

## EXPRESSION OF INTEREST


District Information Technology Society, Kurukshetra hereby invites expression of interest from the interested Firms/Companies/Societies/Individuals for appointment as **Social Media Associate** for World Wide Publicity to the cultural and other programme being organized on the occasion of International Gita Mahotsav – 2016 through SMS, Social Media, Facebook, Twitter and promotion of Mobile App. and Website and event management.

The detailed EOI for Social Media Associate for DITS can be downloaded from our website kurukshetra.nic.in. Complete EOI may be sent alongwith a bank draft of rs.10,000/- (Rs. Ten Thousand Only) drawn in favour of DITS payable at Kurukshetra to the Deputy Commissioner – Cum – Chairman, DITS, Room No. 201, 1<sup>st</sup> Floor, Mini Secretariat, Kurukshetra – 136118 in sealed envelop clearly written “Expression of Interest (EOI) for Social Media Associate for DITS upto 11 AM on 10<sup>th</sup> October, 2016. The same will be opened on the same day at 2.00 PM.

The parties will have to give power point presentation of their proposal before the committee on the same day.

The incomplete, conditional and tenders without earnest money will be out rightly rejected.

The competent authority reserves the right to reject any or all the tenders without assigning any reason.

  
Deputy Commissioner – Cum –  
Chairman, Distt. I.T. Society,  
Room No. 201, First Floor,  
Mini Secretariat, Kurukshetra  
Phone No. 01744-222696

## **Expression of Interest for appointment as Social Media Associates.**

The District Information Technology Society, Kurukshetra hereby invites expression of interest from the interested Firms/ Companies/ Societies/ Individuals for appointment as **Social Media Associate** for World Wide Publicity to the cultural and other programme being organized on the occasion of International Gita Mahotsav – 2016 through SMS, Social Media, Facebook, Twitter and promotion of Mobile App. and Website and event management.

The detailed EOI for Social Media Associate for DITS can be downloaded from our website kurukshetra.nic.in. Complete EOI may be sent alongwith a bank draft of rs.10,000/- (Rs. Ten Thousand Only) drawn in favour of DITS payable at Kurukshetra to the Deputy Commissioner – Cum – Chairman, DITS, Room No. 201, 1<sup>st</sup> Floor, Mini Secretariat, Kurukshetra – 136118 in sealed envelop clearly written “Expression of Interest (EOI) for Social Media Associate for DITS upto 11 AM on 10<sup>th</sup> October, 2016. The same will be opened on the same day at 2.00 PM.

## **Expression of Interest Cum Request for proposals**

The Social Media Associates will support the Authority for World Wide Publicity to the cultural and other programme being organized on the occasion of International Gita Mahotsav – 2016 through SMS, Social Media, Facebook, Twitter and promotion of Mobile App. and Website and event management.

All the above mentioned works will be implemented by the Social Media Associate itself. The DITS will only approve his/her suggestions and implementation strategy. No man power will be provided to the Social Media Associate by the DITS.

### **1. General Terms**

- The selection will be based on Two bid system i.e. Technical and Financial Bid.
- The selected Social Media Associate will have to sign an Agreement with the DITS.
- No Applicant shall submit more than one proposal for the Social Media Associate.
- The DITS will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the selection process.

- The Deputy Commissioner – Cum – Chairman, District Information Technology Society, Kurukshetra will have Right to reject or cancel any bid or all the bid without assigning any reason thereof.
- Only courts at Kurukshetra will have the Jurisdiction for any disputes.

## 2. **Qualifications & Experience**

- Bidder must have experience in conceptualizing and managing minimum one citizen engagement campaigns for any governmental agency with a minimal reach of 3 lakh citizens in last 12 months.
- At least one of the empanelled members by the firm should have experience of running a social media page with following of more than 1 lakh 25000 followers as an admin.
- One of the proposed empanelled members should be from either IITs or IIMs or equivalent institutions of national importance.

## 3. **Prerequisite skill and recommendation**

- Qualification should be demonstrated by portfolio of work done in the field.
- Presentation on International Gita Mahotsav – 2016 branding and promotion roadmap with hardcopy submission.
- Photographs published in National and International Repute magazine.
- Strong oral and written communication skills in English language with a capacity to communicate effectively to a wide variety of audiences.
- Ability to manage multiple tasks effectively a strong team player with excellent leadership and interpersonal skill.

## 4. **Right to reject any or all proposals.**

- Notwithstanding anything contained in this document, the Authority reserves the right to accept or reject any proposal and to annul the selection process and reject all proposals at any time without any liability or any obligation for such acceptance/rejection or cancellation, and
- The authority reserves the right to reject any proposal if:
  - At any time, a material misrepresentation is made or uncovered, or
  - The applicant does not provide, within the time specified by the Authority, the supplemental information sought by the authority for evaluation of the proposal.

## 5. **Submission of proposal**

- Interested experienced and qualified parties must provide information strictly as per format given at Annexure I, II & III.
- The applicant shall provide all the information sought under this RFP. The Authority will evaluate only those proposals that are received in the required formats and complete in all respect.
- Technical proposal: Annexure I, II.
- Financial proposal: Annexure III.

The proposal must be submitted in original (separate Technical and Financial Proposal) in sealed envelope clearly marked “Social Media Associate” and delivered at the address given below not later than 11.00 hours on 10<sup>th</sup> October, 2016.

To  
Deputy Commissioner –Cum-  
Chairman, District Information Technology Society,  
Room No. 201 First Floor, Mini Secretariat,  
Kurukshetra

## 6. **Termination of contract**

The Authority i.e. Deputy Commissioner – Cum – Chairman, DITS, if not satisfied with the work performance of the Social Media Associate may terminate the contract with 10 days notice in advance. If the Social Media Associate decides to resign then he/she should give at least 30 days advance notice to the Authority.

## 7. **Acknowledgement by applicant**

It shall be deemed that by submitting the proposal, the Applicant has:

- Made a complete and careful examination of the RFP document;
- Received all relevant information requested from the Authority;
- Acknowledged and accepted the risk of inadequacy, error or mistake in the information provided in the RFP document or furnished by or on behalf of the department;
- Acknowledged that it does not have a conflict of interest.

8. **Transition services**

- At the end of the tenure of the Social Media Associate shall provide all necessary assistance to the DITS for enabling transition to authorized official.
- All the work during contract, done by Social Media Associate for the DITS will be the property of DITS and Social Media Associate cannot use that work without its permission.

**Annexure – I**

**(Technical Proposal)**

Dated:

To

The Deputy Commissioner – Cum – Chairman,  
District Information Technology Society,  
Kurukshetra.

**Subject: Proposal for web operator for Kurukshetra Tourism.**

Respected Sir,

1. With reference to your advertisement, and having examined the RFP Document and understood their contents, I hereby submit this proposal for Social Media Associate. My Proposal is unconditional and unqualified.
2. I acknowledge that the Authority will be relying on the information provided in the RFP document for selection and I certify that all information provided therein is true and correct: nothing has been omitted which renders such information misleading; and all documents accompanying this proposal are true copies of their respective originals.
3. I shall make available to the Authority and additional information it may find necessary or require to supplement or authenticate the proposal.
4. I acknowledge the right of the Authority to reject the proposal without assigning any reason or otherwise and hereby waive, to the fullest extent permitted by applicable law, our right to challenge the same on any account whatsoever.
5. I certify that I fulfill the qualification and experience as sought by the Authority.
6. I also certify that the proposal is valid for a period of 45 days of opening of the Financial Proposal.
7. I further certify that no investigation by a regulatory authority is pending against me.

Yours faithfully,

Date:

(Signature and name of the Applicant)

Address: \_\_\_\_\_

Mobile No. : \_\_\_\_\_

E-mail ID: \_\_\_\_\_

**Annexure II**  
**(Technical Proposal)**

Name of Expert					
Sex (Male/Female)					
Date of Birth & Age					
PAN Number					
Address for Communication					
Key Qualification					
Total Work Experience					
Sample work details					
Recommendation and past work with Kurukshetra Tourism					
<b>Statement of Some of the major Clients</b>					
Sr. No.	Client/Organization	Designation	Project Name	Key Task performed	Duration
<b>A</b>					
<b>1</b>					
<b>2</b>					
<b>3</b>					
<b>4</b>					
<b>5</b>					
<b>Highlight Tourism Road Map for year 2015 and key area of promotion 1 or 2 pages.</b>					

**Annexure III**  
**(Financial Proposal)**

To

The Deputy Commissioner – Cum – Chairman,  
District Information Technology Society,  
Kurukshetra.

**Subject: Social Media Associates.**

Sir,

1. I the undersigned, offer to provide the services as Social Media Associate for the above in accordance with your Request for Proposal dated [Date], and my Proposal (Financial Proposals).
2. I submit my Financial Proposal based on Monthly basis.

Campaign Quote along with Campaign theme and outreach Cost Head	Amount
Web promotion	
Mobile Application promotion	
Social Media	
Event Management	
<b>Total Cost</b>	

\* The Fees payable are exclusive of Service Tax and other taxes as applicable from time to time & Fees quoted shall be taken into account for financial evaluation.

3. My financial Proposal shall be binding upon me subject of the modifications resulting from contract negotiations, if any.
4. No fees, gratuities, rebates, gifts, commissions or other payments have been given or received in connection with this Proposal.
5. I undertake that, in competing for (and, if the award is made to me, in executing) the above contract, I will strictly observe the laws against fraud and corruption in force in India namely “Prevention of Corruption Act 1988”.
6. I understand you are not bound to accept any Proposal you receive.

Yours faithfully,

Date:

(Signature and name of the Applicant)

Address: \_\_\_\_\_

Mobile No. : \_\_\_\_\_

E-mail ID: \_\_\_\_\_