opening.

The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100.

The formula for determining the financial scores (Sf) of all other Proposals is calculated as following:

$Sf = 100 \times Fm / F$, in which "Sf" is the financial score, "Fm" is the lowest price, and "F" the price of the proposal under consideration.

The weights given to the Technical (T) and Financial (P) Proposals are:

T = 70%, and
P = 30%

Proposals are ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) as following: $S = St \times T\% + Sf \times P\%$.

The firm achieving the highest combined technical and financial score will be invited for negotiations.

The Consultant will be required to submit one specific quote under the financial proposal.

Note: For the purposes of financial evaluation, all taxes will be exclude for such purposes.

25. Bid Security

The bidder must furnish, as part of technical proposal, the bid security / EMD amounting to Rs. 50,000/- (Rupees Fifty Thousand Only) through a Demand Draft in favour of "Commissioner & Secretary, Animal & Vety Dept, Govt. of Assam " payable in Guwahati.

The EMD will be released to the technically unsuccessful bidders, within 7 days after technical opening. For technically successful bidders, the EMD will be released within 7 days, after Contract signing.

26. Award of Contract

The client shall award the contract to the selected consultant only.

The Consultant is expected to commence the services on the date and at the location specified in the Notice to proceed.

27. Performance Guarantee

The successful bidder will be required to submit a 10% Performance Bank Guarantee of the contract amount.

28. Payment Conditions

- No advance payment will be made.
- Payment related to Sl. 1 of the Price Bid Format, will be paid based on invoices raised on a quarterly basis, subject to certification by the Client or nominated officer, that the services have been rendered satisfactorily.
- Payment related to Sl. 2-6 of the Price Bid Format, will be made based on the approval of the design/creative deliverable on a quarterly basis. Such payment will be made only after acceptance of the deliverables by the Client.

29. **Force Majeure:** No failure or delay or omission by either party to fulfil any of its obligations under shortlist contract (other than the obligations to make payments when due) shall give rise to any claim against such party or be declared to be a breach of any terms and conditions defined in the shortlist contract if any to the extent such failure, delay or omission arises from the "Force Majeure" event not within the reasonable control and at the instance of such Party (each an event of "Force Majeure"). Events of force Majeure shall be:

- v. Blockade, Revolution, Riot, Bombs, Religious strife or civil commotion;

- w. Strikes, lock-outs or other industrial action (other than those involving primarily Service Provider's own employees or any of the contractors, sub-contractors, etc. directly associated with the provision of Services under this RFP); Act of war (whether declared or undeclared), terrorist or military action, politically motivated sabotage;
 - x. A decision or the order of a court or tribunal, which has the effect of restraining or delaying the provision of Services;
 - y. Sub-contractors, sub-lessees or any other agencies of the affected Party or any of their respective employees, and not being due to Inherent defects of the affected facility of the failure to properly operate the affected facility; Fire, lightning, earthquake, cyclone, hurricane, whirlwind, flood, landslide or any such natural disaster.
 - z. Any event or circumstance of the nature analogous to any of the above or any natural disaster.
30. **Non Waiver:** Waiver of any breach of the provision of, or any default under the shortlisting must be in writing and signed by the Party granting the waiver. No failure or delay on the part of either Party in exercising or any omission to exercise any right or remedy accusing to either Party under the shortlist contract shall be a waiver thereof, nor will any partial exercise of any right or remedy particular be a waiver of further exercise of that right or remedy.
31. **Amendment:** Terms and conditions as defined in the shortlisting process shall not be modified, added to or amended in any manner except by mutual agreements in writing of the Parties. All modifications, additions or amendments under the shortlist contract must be in writing and signed by an authorized representative of the Parties hereto to be effective and enforceable between the Parties.
32. **Arbitration:** All disputes, differences, claims and demands arising under the shortlist contract shall be referred to arbitration of a sole arbitrator to be appointed by the mutual consent. All arbitration shall be held at Guwahati (Assam). If the parties cannot agree on the appointment of the Arbitrator within a period of one month from the notification by one party to the other of existence of such dispute, then the Arbitrator shall be nominated by the Judicial Department, Government of Assam. The provisions of the Arbitration and Conciliation Act, 1996 shall be applicable and the award made there under shall be final and binding upon the parties hereto, subject to legal remedies available under the law. Such differences shall be deemed to be a submission to arbitration under the Indian Arbitration and Conciliation Act, 1996, or of any modifications, Rules or re-enactments thereof.
33. **Governing Laws:** Shortlisting and selection process shall be covered and construed in accordance with Laws of India including without limitation, the relevant Central and State Acts and Rules, Regulations and Notifications issued and amended there under from time to time. Courts at Guwahati shall have the jurisdiction in case of litigation between the parties.
34. **Third Party Claims:** Bidder (the "Indemnifying Party") undertakes to indemnify the client (the "Indemnified Party") from and against all losses, claims for damages

including losses, claims for damages on account of bodily injury, death or damage to tangible assets etc.

35. **Limitation of Liability:** There shall be no limitation of liability in case of any damages for bodily injury (including death) and damage to real property and tangible personal property as also intangible personal property and intellectual property rights.
36. **Time duration of the project:** The entire project has to be completed within 12 months, from the date of Contract Signing.

SECTION III: SCOPE OF WORK:

- 1. Accounts to be managed:** Facebook, Twitter, Instagram.
 - a. Formulation of a content strategy based on research for the different accounts that meets the needs of Animal Husbandry and Veterinary Department and its brand objectives.
 - b. Content creation and curation:
 - i. Creation of relevant and shareable content for use in various social media channels in the form of text , visuals including info graphics, photographs, illustrations or memes , audio-visuals – videos sourced either from AHVD's archives, free stock footage, paid sources or arranged shoots.
 - ii. Curating of related content by keeping a pulse on industry news and sharing the relevant ones.
 - c. Scheduling and posting of content: Content to be posted during appropriate hours during the week after approval by concerned officer. However, for time –specific posts, the same will have to be pre-scheduled to be posted on the determined date & time.
 - d. Appropriate tagging (social media accounts and hash tags) will have to be done wherever relevant.

- 2. Social Media Monitoring:** Media monitoring for the social media pages of the brand will include but not limited to the following :-
 - a. Social Media Listening and engagement
 - b. Query management – handling comments, queries, feedback etc. of target audience.
 - c. Gate keeping and moderation
 - d. Brand/ mews / industry monitoring

- 3. Analytics and reporting:** Analysis of both quantitative and qualitative metrics along with monthly and Annual Performance Reports.

- 4. Key Deliverables**
 - a. Presenting Animal Husbandry & Veterinary Department's press releases in social media trending format with appropriate hash tags, tags.
 - b. Regular posts in the form of creative/info graphics/AVs on relevant subjects related to Animal Husbandry & Veterinary Department.
 - c. Shares/ Re-tweets/Likes/ Follow of relevant posts as identified/advised.
 - d. Animal Husbandry & Veterinary Department event coverage (as and when required)
 - e. Awareness campaigns on relevant contemporary issues to be decided beforehand.
 - f. Performance reports with analytics on monthly basis.

**Section IV
BID FORM**

(This form must be submitted using official letterhead of the agency)

RFP No.:dated Guwahati the....., 2020.

To,
The Commissioner & Secretary
AH & Vety Department, Government of Assam
Room No 218, 2nd Floor, F-Block, Janata Bhawan
Dispur, Guwahati-06

Sub: RFP for promotion of Animal Husbandry & Veterinary Department activities in digital social media.

Sir,
I/We, the undersigned, hereby submit our Proposals in two parts, namely:

- (a) Technical Part, and
- (b) Financial Part

2. In submitting Proposals, we make the following declarations:

- (a) No reservations: Having read RFP in its entirety and services to be provided, I/We, offer to participate in social media promotion of AHVD Department in conformity with the terms and conditions specified in the proposals and have no reservations whatsoever;
- (b) Conformity: We offer to provide service in conformity with the RFP document and in accordance with the specifications specified in the RFP document;
- (c) Proposals Validity Period: Our Proposals shall be valid for the period of 180 days from the deadline fixed for submission of the Proposals;
- (d) Eligibility: We meet the eligibility requirements and have no conflict of interest. We are not participating in more than one proposals in this bidding process and we have not been suspended or debarred by or blacklisted or suspended by the Central or any State Government/PSU, etc in India;
- (e) Fraud and Corruption: We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in any type of corrupt, fraudulent, collusive, coercive, or obstructive practices, and we will strictly observe all the laws against fraud and corruption in force in India including, "Prevention of Corruption Act 1988."
- (f) Annulment: We understand that you are not bound to accept any Proposals you may receive and may also empanel more than one agency for the stated services under the RFP.
- (g) Declaration: It is hereby declared that particulars furnished herewith are true and correct as per my/our knowledge and belief. In the event of any particulars are found to be false, I/We shall be liable to such consequences/lawful actions as The Commissioner & Secretary, AH & Vety Department, Government of Assam wish to take.

Yours faithfully,

(Authorized Signature)

Name & Title of Signatory _____

In the capacity of [insert legal capacity of person signing the Letter of Proposals]

Name of Bidder _____

Address _____

Telephone no. _____ email id. _____

Dated on _____ day of _____ [insert date of signing]

SECTION V

Price Bid Format

Tender Inviting Authority: Animal Husbandry & Veterinary Department	
Name of Work	
Tender Ref. No.	
Bidder Name	

Sl. No	Item Description	Estimated Quantity	Unit of Measurement	Rate per unit (in Rs.)	Amount (in Rs)	Taxes Amount (in Rs.)	Total Amount (in Rs.)
1	<p>Formulation of content strategy and planning calendar of events at the beginning of the month. Tentative annual, quarterly and even specific plan to be drawn out at the start of the contract</p> <p>Scheduling and posting all content including lending a new look to the accounts every month. Occasions/contemporary subjects, updates et.al</p> <p>Monitoring of social media platforms.</p> <p>Performance reports with analytics (Report on all activities in all</p>	12	Months				

	the accounts including analysis of reach, effect, engagement , impressions, mentions etc., of organic as well as paid posts)						
2	Content Creation/ customization with text & photograph (Based on AHVD's updates/inputs along with external link , if needed)	120	Per approved Creative /design				
3	Content Creation in the form of Info graphics (As required /advised)	120	Per approved Creative /design				
4	Content Creative with Audio- Visual Short 40-60 second clips	20	Per approved creative				
5	Content Creative with Audio- Visual Short 2minutes and above	10	Per approved creative				
6	Content Creative with Audio- Visual 8 minutes and above	5	Per approved creative				
Total							

Terms & Conditions:

- a) The price should be quoted in the price proposals format attached.
- b) Taxes should be quoted extra.
- c) The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
- d) The prices shall be quoted in Indian Rupees only.