

# **Andhra Pradesh Innovation Society Government of Andhra Pradesh**

## **Request for Proposal**

### **NATURE OF WORK:**

Engagement of Agency for **Digital Media Management for AP Innovation Society**

**Chief Executive Officer  
Andhra Pradesh Innovation Society**

## **DISCLAIMER**

1. The information contained in this Request for Proposal Document (“RFP”) or subsequently provided to agency(s), whether verbally or in documentary form by or on behalf of Andhra Pradesh Innovation Society (hereinafter referred to as “APIS”) or any of their employees, is provided to Agency(s) on terms and conditions set out in this RFP and other such terms and conditions subject to which such information is provided.
2. This RFP is not an agreement and is neither an offer or invitation by APIS to the prospective Agency(s) or any other party. The purpose of this RFP is to provide interested parties with information to assist in the formulation of their proposal (hereinafter referred to as “RFP”).
3. This RFP includes statements, which reflect various assumptions and assessments arrived at by APIS in relation to the project. Such assumptions and statements do not purport to contain all the information that each Agency may require.
4. This RFP may not be appropriate for all persons, and it is not possible for APIS or their employees to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP.
5. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct and each Agency should conduct its own investigation and analysis and should verify the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.
6. APIS and their employees make no representation or warranty and shall have no liability to any person, including any agency under any law, statute, rules, regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or may be incurred or suffered on account of anything contained in the RFP or otherwise, including the accuracy, reliability or completeness of the RFP and any assessment, assumption or information contained therein or deemed to form part of this RFP or arising in any way with pre-qualification of Agencies for participation in the RFP stage.
7. APIS may in its absolute discretion, but without being any obligation to do so, update, amend or supplement the information of this RFP or even cancel the RFP.
8. The issue of this RFP does not imply that APIS is bound to select or to appoint preferred Agency, as the case may be for the Project and reserves the right to reject all or any of the RFP’s without assigning any reason whatsoever.

## Andhra Pradesh Innovation Society

### Schedule of RFP Activities

S. No.	Activity	Date	Remarks
1.	Issue/Uploading of RFP Document	26-Dec-2018	
2.	Pre-RFP Meeting	29-Dec-2018	
3.	Submission of Bid Document	02-Jan-2018	
4.	Opening of Bid Document	05-Jan-2019	

**Note:** Participating agencies are instructed to separately submit the technical specifications/details and the financial details in two sealed envelopes with clear headings on the envelopes.

## 1) Scope of Work:

### 1.1 Communications and Media Outreach Strategy

- a. Design a Communications Strategy Plan that builds on the Strategic Priorities of APIS;
- b. Conceptualize and develop digital media and promotional strategy and suggest tools to execute the same;
- c. Strengthen the Digital Profile of Andhra Pradesh Innovation Society;
- d. Create a strong voice with influencers to endorse the initiatives of APIS;and
- e. Manage Crisis Situations in times of need.

### 1.2 Development of Strategy for Crisis Communication

In the event of unforeseen occurrences, which may have a potential for creating a negative perception about the organization or the ministry, the agency will have to take proactive steps to assist the department representatives communicate effectively using various media vehicles and channels as deemed fit.

### 1.3 Digital Media

- a. Taking responsibility of maintaining the organization's Facebook, LinkedIn, YouTube, Twitter and Instagram accounts
- b. Creation and maintenance of Innovation Valley Wikipedia Page for public information purposes;
- c. Creation of blog posts and forums wherein the participation of target audiences can be invoked, in both English, Telugu and other languages.
- d. Improvement of Search Engine Optimization and Management for Official Website of the Organization. URL Analytics, Content Optimization, structure checking, meta tags, crawling and indexing, keyword optimization etc. Google maps and review management of APIS.
- e. Analyse the Page Traffic using tools.
- f. E-Mail Marketing by pushing awareness mails pertaining to the activities of APIS and schemes issued by the department.

### g. Query Management, Media Tracking and Reporting

(i) All the queries received on all the platforms must be replied to and addressed within 24 working hours in consultation with APIS. Essentially, the Agency should be able to deploy a simple chatbot for automating the process and facilitating timely response to the users.

(ii) Moderation of all platforms 5 times a day to weed out spam, unauthorized advertisements, inappropriate content etc.

(iii) Use an industry standard monitoring tool (like Hootsuite, Buffer, Local Response, Brand Watch, 33Across or Similar Monitoring Tool) for analysing comments/remarks about APIS in various online media like e-newspapers, e-magazines, blogs, social media platforms at national and international level.

(iv) The Agency must submit weekly “Effectiveness Analysis Report” to APIS on the effectiveness of the Social Media Strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of APIS on Social Media Platforms and the results achieved.

**THE COMPONENTS OF THE REPORT MUST INCLUDE:**

- Social Presence Analysis
  - Social Channel Analysis [Only APIS]
  - Content Analysis of the most engaging type of post which led to success of the Brand Page
  - Engaging Post Social Page Analytics
- Buzz Report
  - Share of Voice
  - Source Analysis
  - Trend Analysis
  - Topic Analysis
  - Sentiment and Perception Analysis
- Influencer Report
  - Influencers Identified
  - Influencers Score
  - Influencers Reached
  - Amplification by Influencers
- Providing Feedback on best practices in Marketing and Promoting in Countries across the world on Digital Media as and when required by APIS.
- Providing amplification of Digital Marketing Communication and messaging through planning and execution of a Digital Marketing activity across both paid Media and non-paid Media avenues on Digital and Mobile Campaign.
- Conceptualize, design and execute at least two digital campaigns and three innovative strategies based on overall APIS’s Social Media Plan.

h. Social Media Monitoring Programme

- Planning and executing a “Social Media Monitoring Programme” on all APIS’s Social Media Platforms. The Programme will undertake monitoring across 150-200 keywords primarily in the global markets and will also create and manage a monitoring platform which will be both predictive and reactive in approach. The Key Languages to be Monitored will be English and Telugu.

#### 1.4 Miscellaneous

Providing monthly strategic inputs for creative campaign.

**Note:** Two Social Media experts are to be deployed on-site at the premises of APIS. They should possess the requisite skills to gather, collate, design, write contents and post contents under the supervision of APIS. They will remain on-site during office hours but remain available 24x7. Emphasis will be on an effective creative team having expertise in creative writing and infographics.

- To Ensure that the viewership over social media site of APIS increases substantially and increases its reach within a period of 3 months from the date of start of operation.
- To provide training, skill upgradation and capacity building of the officers of APIS to handle Social Media Sites through lecture, seminar, workshop, classroom and online teaching, etc.
- Any other work entrusted by APIS for sensitizing the people through Social Media Platform.
- During the Contract Period the agency should be able to reach 10 Million Engagements.
- To Ensure that viewing and uploading on the managed Social Media sites is smooth and uninterrupted.

#### 1.5 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 and policies etc. The experts are also expected to make e-books, electronic version of other books and manage the graphic content of the website as and when required APIS.
- Repackaging of the content (videos and photographs) into suitable formats (video packages and others). On average repackaged videos of 30-40 seconds are expected as deliverables.

- Uploading of repackaged and creative content on various social media platforms such as Twitter, Facebook, and YouTube, Instagram etc.
- Above is to be done without any infringement of Intellectual Property Rights (IPR).

#### **1.6 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.

#### **1.7 Storage of Content**

- Storage of raw footages/ content and processed content (video packages) etc. for archive in digital formats.
- Availability of archive content should be for at least 180 days.
- The Agency will submit the archived content to APIS within specified time in a shared Cloud Folder (OneDrive and Google Drive) with editable access to recipients.
- Creatives/Photos Bank- Creatives/Photos with cataloguing needs to be developed consisting of at least 100+ Creatives/Photos of high quality and high-resolution aesthetic work of relevant activities and events.

#### **1.8 Pre and Post-Establishment Support**

- Any kind of support regarding smooth functioning of hardware equipment/ software development.
- The agency should provide technical support 24 x 7 for maintenance of APIS's various Social Media Platforms through in-house staff.

#### **1.9 Manpower Requirement**

- The two social media experts should have the requisite qualifications & experience and will be responsible for managing Social Media Platform/Accounts of APIS. In addition, they would be responsible for creation of Graphic design, online design, and visualization of Social Media platform of APIS.
- Two persons with above competency shall be stationed in APIS for day to day coordination during working hours and during the emergent exigencies outside the working hours.

#### **1.10 Performance Review**

- The agency will submit a process of Performance Review on periodic basis which will be appropriated and suitably amended (if required) and implemented.

#### 1.11 Reporting

- The agency should suggest the number of reports eliciting periodicity, format and content of such report which should help the management of the department to know the exact position of the efforts undertaken.

#### 1.12 Data Security and Prevention of Fraud

- The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

#### 1.14 Minimum Deliverables

<b>Facebook</b>	<ul style="list-style-type: none"> <li>● 5 Posts Every day</li> <li>● 1 Poll Every Week</li> <li>● 1 Event Every Month</li> <li>● 300,000 Likes/Followers</li> <li>● 10 Million Reach</li> </ul>
<b>Twitter</b>	<ul style="list-style-type: none"> <li>● 5 Tweets Everyday</li> <li>● 100,000 Followers</li> <li>● 10 Million Impressions</li> </ul>
<b>Instagram</b>	<ul style="list-style-type: none"> <li>● 5 Posts Everyday</li> <li>● 100,000 Followers</li> </ul>
<b>YouTube</b>	<ul style="list-style-type: none"> <li>● 2 videos Every Week</li> <li>● 100,000 Subscribers</li> <li>● 1 Million Video Views in total</li> </ul>
<b>AdWords</b>	<ul style="list-style-type: none"> <li>● At least one AdWords Campaign Running Every time</li> </ul>
<b>Campaign Portal/Blog</b>	<ul style="list-style-type: none"> <li>● 10,000 Visitors every month</li> </ul>
<b>APIS Website</b>	<ul style="list-style-type: none"> <li>● Alexa Global Rank &lt; 500000</li> <li>● Alexa India Rank &lt; 20000</li> <li>● 100000 Monthly Visitors</li> </ul>

**Note:** The above figures are minimum figures. The applicant firm can define and present their own strategic deliverable. Unless otherwise specified, the time period of the aforementioned deliverables shall be equivalent to the entirety of the Contract Period.



### Resource Requirements:

Sr. No.	Key Personnel	Qualifications and Experience	No. of Persons
1.	Project Director	Post-graduation/Graduation from reputed education Institution/ university, with minimum 12 years of experience of handling offline/online campaigns. Should have worked for at least one PSU/Govt. Organization.	1
2.	Project Manager	Post-graduation/Graduation from reputed education Institution/ university, with minimum 8 years of experience of handling Marketing/Advertising projects. Should have worked for at least three MNC Organizations. Should have experience of handling projects for fortune 500 companies and PSU/Govt. Organization.	1
3.	Digital Promotions/Social Media Expert	Master's degree in Business Administration or relevant graduation with at least 2 years of demonstrable expertise handling digital promotions. Should have exposure of working with at least one MNC/ Govt. Organization	1
4.	Research and Outreach Expert	Master's degree/Doctorate degree holder with minimum 8	1

		years of experience of research projects involving sizable data analysis.	
5.	Design Expert	Graduation/Certification in Designing course having at least 1 year of experience and should have at least 10 designed available online for different clients.	1

### **Company Qualification:**

Should be at least one year old Private/Public limited company with experience of handling more than 10 Digital Marketing projects. Exposure of handling projects of more than 2 countries will be an added advantage. The company should be capable of working in low latency and high throughput environment. At least 3 of the directors/core team members of the company should have worked on Large Scale projects and have experience of working with clients at multiple locations. The company should have developed IT systems/tools for Digital Marketing other than just social media promotions. Previous Experience of working with Govt. organizations will be an added advantage.

### **Instructions for Prospective Agencies:**

- The Proposals should be sent to  
The Chief Executive Officer, Andhra Pradesh Innovation Society, INFO SIGHT 2nd Floor, Survey No. 78/2, Tadepalli, Prathuru Junction, Guntur District, Andhra Pradesh, India,
- The successful Agencies shall be liable and responsible for any loss of life and / or physical harm and any type of misbehaviour with any individual because of negligence of employees of agencies during the working hours. The employees of the Agencies should be of the high integrity and moral value.
- Professional agencies should submit detailed proposals
- Proposals should contain details of staff who would be involved personally in imparting management along with their qualifications and experience. In this regard the self-attested documentary evidences may be submitted along with the proposal.
- The infrastructure allotted by APIS for the management will be utilized only for the purpose mentioned by APIS and no other activity would be permitted therein.

- Agencies would indemnify APIS against any injury, loss of life, etc. caused either directly or indirectly due to their activities.
- Agencies would be solely responsible for participation of people in any event not approved by APIS.
- The safe custody of the facilities and other infrastructure available at the premises shall be the sole responsibilities of the agencies during the contract period. In case of theft, damage and accidents occurred in the facilities, the compensation as decided by the technical experts of the Council shall be recoverable from the agencies.
- All applicants are advised to visit the facility(s) for which they wish to submit proposal for management and evaluate the potential before submitting their proposals.
- The RFP documents must be page numbered and total number of pages contained in the proposal should be indicated in the covering letter. APIS would not be responsible if any enclosure is not found attached. The details of the proposal as per Annexure –I may also be submitted along with the RFP documents.
- APIS reserves the right to alter/modify/enlarge/cancel the RFP without any reason.

## EVALUATION OF PROPOSALS

The proposals shall be evaluated by the APIS through the Evaluation Committee. The APIS shall evaluate the proposals in respect to the substantive responsiveness of the proposal or otherwise. Selection criteria are as under:

### Evaluation Criteria:

- **Technical Evaluation:** Based on team composition and strategy for implementing the project.

S.No.	Criteria for Evaluation	Maximum Points
1.	Experience of bidder relevant to the project	25
2.	Strategy towards methodology, work plan & compliance to project requirements	50
3.	Key professional staff qualifications and team composition	25
Technical Score	<b>TOTAL</b>	100

Tf is the technical score of the proposal under consideration. The minimum technical score required to pass (i.e. shortlist to financial bid round) is 70.

- **Financial Evaluation:**

The formula for determining the financial scores is as per the following.

[ $S_f = 100 \times F_m / F$ , in which  $S_f$  is the financial score,  $F_m$  is the lowest bid price, and  $F$  is the bid price under consideration]

The weights given to the Technical and Financial Proposals are 0.7 and 0.3, respectively.

Total score = [(0.7 x Technical score) + (0.3 x Financial score)]

**Note:** The evaluation will be made broadly on (1) work experience of organisation in the said work (2) experience and exposure of handling similar projects (3) ideas about Promoting APIS activities by use of Digital Platform & Social Media (4) strength of manpower quality.

The firm with highest Total score will be awarded the contact.

- **Period of Contract:**

- The period of contract for management shall be for a period of 6 months which is likely to be renewed depending of the performance of the agency for 6 months from the date of signing of the agreement which will be signed with the successful agency and the conditions described in this document shall be also be part of the agreement.
- The successful agency shall execute an agreement / contract for the fulfilment of the contract on Rs. 100/- non-judicial stamp paper, within ten days from the date of issuance of work award/LOA letter on acceptance of the proposal, failing which the letter of acceptance issued by APIS will expire and the successful agency will have no right for the same.
- The incidental expenses of execution of agreement / contract shall be borne by the successful Agency.
- The conditions stipulated in the agreement / contract should be strictly adhered to and violation of any of these conditions will entail termination of the contract without prejudice to the rights of the APIS and forfeiture of security deposit with APIS.
- There may be no extension of this agreement beyond the prescribed period.

- **Terms of Payment:**

The successful agency awarded with the contract shall abide with the following payment terms:

- Ten percent of the quoted amount shall be provided as advance payment.
- The remaining amount shall be disbursed on monthly basis as per the decision made by the evaluation committee on the performance report submitted by the agency every month.

- **Validity Period of the RFP:**

RFP shall remain valid for a period of 90 days (ninety days) from the last date of submission of the RFP. APIS reserves the right to reject RFP as non-responsive if:

- Such RFP is valid for a period which is less than specified
- Such RFQ is not in accordance with the RFQ document

APIS shall not be liable to send an intimation of any such rejection to such Agency.

- **Extension of Period of Validity**

In exceptional circumstances, APIS may solicit the Agency's consent for an extension of the period of RFP validity. Any such request by the APIS and the response thereto shall be made in writing and such extension of RFP validity period by the

Agency should be unconditional. Agency accepting the request of RFP shall not be permitted to modify its RFP.

- **TERMINATION CLAUSE**

- **Termination of Contract for Default**

Andhra Pradesh Innovation Society, without prejudice to any other remedy available for breach of contract, may terminate the contract in whole by a 30 (Thirty) days' notice in writing to the agency in the event of any one or all of the following:

- (i) If the agency fails to provide any one or all services as per this Contract, and conflict fails to set right the disruption in service within the 30 days' notice period or show a valid reason for lapse to the APIS.
- (ii) If the agency has engaged in corrupt or fraudulent practices in executing the Contract.

- **Termination for Insolvency**

If the agency becomes bankrupt or is otherwise declared insolvent, then APIS may at any time terminate the contract by giving written notice of 30 (thirty) days to the agency. Such termination shall not prejudice or preclude any right of the action or remedy, which has accrued or will accrue to the APIS and vice versa.

**Note:** In case of the termination of the contract, no compensation shall be due to the Agency and the entire property should be handed over to APIS as on date of commencement of the project. Any damage to the property of APIS shall be rectified by APIS at the cost of the agency.

- **Force Majeure**

- (i) If at any time, during the continuance of the contract, the performance in whole or in part by either party of any obligation under this contract be prevented or delayed by reason of the following events:

- a. Any war or hostility

- b. Acts of public enemy, civil commotion, sabotage, explosions embargoes general strikes, bandhs.

- c. Acts of God

- (ii) Hereinafter referred to as EVENT, neither party shall, by reason of such EVENT, be entitled to terminate this contract, nor shall any party have any claim to the damages against the other in respect of such non-performance or delay in performance, provided that notice of happening, of any such EVENT is given by

either party to the other within 7 (seven) days from the date or occurrence of the EVENT.

(iii) Unless otherwise directed by the Chief Executive Officer, Andhra Pradesh Innovation Society in writing, the agency shall continue to perform its obligations under the contract as far as reasonably practicable and shall seek all reasonable alternative means for performance not prevented by the Force majeure EVENT.

(iv) Expected work and deliveries under this contract shall resume as soon as practicable after such EVENT comes to an end or ceases to exist.

(v) If the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such EVENT for a period exceeding 90(ninety) days, the Chief Executive Officer, Andhra Pradesh Innovation Society may at option, terminate this contract.

(vi) In case of termination of contract due to force majeure event, APIS would not pay any amount to the Agency.

**Successful Agency shall comply with the laws of the land.**

● **DISPUTE AND ARBITRATION**

In case of any dispute or differences, breach and violation relating to the terms of the agreement, the said dispute or difference shall be resolved with mutual consultation between Chief Executive Officer, Andhra Pradesh Innovation Society and agency, failing which APIS will terminate this contract.

● **MONITORING SYSTEM**

- Chief Executive Officer, Andhra Pradesh Innovation Society shall act as the nodal officer for the project for the purpose of overall monitoring of the project every 3 months.
- An Officer Nominated by the Chief Executive Officer, Andhra Pradesh Innovation Society will act as Assistant Nodal Officer (ANO) to ensure that the management is imparted as per the agreed terms and conditions of the agreement.

● **DELIVERY ADDRESS FOR RFPs**

Hard Copies of RFQ s shall be submitted to APIS at the following address on the day of evaluation:

AP Innovation Society,  
INFO SIGHT 2nd Floor, Survey No. 78/2, Tadepalli, Prathuru Junction,

Guntur District, Andhra Pradesh, India  
ceo\_innov@ap.gov.in

- **DEADLINE FOR SUBMISSION OF BID DOCUMENT:**

The Hard Copies of bid document should be duly signed and submitted to APIS, at the specified address, on **(DATE AND TIME.)**.

In the event of the specified date which is stipulated as the Deadline for Submission of RFPs is declared as a holiday for APIS, the bid document will be receive the same on appointed time on the next working day.

- **EXTENSION OF DEADLINE FOR SUBMISSION OF PROPOSAL**

If the need so arises, APIS may, in its sole discretion, extend the Deadline for Submission of bid documents. In such an event, all rights and obligations of APIS and Agency previously subject to the earlier deadline will thereafter be subject to the deadline as extended. Any such change in the Deadline for submission of bid documents shall be notified to the Agency through website of the APIS.



**ANNEXURE – I**

Provide here a brief (two pages) description of the background and organization of your firm / entity and each associate in the consortium for this assignment.

## **ANNEXURE – II – FINANCIAL PROPOSAL FORM**

We, the undersigned, offer to provide the service at estimated value of \_\_\_\_\_ for Promoting APIS activities on Digital Platform & Social Media in accordance with your Request for Proposal dated [Insert date] and our Proposal. Our attached Financial Proposal is for project awarded.

The above proposal shall be valid for a period of 90 days from the date of submission.

Authorized Signatory Name:

Authorized Signatory Designation:

Authorized Signature with Stamp: