

Government of Odisha
Higher Education Department

* * * *

No.: 16527 /H.E., Dated: 4/06/2018
HE-PTC-EGOV-0001-2016

From

Parmeswaran B, IAS
Joint Secretary to Govt.

To

The Director,
Information & Public Relation Department,
Govt. of Odisha

Sub: Publication of Advertisement

Madam/Sir,

I am directed to enclose herewith the copies of advertisement regarding Hiring of Firms/Agency to manage Social Media Account of the department. The same may please be published in the following newspapers as per the following schedule. The cost will be borne by Higher Education Department.

Date of publication	News Paper Name
05-June-2018	The Samaj (Odia) The Times of India (English)

Yours faithfully,

BR

Joint Secretary to Government

Memo No. 16528/HE/ Dated: 4/06/2018

Copy forwarded to P.S. to Commissioner-cum-Secretary, H.E. Department for kind information of Commissioner-cum-Secretary.

BR

Joint Secy. to Government

Memo No. 16529/HE/ Dated: 4/06/2018

Copy both in hard & soft forwarded to State Portal Group, IT Centre, Secretariat, Bhubaneswar for kind information and necessary action. It is requested to publish the quotation in the web portal (Advertisement Section) of the State Government, Odisha

BR

Joint Secy. to Government

Memo No. 16530/HE/ Dated: 4/06/2018

Copy forwarded to O.E. Section, H.E. Department for information.



Joint Secy. to Government

Encl: Both hard copy & soft copy of the advertisement in a CD.



Government of Odisha

Higher Education Department

Hiring of Firm/Agency to manage Social Media Account

Sealed tenders are hereby invited from the firms / agencies for managing existing Twitter Handle & Facebook Page for the Higher Education Department, Odisha. The intending firms / agencies may submit the bid along with other supporting documents to the office of the Commissioner-cum-Secretary, Higher Education Department, Odisha Secretariat, Bhubaneswar by 20th June 2018 (5.00PM) through registered post / speed post.

The prescribed bid document is available in the website <http://www.dheodisha.gov.in> (Tender Section) and the State Govt. web portal i.e. www.odisha.gov.in (All Advertisement Section).

The authority reserves every right to reject all or any of the tender without assigning/any reason thereof.

For more details please visit

www.dheodisha.gov.in

Sd/-

Joint Secretary to Government

Government of Odisha
Higher Education Department

QUOTATION

Sealed tender is hereby invited from the Firm / Agencies for Management of existing Twitter handle & Facebook Page for the Higher Education Department. The work details are as follows.

Work Details:

Maintenance of existing Account

- I. The agency/ firm shall maintain the Department's Twitter handle and Facebook page. The information to be posted includes setting up about-us page, photos, page audience etc.
- II. It will analyze the cover image of other similar popular organizations in the world and implement the best possible practices with a better cover, profile, and image.
- III. It will change the profile image with a new one from time to time.
- IV. It will monitor the page with a frequency of twice a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.

Content and editorial service

- I. The agency/firm will design the content. As and when necessary, it will research and discuss with the designated official of the Higher Education Department, gather information and graphics and write/design them in such a way that they get more engagement.
- II. It will also come up with a posting structure that will help streamline content creation in the future.
- III. The Firm/Agency will edit and post content on a daily basis irrespective of holidays.
- IV. The Firm/Agency will respond to the Tweets/Posts/Messages of the people with the approval of the Department.
- V. As such the firm will collect the content to be posted on the Twitter handle and Facebook page one day in advance from the Department. The agency/firm has to rewrite/edit the content and schedule it for posting next day.
- VI. In an emergency situation, posts are to be created multiple times in a day. Similarly, in case the Department wants to use other features such as Facebook live, the agency/firm has to provide a temporary admin username and password or depute an expert for the same.
- VII. In an emergency situation, the agency may be asked to launch to design and launch a special campaign. The cost of such campaign including travel and remuneration for



such work will be borne by the Higher Education Department upon submission of an invoice on actual basis.

Reporting & Data Analysis

- I. It will also create relevant tagging/hash tag and necessary linkages of content on the Facebook page & Twitter handle. The Department may ask to post some content in English and Odia as and when requires.
- II. The content created during the period of contract will be the property of the Higher Education Department.
- III. The agency must submit a detailed analysis of the impact of the initiatives and the results achieved such as what types of posts are generating the most engagement, who are the people liking the page and post from time to time at least twice in a year.

Maintenance and regular update

- I. The agency/ firm will monitor the account from time to time and reader's feedback. It will delete as early as possible any objectionable or inappropriate comments received or after they were brought to it notice.

Page and post promotion

- I. The agency/firm has to do the promotion of client's Facebook page and posts as per instructions. Official rate will be paid by the client.

Period of Contract

The period of contract will be for an initial period of one year and may be extended for further period as per requirement subject to reviewal by competent authority.

Eligibility criteria :

- I. The Firm/Agency must be having its main office/operating in Bhubaneswar (with submission of establishment proof) and have been doing social media management especially the Facebook page & Twitter handle of any Department in Government of Odisha/ Undertaking or Cooperatives, any Ministries or Departments of Government of India or other State Governments satisfactorily for more than one year.
- II. It must have the ability to demonstrate that it is capable of editing the required content, images, and graphics on a daily basis.
- III. It has to submit the proof, examples of at least one Facebook page & Twitter handle of any Department in Government of Odisha/ Undertaking or Cooperative, any Ministries or Departments of Government of India or other State Governments, it is handling where it has edited and posted content mostly on a daily basis (at least 300 posts in a year and one every day)
- IV. The firm must be a registered service tax assessee. The annual turnover in the last financial year 2017-18 must not be less than Rs.10 lakh.

186

- V. It must have enough experience to perform the works such as research, content creation, editing, graphics, traffic analysis, search engine optimization, the creation of key work and hash tags.

Bid System:

The bidding will be of two bid system i.e. Technical bid in Part-I (ANNEXURE-I) and Financial bid in Part -II (ANNEXURE-II).

Availability of Tender Document:

Tender document can be downloaded from the website <http://www.dheodisha.gov.in> or www.odisha.gov.in (Advertisement Section).

Right to rejection:

- I. The Firm/Agency is expected to quote competitive rate for the above works after careful analysis of the nature of work. In case it is noticed that the rates quoted by the agency is unusually high, it will be a sufficient cause for rejection of the bid unless the Commissioner-cum-Secretary, Higher Education Department is convinced about the reason of the rates on analysis of such rate.
- II. The Higher Education Department reserves the right to reject any or all the bids received without assigning any reason thereof and the agency shall not be entitled to get any costs, charges or expenses incidental to or connected with preparation and submission of his bid documents.
- III. Canvassing in connection with bid containing uncalled for remarks are liable to be rejected.
- IV. Bids with any modification(s) and /or special condition(s) of the agencies or with any rider is liable to rejection.

Withdrawals or Modification of Bids:

No request for withdrawal or modification will be entertained after the last date of submission of Quotation.

EMD:

- I. The technical bid must be accompanied with an EMD of Rs.10,000 (Ten Thousand Rupees) only as per tender notice in shape of Bank Draft drawn in favour of The Under Secretary to Government, Higher Education Department payable at Bhubaneswar. No interest will accrue on the Earnest Money.
- II. Bids without prescribed earnest money will be rejected.
- III. The earnest money will be refunded in case the tender process is cancelled by the Higher Education Department.