

NOTICE INVITING ONLINE REQUEST FOR THE EMPANELMENT OF PR AND SOCIAL MEDIA MANAGEMENT AGENCIES FOR GOVERNMENT DEPARTMENTS, CORPORATIONS AND AGENCIES (EXCEPT CMO AND DPR)

RFP No - 6284

NAVA RAIPUR ATAL NAGAR, DATED – 20/03/2026

Tender Fees: Rs. 5,900/- (Non-Refundable)

EMD: Rs. 1,00,000/- (Refundable Without Interest)

(1) Date of Pre-bid Meeting:	27/03/2026 from 03:00 PM (Last date for submission of Pre bid queries via email to: cgsamvad@gmail.com 27/03/2026 till 2:00 PM)
(2) Last date of online submission of tender documents:	23/04/2026 before 03:00 PM
(3) Date of Opening of Technical Bids:	23/04/2026 from 04:00 PM
(4) Date of Technical Presentations:	Shall be Communicated to the Pre-qualified bidders
(5) Date of Opening of Financial Bids:	Shall be Communicated to the Technically qualified bidders



CHHATTISGARH SAMVAD

(An Associate organization of Department of Public Relation, Govt. of Chhattisgarh)

North Block, Sector-19, Nava Raipur-Atal Nagar,

District- Raipur (C.G.)

Web :- <https://samvad.cg.nic.in/>, Email :- cgsamvad@gmail.com

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NIT no. : **6284/C.G. Samvad/2026**

Nava Raipur Atal Nagar, Dated 20/03/2026

Chhattisgarh Samvad invites online tender from reputed PR and Social Media Management agencies for empanelment for a period of 2 years, which can be extended as per need and mutual agreement. The registered firm having proven track record of expertise in above field may submit their online proposal.

Tender document can be downloaded from website <https://samvad.cg.nic.in/>, cost of tender document of Rs. 5,900/- (non-refundable) and EMD of Rs. 1,00,000/- (refundable without interest). Modifications/Amendments/Corrigendum, if any shall not be advertised in the newspapers but shall be published in the above website only. The CEO, Chhattisgarh Samvad reserves the right to relax, change the terms and conditions, select/reject any application without assigning any reason thereof.

(1) Date of Pre-Bid meeting:	27/03/2026 from 03:00 PM (Last date for submission of Pre bid queries via email to: cgsamvad@gmail.com 27/03/2026 till 2:00 PM)
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Chief Executive Officer
Chhattisgarh Samvad
Nava Raipur Atal Nagar

INTRODUCTION

Chhattisgarh Samvad is established by Government of Chhattisgarh under Society Registration Act 1973, with the objective of supporting the Department of Public Relations. Chhattisgarh Samvad is an Autonomous Body. The Primary function of Chhattisgarh Samvad is to promote, undertake publicity work and raise awareness about State Government and Central Government's schemes and programs in public interest via print media, electronic media, social media and other outdoor media.

Chhattisgarh Samvad invites Tenders for Empanelment of PR and Social Media Management agencies for Government of Chhattisgarh's departments, corporations and agencies (except CMO and DPR), on Rate Contract basis for a period of 2 years extendable for an additional 1 year at a time (up to a maximum of 2 years) from the date of signing the agreement. Chhattisgarh Samvad, through the panel, aims to identify and collaborate with agencies that possess a significant track record in PR and social media management field. These agencies will be selected based on their Financial Stability, Proven Industry Experience and Capacity to handle assignments effectively.

PROJECT BACKGROUND

The Department of Public Relations/Chhattisgarh Samvad, Government of Chhattisgarh, serve as vital links between the government and the public. Their primary role is to communicate information about various developmental programs, policies, schemes, and initiatives undertaken by the state government in the public interest. This is achieved through diverse media platforms to ensure widespread awareness and engagement.

The objective is to create a strategic approach to enhance the offline and online presence of government entities - departments, corporations and agencies. This includes creating and disseminating compelling content that effectively promotes the achievements, schemes, and developmental policies of the Government of Chhattisgarh. The goal is to manage audience engagement and monitor public sentiment using advanced analytics, ensuring that the public's concerns and feedback are addressed in real-time. Additionally, efforts will be made to counter misinformation and build a positive image of the government through well-planned and impactful communications. The integration of emerging digital tools and technologies will be key to ensuring maximum outreach and effectiveness in conveying the government's message to a broader audience.

In today's digital era, with the increasing influence of social media and digital platforms, government departments, corporations and agencies intend to undertake extensive social media outreach to effectively showcase the government's developmental schemes, decisions, major projects, policies, initiatives, and success stories. The communication will span across popular social media platforms like Facebook, X (formerly Twitter), Instagram, YouTube, LinkedIn, Thread, WhatsApp, and other emerging platforms within India and globally.

Given the ever-evolving landscape of information communication technology, it is crucial to adapt to changing communication patterns and leverage modern tools to build a strong public image. With the proliferation of 24-hour news channels, digital platforms, and the internet, the government entities require a robust communication and public image management organization to disseminate and publicize the initiatives and accomplishments of the Government of Chhattisgarh effectively.

In this context, Chhattisgarh Samvad invite e-bids for Empanelment of PR and Social Media Management agencies for Government of Chhattisgarh's departments, corporations and agencies (except CMO and DPR).

Interested applicants are encouraged to submit their e-bids, the scope of work and terms and conditions for which are detailed in this tender document.

INDICATIVE SCOPE OF WORK

1. PR

The agency will be responsible for Conceptualizing, Visualizing, managing Public Relations, Ideating Written Communication, Monitoring, Designing and Production of Assets like Press Release, Articles etc. to establish & strengthen the image of Government of Chhattisgarh, its departments, corporations and agencies (except CMO and DPR), by increasing visibility and enhancing positive top of mind recall and effectively propagate and publicize the initiatives and achievements of the Government of Chhattisgarh, its departments, corporations and agencies (except CMO and DPR), electronically, digitally and traditionally, across regional and national media.

An indicative list of activities of agency (but not limited to), is listed below:

1. Pre-press work for print materials like brochures, booklets, guidelines, policies, folders, reports etc.
2. Materials for dissemination of information through media and execution thereof.
3. Presentations and collaterals for conferences.
4. Facilitate organization of press meets, prepare the press releases and facilitate the publication of press release/articles in major newspapers (print & digital) in regional, national, magazines and online portals to ensure that a positive image of the Government of Chhattisgarh is created.
5. Media management of seminars, exhibitions and events, including media participation, pre-work like drafting press releases, talking points, speeches and ensure news circulation in print, digital and electronic media.
6. Facilitate organization of interviews of political leadership, government officials, industry stakeholders, beneficiary story/testimonials with newspapers, magazines, tv channels & digital media platforms, focusing on the achievements, initiatives and the progressive vision of the government of Chhattisgarh, draft the talking points and facilitate publication of the articles in major newspapers (print & digital) in regional, national media.
7. Facilitate visit of pan-India journalists and regularly brief them with the initiatives, growth and developments of the state and facilitate regular publishing of stories/articles on Chhattisgarh.
8. Media coverage of any administrative and official events.
9. PR strategies and media management of events as per requirements.
10. Design campaigns to propagate the work done by Chhattisgarh government.

A. Media Management

- Facilitate drafting and publication of national stories/articles in major daily newspapers, highlighting the achievements, schemes, growth story or initiatives of the Government of Chhattisgarh, its departments, corporations and agencies.
- Facilitate publishing of editorial pieces/special story (positive narrative) on Chhattisgarh in major daily newspapers.
- Facilitate organization of press meets and media events, prepare the press releases and facilitate the publication of press released/articles in major newspapers and publications (print & digital) in regional, national media.
- Facilitate organization of interviews of political leadership, government officials and industry stakeholders and beneficiary story/testimonials with major national newspapers, TV channels,

digital media, focusing on the achievements initiatives and the progressive vision of the Chhattisgarh Government.

- Digital/print/electronic media PR coverage tracking and monitoring of daily perception, competition analysis, positive & negative stories.
- Research and design campaigns which shall then be implemented by the department or its designated agency. These campaigns shall be to propagate the work done by the Chhattisgarh government at the ground level. The campaign details should also include the media amplifications plan.
- Research work, drafting and designing of newsletter (in English & Hindi) and release of the same to the media, with information on initiatives, policy developments, infrastructure growth, welfare schemes, etc. of the Government of Chhattisgarh.
- Media feedback on various schemes and other works done by Chhattisgarh government.
- Feedback in terms of incremental voice across media viz. social, print, digital and electronic.

B. News Tracking & Monitoring

- Monitoring all form of media (print, digital and electronic) to evaluate qualitative and quantitative exposure generated. The news findings to be submitted to department/corporation/agency daily.
- Monitor the presence of, and discussions about, brand Chhattisgarh in social and political circles.
- Digital/print/electronic media PR coverage and relevant keywords tracking and monitoring of perception, competition analysis, positive & negative stories, to be reported to department/corporation/agency.

C. Content Development

- Prepare speeches & talking points for the government officials, ministers and other relevant public figures of the state government on initiatives, events, schemes, policies, etc.
- Facilitate preparation and publishing of press releases/briefs, articles, op-eds, newsletters on initiatives, policies, achievements, programs, infrastructure developments, etc. in major national print, electronic & digital media.
- Drafting of media content for press meets/interviews/events as required.
- Research work, drafting, designing and circulation of e-newsletter (in English & Hindi) to the media, with information on initiatives, policy developments, infrastructure growth, welfare schemes, etc. of the Government of Chhattisgarh.

D. Innovative Campaigns: The agency is required to conceptualize periodic innovative campaigns (In Consultation with the department/corporation/agency) to propagate the vision /efforts / initiatives / achievement of the Government of Chhattisgarh, its departments, corporations and agencies.

E. Crisis Communication: In the event of unforeseen occurrences, which may have potential of creating negative perception about the government, the agency will have to take proactive steps to assist in diffusing the negative communications.

F. Storage of Content

- Storage of documents/raw footages/ content and processed content for the purpose of archive in digital formats.
- The archive content should be available for at least 3 years.
- Creatives/photos bank— creatives/photos with cataloguing needs to be developed of high quality and high- resolution aesthetic work of prominent activities and events.

- G. Reporting:** The agency should suggest the no. of reports eliciting periodicity, format and content of such report which should help to know the exact position of the efforts undertaken.
- H. Associated activities:** The agency might need to undertake additional associated activities related to promotion of the Government of Chhattisgarh, its departments, corporations and agencies from time to time.

2. SOCIAL MEDIA MANAGEMENT

The agency shall render following professional services for Government of Chhattisgarh, its departments, corporations and agencies (except CMO and DPR):

- **Communication of Initiatives:** The dissemination of various initiatives of the client department/corporation/agency via social media channels.
- **Feedback Analysis:** Conducting proactive perception analysis using analytical tools to enhance general opinions about the client department/corporation/agency through digital media monitoring.
- **Stakeholder Feedback:** Analyzing feedback from stakeholders received through various platforms to facilitate system improvements.
- **Grievance Redressal:** Addressing grievances received through social media platforms and assisting in their resolution.
- **Production of Social Media Creatives**

A. Indicative Growth in Follower and Reach

- The agency shall be responsible for handling, managing and maintaining official social media handles of the client department/corporation/agency and would be expected to show a minimum growth in follower count and views/reach as follows:

Social Media Platforms	Expected Quarterly Growth in Follower Count	Expected Quarterly Growth in Views/Reach
Facebook	≥ 25%	≥ 50%
Instagram	≥ 25%	≥ 50%
X	≥ 15%	≥ 25%
YouTube	≥ 15%	≥ 25%
Thread	≥ 15%	≥ 25%
WhatsApp	≥ 15%	≥ 25%
LinkedIn	≥ 10%	≥ 15%

- As per the direction of client department/corporation/agency in the future, the selected agency will be responsible for creating, setting up, and managing new social media handles on designated platforms. The agency shall ensure seamless operation and maintenance of these handles per the client's guidelines and expectations.
- In addition to the above, the client department/corporation/agency may assign more social media handles to be maintained, which will be serviced as part of the scope of work. It is expected to improve the social media reach as above. While efforts to be made to maximize

the outreach with quality content, it is also expected to achieve a sustainable & organic growth in followership for each of the assigned social media handle. The growth in the followership should have proper mix of widespread audience.

B. Minimum social media content production mandate

▪ Regular Content Requirements

- a. Text Posts:** The Agency shall produce and publish on an average of **ten (10) text posts per day**, combined across platforms. These posts should include updates, news, announcements, and interactive content relevant to the client department/corporation/agency's objectives and audience. On average, the agency shall ensure the publication of at least fifty (50) text posts per week, combined across platforms.
- b. Infographics:** The Agency shall create and share on average **five (5) infographics with texts per day**. These should be designed to present complex information, statistics, or updates in a visually engaging manner. On average, the agency shall deliver at least twenty-five (25) infographics per week.
- c. Videos:** The Agency shall produce and post on average **two (2) social media videos per day of up to 60 seconds**. These videos should cover key topics, updates, or educational content related to the client department/corporation/agency's activities. On average, the agency shall post at least ten (10) videos per week.
- d. Memes:** The Agency shall create and post on average **five (5) memes per week** as per client department/corporation/agency's directions. These memes should be designed to engage the audience through humor or relevant commentary, while aligning with the client department/corporation/agency's messaging.
- e.** The agency shall create on average **three (3) other social media content formats (GIFs, Polls, Quizzes, etc.) per day** as decided by the client department/corporation/agency. On average, the Agency shall deliver at least fifteen (15) pieces of these additional content formats per week.

▪ Special Occasions Content Requirements - On special occasions or significant events as decided by the client department/corporation/agency, the agency shall enhance content production to meet the following requirements:

- a. Text Posts:** On special occasions, the agency may be required to generate and publish **twenty (20) text posts per day**. These posts should provide comprehensive coverage of the event, key messages, and related information.
- b. Infographics:** The agency may be required to create and disseminate **twenty (20) infographics per day**. These should include detailed, visually appealing information relevant to the event or special announcement.
- c. Videos:** The Agency may be required to produce and upload **five (5) social media videos per day of up to 60 seconds** duration during special occasions. These should include live coverage, interviews, highlights, and other relevant content.
- d. Memes:** The Agency may be required to create and post **two to five memes** per occasion on special occasions to engage the audience through humor or relevant commentary about the event.
- e. Posters:** The Agency may be required to produce and share **five (5) posters per day**. These should highlight key aspects of the event or special announcement in a visually

impactful manner.

- f. The agency may be required to create at least **three other social media content formats** as decided by the client Ministry/Department.

- Such similar comprehensive content production plan as decided by client department/corporation/agency which ensures a diverse and engaging presence on social media, effectively reaching and interacting with the audience while accommodating increased activity during significant events.
- Posts on any topic should not be duplicated on all social media platforms. Each post must be customized to suit the audience & relevance of each platform.
- The Client department/corporation/agency retains the discretion to determine and amend the content requirements within the broad framework outlined above, as deemed necessary to meet its needs. The Agency shall not have the right to refuse or deny any such amendments, which shall be made at the Client department/corporation/agency's sole discretion.

C. Communication Strategy

- The Agency shall develop a result-oriented, comprehensive communication strategy for social media platforms, including but not limited to Facebook, X (formerly Twitter), Instagram, YouTube, LinkedIn, Thread, WhatsApp, and any other platforms as designated by the client department/corporation/agency.
- **Content Strategies:**
 - a. **Engagement:** Content must be engaging, current, and relevant to the client department/corporation/agency's target audience, as assessed in weekly reports. The Social Media Strategy requires prior approval from the client department/corporation/agency.
 - b. **Channel-Specific Content:** Content should be tailored to each platform, with weekly creation of text, images, videos, GIFs, infographics, and animations to enhance user engagement.
 - c. **Information Sourcing:** Content will be based on approved strategies, with the agency responsible for sourcing public domain information and the client department/corporation/agency providing specific information.
 - d. **Creative Development:** The agency will produce content in various formats as needed, per campaign requirements or client department/corporation/agency directives.
 - e. **Content Calendar:** Pre-defined weekly content calendar for each of the social media platform to be shared with the client department/corporation/agency, 15 days in advance for approval.
- The agency shall post content on social media only with prior approval from an authorized officer of the client department/corporation/agency and shall tag relevant individuals or organizations as approved.
- The agency shall use relevant hashtags on platforms such as Facebook, Twitter, and Instagram, with a list of approved hashtags to be provided in advance.

- The agency will collect grievances from various social media platforms and share them with the designated officials responsible for grievance redressal at the department/corporation/agency level.

D. Digital Media Analysis & Response Management

- All content and posts on the client department/corporation/agency's social media handles shall be analyzed for suitability, engagement rates, likes, comments, and overall interaction.
- The agency shall submit a concise weekly report to the client department/corporation/agency, including insights and recommendations for improvements in upcoming posts.
- The agency shall establish a mechanism to track and monitor comments on the client department/corporation/agency's social media handles. Comments shall be reported to the client department/corporation/agency's nodal officer on the day of posting, with comments requiring immediate attention communicated within two hours.
- The agency shall provide sentiment analysis of the client department/corporation/agency's social media presence in its reports, including suggestions for improving negative sentiment through enhanced social media content.
- The agency shall monitor the client department/corporation/agency's social media platforms to address spam, unauthorized advertisements, inappropriate content, misinformation, and disinformation, and report such issues through appropriate channels.
- The agency shall utilize social media analytics to provide audience insights, sentiment analysis using listening/tracking Tools like Talkwalker/Meltwater/etc., engagement metrics, conversion funnels, trend analysis, and data visualization (charts, graphs, and tables). These insights shall be leveraged to refine the overall communication strategy.

E. Media Content Management

- **Copyright and Monitoring**
 - a. All digital content (text, photos, videos, etc.) will be marked as copyrighted and monitored accordingly.
- **Storage and Archival**
 - a. The agency will store content both online and offline, ensuring regular availability to the client department/corporation/agency.
 - b. Archived content will be retained for 12 months.

F. Reporting

- **Daily Reports**
 - a. A daily report will include a summary of post-performance, key interactions, and any significant changes in follower metrics.
- **Weekly Social Media Reports**
 - a. Reports will include performance metrics, major conversations, channel-wise post totals, sentiment analysis, and changes in follower base and user responses.
- **Quarterly Social Media Reports**

- a. Comprehensive reports will cover changes in follower base, content engagement, social media presence, traffic analysis, growth, and content analysis.

G. Amplification

- The agency would be required to undertake amplification works across social media platforms and campaigns as per requirement of client from time to time.
- The agency might also be asked to associate with social media influencers for promotional activities.
- The agency will be paid for Amplification cost, **capped at 20% of the total monthly project cost** finalized at the time of issuance of LoA.
- The amplification cost and boosting of specific campaigns shall be at the discretion of the client.
- Payments will be made on an actuals basis, upon submission of invoices and supporting documentation.

CATEGORIZATION OF PR and SOCIAL MEDIA MANAGEMENT AGENCIES

Considering the nature, type and complexity of projects, the empanelment shall be in following two (2) categories based on their annual sales turnover:

S. No.	Category	The bidder should have Average Annual Financial Turnover during the last 3 financial years as mentioned below
1	Tier-1	Rs. 10 crores and above
2	Tier-2	Rs. 2 crores up to Rs. 10 crores

Note:

- The bidder should quote for only one category as defined through this tender document (i.e. Tier 1 or Tier 2). Bidder giving quotations for more than one category would be disqualified.

INFRASTRUCTURE REQUIREMENTS

The client department/corporation/agency shall provide the on-site resource appointed by the agency with office space, furniture, and electricity at no cost for operational purposes. However, the agency shall be responsible for providing its own resources, including but not limited to laptops, computers, printers, scanners, design software and tools, analytics tools and any other necessary equipment and tools required for the execution of its obligations.

RESOURCE REQUIREMENTS

- The client department/corporation/agency shall define the PR and social media management team for effective PR and Social Media Communication and Management, as per their requirement. The agency then shall ensure on-site deployment of all the resources at client department/corporation/agency office within 15 days of issue of work order.
- The roles and responsibilities, with qualifications and experience requirements of the resources would be as follows:

S. No.	Resource	Primary Responsibilities	Qualification	Experience
1	PR Manager	i. Oversee overall PR operations. ii. Develop and implement PR campaigns and strategies. iii. Coordinate with the backend team and client department/ corporation/ agency. iv. Manage user queries and interactions. v. Generate Management Information System (MIS) reports. vi. Analyze PR performance and provide insights.	Post-graduate diploma in mass communication	i. 5 years of experience in PR/ Journalism / Content Creation/ Editorial design ii. Experience of handling editor's or bureau chief's position with a leading print daily would be preferred
2	Content writer for News/ Articles (Hindi/ English)	i. Develop engaging text posts, articles, and content. ii. Collaborate with the PR Manager to align content with strategy. iii. Create and manage content calendars.	Bachelor's or master's degree in mass communication, Journalism, English or Hindi Literature	Minimum 5 years of experience as copywriter
3	Media Manager	i. Digital/print/electronic media PR coverage monitoring. ii. Relevant keywords tracking and monitoring of perception, competition analysis, positive & negative stories.	Graduate in any stream	Minimum 5 years of work experience in journalism/PR
4	Social Media Manager	i. Oversee overall social media operations and maintenance. ii. Develop and implement social media strategies. iii. Coordinate with the backend team and client department/ corporation/ agency. iv. Manage user queries and interactions. v. Generate Management Information System (MIS)	Bachelor's or master's degree in mass communication, Journalism or Marketing	Minimum 5 years of experience in social media management. Preferably in a Central/State Government entity.

		reports. vi. Analyze social media performance and provide insights.		
5	Content Writer for social media (Hindi/English)	i. Develop engaging text posts, articles, and content for social media platforms. ii. Collaborate with the Social Media Manager to align content with strategy. iii. Create and manage content calendars.	Bachelor's or master's degree in mass communication, Journalism, English or Hindi Literature	Minimum 3 years of experience as copywriter
6	Graphic Designer/ Visual Content Creator	i. Design and produce infographics, posters, memes, and other visual content. ii. Ensure all visual content aligns with social media strategies and branding guidelines.	Degree or Certificate course in Graphic Design, Visual Communication or a related area.	i. Minimum 2 years of experience in graphic design or a similar role, with a focus on creating visual content for social media or digital platforms. ii. Advanced skills in graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), or other design tools.
7	Video Editor/ Animator	i. Create and edit video content, including promotional videos, animated short videos, and other multimedia content. ii. Work closely with the Social Media Manager to ensure videos support the social media strategy.	Degree or Certificate course in Graphic Design, Film Making, Editing or a related area.	i. Minimum 2 years of experience in video editing and re-packaging or a similar role, with a focus on creating video content for social media or digital platforms. ii. Advanced skills in video editing software such as Adobe Premier Pro, After Effects, and other software/tools used in video editing and animation.
8	Social Media	i. Post Content: Create,	Any Diploma or	Minimum 2 years of

	Executive	schedule, and publish engaging content across various social media platforms according to the content calendar and approved plans. ii. Monitor Social Media Activity: Track and respond to comments, messages, and interactions on social media handles to maintain active engagement with the audience as per approved protocols of client department/ corporation/ agency.	bachelor's degree	relevant experience
9	Social Media Analyst	i. Monitor and analyze social media performance metrics. ii. Generate insights and reports based on social media data. iii. Provide recommendations for strategy adjustments based on performance analysis.	Degree in Marketing or Certificate Courses in Digital Marketing	i. Minimum 2 years of experience in social media management or analysis role. ii. Advanced skills in use of tools such as Hootsuite, Brandwatch, Buffer, Talkwater etc.
10	Social Media Performance Marketing Expert	i. Boosting and managing performance marketing of key social media handles across platforms	Graduate (any discipline), digital media certification preferred.	i. Demonstrated expertise in running large social media campaigns for different social media platforms.
11	Research Associate	i. Collect, analyze, interpret data from reliable sources and oversee tasks aimed at ensuring the accuracy, credibility, and relevance of all content produced.	Graduate (any discipline)	i. Minimum 3 Years of experience in Research. ii. Must have command over either Hindi or English.
12	Photographer	i. Photography of HCM and Minister's events/visits ii. Photography of projects and beneficiaries	Graduate (any discipline), Photography related certification	i. Experience of working as a photographer for at least 3 years. ii. Photo editing skills

			preferred.	for quick uploads.
13	Videographer	i. Videography of HCM and Minister's events ii. Videography of projects and beneficiaries	Graduate (any discipline), Videography related certification preferred.	i. Experience of working as a videographer/cine matographer for at least 3 years. ii. Video editing skills for quick uploads.

- An indicative PR team shall comprise the following minimum resources, with flexibility to scale up or modify based on specific project requirements, budget, and goals:
 1. PR Manager – 1
 2. Content writer for News/ Articles (Hindi) – 1
 3. Content writer for News/ Articles (English) – 1
 4. Media Manager – 1

- An indicative Social Media Management team shall comprise the following minimum resources, with flexibility to scale up or modify based on specific project requirements, budget, and goals:
 1. Social Media Manager – 1
 2. Content Writer for social media (Hindi/English) – 1
 3. Graphic Designer/Visual Content Creator – 1
 4. Video Editor/Animator – 1
 5. Social Media Executive – 2 (for 2 shifts)

NOTE:

1. The team will have to work onsite for daily coordination with the client department/ corporation/ agency and deliver daily operational tasks.
2. The proposed team should not be changed during the execution of the project. If needed, replacement to be made with another resource of similar or better educational & professional credentials.
3. The client department/corporation/agency, as and when required, will notify the agency to deploy additional resources or reduce the deployed resources by giving prior notice of 15 days. The agency will produce monthly invoices basis the actual manpower deployment for the particular month.
4. The agency shall submit a Detailed Resume/CV for each proposed resource, including Education qualifications, Degrees, Certificates and Experience letters. This documentation will be required at the time of onboarding with the client department/corporation/agency. The client department/corporation/agency will review the CVs and may conduct interviews for each position. The client department/corporation/agency would reserve the right to reject any CV or request a better CV if the submitted documentation does not meet the requirements.
5. During the project execution, in case of failure to meet the standards of the project, (which includes

efficiency, cooperation, discipline and performance) the client department/corporation/agency reserves the right to request the agency to replace any resource, with or without cause, at any time, without any penalty for replacement/exit. The agency shall ensure that any replacement resource meets the required qualifications and experience and shall submit the relevant documentation for review and approval. The outgoing resource should complete the knowledge transfer with the replaced resource as per the satisfaction of the client department/corporation/agency.

6. The social media agency must study the current/past content strategy of all listed social media handles of the client department/corporation/agency to understand the scale, vision, purpose & the positioning and identify new ways to elevate its social media outreach efforts.
7. The team must be available, capable and equipped to respond 24x7, keeping in mind the mandate & objective of outreach efforts and its time sensitive ecosystem. The agency is expected to perform tasks as listed in the 'scope of work' above. In addition to the above scope of work, the agency will also be responsible for any additional work assigned by the client department/corporation/agency.
8. Few on-site deployed resources (PR Manager/ Social Media Executive/ Photographer/ Videographer/ etc.) might be required to travel to cover events on media (in form of live stream, content creation, posting, etc.) outside their base location. The logistics for any travel outside base location, including stay will be facilitated by the client department/ corporation/ agency.
9. All content/asset created as part of the project will be the sole property of the client department/ corporation/ agency.

EMPANELMENT DURATION

The empanelment will be for a period of two (2) years, which may be extended for an additional 1 year at a time (up to a maximum of 2 years), subject to satisfactory performance of the agencies, and on the same terms & conditions, without any cost escalation. The Government of Chhattisgarh will evaluate and assess the performance of the agencies periodically through its own mechanism and Chhattisgarh Samvad reserves the right to terminate the agreement with any agency at any time, giving a maximum of one months' notice, in the event of non-performance, under performance or any other reason which would be specified. The decision of the CEO, Chhattisgarh Samvad regarding extension/ termination will be final and binding.

COMPLETION OF WORK

Chhattisgarh Samvad is a government agency and executes tasks on behalf of other departments. Any work issued by Chhattisgarh Samvad would be considered "Complete" only upon receiving clearance and payment to Chhattisgarh Samvad from the respective department. Mere submission of invoices, work output or delivery details won't be considered as completion of work.

PAYMENT

The agency shall be paid on a monthly basis for its services at the completion of each month, against an itemized invoice for each month. The payment will be based on manpower rates finalized for all the empaneled firms and the agency shall submit detailed invoices accompanied by work output, delivery details, and departmental certification confirming satisfactory execution of services. No advance payment will be

provided under any circumstances. The Chhattisgarh Samvad will evaluate the performance of the agency based on the quality & quantity of the services rendered, validation by the Chhattisgarh Samvad verification committee and feedback received by the officials concerned at the department. Any work done for offices will first be validated by concerned officers from such offices. The decision of the Chhattisgarh Samvad shall be binding in this regard.

For any published incorrect/misleading information, which hampers the image of the Government of Chhattisgarh and/or its department/corporation/agency will attract a penalty of the award value. Such incidents include, but not limited to, factually incorrect information about the state government department/corporation/agency, incorrect artwork/creative, any social media account hack, compromising the social media accounts against any digital attack, etc. The decision of the Chhattisgarh Samvad shall be binding in this regard.

INSTRUCTION TO BIDDERS

The empaneled bidders shall function as the PR and social media agencies for Government of Chhattisgarh and its department/corporation/agency and their scope would be extended to items listed in the scope of work. The proposals will be evaluated on the basis of the evaluation criteria set out in this tender document.

Any bidder who submits more than one proposal for the empanelment shall be disqualified. Any joint venture/consortium/sub-contracting is not eligible for this tender process. The proposal shall remain valid for a period of not less than 180 days from the proposal due date (proposal validity period). The Chhattisgarh Samvad reserves the right to reject any proposal, which does not meet this requirement.

EARNEST MONEY DEPOSIT & TENDER FEE:

- I. The Bidder has to deposit an initial earnest money of Rs. 1,00,000/- (Rupees One Lac only) and Tender Fees of Rs. 5,900/- (Five Thousand Nine Hundred only) in the below Chhattisgarh Samvad Bank A/C:
 - i. Account Name: Chhattisgarh Samvad
 - ii. Bank Name: Indian Bank
 - iii. Branch Name: Nava Raipur (C.G.)
 - iv. Saving Account No.: 20246301259
 - v. IFSC Code No.: IDIB000N571
- II. EMD in respect of successful bidders shall be retained. No interest shall be payable on the EMD.

PERFORMANCE SECURITY

The successful bidders shall at their own expense will deposit with the Chhattisgarh Samvad, within ten (10) days after the receipt of notification of award of the empanelment (letter of award) from the Chhattisgarh Samvad, an unconditional and irrevocable performance security in form of Bank Guarantee (BG) amounting to Rs. 5,00,000/- (Rupees Five Lacs only) from a scheduled commercial bank acceptable to the Chhattisgarh Samvad, payable on demand, for the due performance and fulfillment of the agreement by the bidder. All incidental charges whatsoever such as premium, commission, etc. with respect to the performance security shall be borne by the bidders. The performance security shall be valid at least for 1 month post completion of the empanelment satisfactorily. Subject to the terms and conditions in the performance security, at the end of 1 month, the performance bank guarantee may be discharged/returned by the Chhattisgarh Samvad upon

being satisfied that there has been due performance of obligations of the bidder under the agreement. In case the contract is extended, the agencies will have to provide a new performance security of the extension term, valid for at least 1 month post completion of the empanelment, however, no interest shall be payable on the performance security.

Failure of the successful bidders to comply with the requirements of performance security clause shall constitute sufficient grounds for the annulment of the notification of award/LOA and forfeiture of the EMD. In such an event, the Chhattisgarh Samvad reserves the right to take any such measures as may be deemed fit in the sole discretion of the Chhattisgarh Samvad, including annulment of the bidding process and blacklisting of the firm from the Chhattisgarh Samvad for any future work.

Notwithstanding anything contained in this tender document, the Chhattisgarh Samvad reserves the right to accept or reject any proposal, or to annul the bidding process or reject all proposals, at any time without any liability or any obligation for such rejection or annulment.

The bidding process shall be governed by, and construed in accordance with, the laws of India and the courts in Chhattisgarh shall have exclusive jurisdiction over all disputes arising under, pursuant to and or in connection with the bidding process.

BID SUBMISSION

EACH PROPOSAL SHALL COMPRISE THE FOLLOWING:

- A. Scanned copy of the evidence for deposit of EMD and Tender fees
- B. Covering letter in the format set out in **Appendix A**
- C. Details of the bidder in the format set out in **Appendix B**. The bidder shall declare the company profile such as memorandum & article of association of the company, etc. The documents to be submitted should also include the following:
 1. Self-attested copy of bidder's entity registration (firm/company/LLP etc. Registered under applicable act in India).
 2. Self-attested copy of PAN card.
 3. Self-attested copy of the GST registration certificate.
 4. Copy of GSTR-3B for the month of December 2025 or quarter ending December 2025.
 5. Self-attested copy of the company profile, along with the list of significant clients.
 6. Chartered accountant certified along with UDIN mentioned annual turnover certificate for the last three financial years (i.e. 2022-23, 2023-24 and 2024-25) in the format set out in **Appendix E**.
 7. CA/Auditor certificate certifying the net worth in the last three financial years (i.e. 2022-23, 2023-24 and 2024-25).
 8. Income Tax Return, Balance sheet and Profit and Loss statement for the last three financial years (i.e. 2022-23, 2023-24 and 2024-25).
- D. Power of attorney as per **Appendix C**, authorizing the signatory of the proposal to commit the bidder on RS. 100/- non- judicial notarized stamp paper.
- E. **Technical proposal comprising:**
 1. Project data sheets & technical capacity of the bidder in the format set out in **Appendix D**, with supporting proofs as indicated in clause eligibility criteria and evaluation methodology.
 2. Technical presentation per guidelines prescribed in **Appendix F**.

3. Affidavit (**Appendix G**) regarding the non-debarment by any state/central government or their agencies on RS. 100/- non-judicial notarized stamp paper.

FINANCIAL SUBMISSION:

- A. Financial proposals are opened for only the eligible and technically qualified offers.
- B. The amount quoted must be **exclusive** of all applicable taxes.
- C. In future, if there are any changes in the tax structure, it will not affect the base award value. The tax transactions will be done on the basis of the applicable tax rates.

Each page of the technical e-bid shall be numbered and signed by an authorized signatory of the bidder.

EVALUATION

The criteria for pre-qualification, technical evaluation and selection of bidders are set out under section 'eligibility criteria and evaluation methodology'. As part of the evaluation, the technical submission shall be checked for responsiveness with the requirements of the tender document and only those proposals which are found to be responsive would be further invited to give a presentation in accordance with the criteria set out in this tender document.

PART I — Submission would be considered to be responsive if it meets the following conditions:

- A. The amount towards the EMD has been received on or before the proposal due date including any Extension thereof.
- B. It contains information in formats specified in this tender document.
- C. It conforms to the bid validity period as set out in the tender.
- D. It provides information in reasonable detail. ("reasonable detail" means that, but for minor deviations, the information can be reviewed and evaluated by the Chhattisgarh Samvad without communication with the bidder). The Chhattisgarh Samvad reserves the right to determine whether the information has been provided in reasonable detail.
- E. There are no inconsistencies between the proposal and the supporting documents.
- F. The e-bid document shall be properly indexed with page numbers and signed by the authorized signatory.

A proposal that is substantially responsive is one that conforms to the preceding requirements without material deviation or reservation. A material deviation or reservation is one:

- A. Which affects in any substantial way, the scope, quality, or performance of the assignment, or
- B. Which limits in any substantial way, inconsistent with the tender document, the Chhattisgarh Samvad rights or the bidder's obligations under the work order, or
- C. Which would affect unfairly the competitive position of other bidders presenting substantially responsive proposals.

The responsive proposals shall be evaluated as per the criteria set out in section 'eligibility criteria and evaluation methodology'.

The Chhattisgarh Samvad reserves the right to reject any proposal, if:

- A. At any time, a material misrepresentation is made or discovered.
- B. The bidder does not respond promptly and diligently to requests for supplemental information required for the evaluation of the proposal.

ELIGIBILITY CRITERIA AND EVALUATION METHODOLOGY

Bidders which are registered on the **Chhattisgarh Samvad** portal are eligible to participate in this tender process. E-bids submitted by any other bidders will be treated as non-responsive and will not be considered against this tender. New bidders who wish to participate should initiate new registration on the Chhattisgarh Samvad portal to be able to participate in the process.

PRE-QUALIFICATION CRITERIA

NOTE: Qualitative comparative evaluation of work credentials amongst the participating bidders may be applied. Work credentials will be considered as on last date of submission of e-bids. Since the characteristics of the project is critical in nature, the Chhattisgarh Samvad will perform sufficient analysis & checks on the technical capability, credentials of the bidders and qualitative assessment of the team members. Chhattisgarh Samvad reserves the right to verify the physical infrastructure, digital tool licenses, and in-house capabilities of the bidder through an on-site audit.

S. NO.	CRITERIA	DOCUMENTARY EVIDENCE
1	The bidder should be one of the following registered entities: i. A partnership firm registered under the Indian partnership Act, of 1932 (or) ii. A Limited Liability Partnership registered under the Indian limited Liability Partnership Act, 2008 (or) iii. A company registered under the Indian Companies Act, 1956/2013 iv. Proprietorship Firms registered under relevant law v. Societies Registered under relevant law The Agency Must have been in operation for a minimum of 3 years as on 1st January 2026 .	▪ Certificates of Incorporation (Registration certificates.) ▪ Copy of MOA, AOA, Partnership deed etc. ▪ Registration Certificate of Proprietorship firm ▪ Certificate of Society Registration ▪ PAN card & GST details
2	Minimum average annual turnover of INR 10 crores or more for Tier-1 and INR 2 crores or more for Tier-2 in the last three financial years (i.e. 2022-23, 2023-24 and 2024-25).	▪ CA Certified turnover certificate with valid UDIN. ▪ IT Return, Balance sheets and Profit and loss statement for the last three financial years to support the claim.
3	The bidding entity must have positive net worth in the last three financial years (i.e. 2022-23, 2023-24 and 2024-25).	▪ CA/auditor certificate certifying the net worth in last in the last three financial years.
4	GST Return	▪ Copy of GSTR-3B for the month of

		December 2025 or quarter ending December 2025.
5	The bidding entity must not be Blacklisted/terminated/debarred by any state or central government or their agencies and should not have been found guilty of any criminal offence by any court of law, in the last 3 years.	Affidavit (Appendix G format only) by the authorized signatory
6	The bidding entity must have In-house facility for production and editing of content in all forms for PR/social media outreach, technology support, industry approved in-house available software for social listening and analytics tools. Also the bidding entity must not support/promote any of the following content, either in digital/physical space: A. Anti-national content B. Pornographic and trafficking content C. Political association D. Malicious content E. Content hurting religious sentiments F. Promoting piracy in any form	Undertaking on company's letterhead
7A	The bidder should have executed or be executing at least 2 Communication/ Publications (PR/ Editorial/ content creation/ editing/ designing/ formatting) project OR experience of minimum 2 projects in the field of social media management for Central/State Government departments / agencies/ PSUs, in the last 3 years. * Project with digital media and/or advertising buy only will not be considered as eligible.	- LOA/agreement/contract/work order, duly certified by the authorized signatory of the bidding company - Appendix D detailing the scope of work and other required information to establish - Supporting literature, public pages to validate the work credential - Experience certificate/Completion certificate from Client OR CA certificate, indicating the total payment received by the bidding company.

The agency fulfilling the above pre-qualification criteria will be considered eligible bidder. Failure to comply with pre-qualifications criteria shall render the bidder ineligible. The technical and financial proposal of ineligible bidder shall not be considered.

TECHNICAL EVALUATION CRITERIA

S. NO.	CRITERIA HEAD	CRITERIA FOR TIER-1	CRITERIA FOR TIER-2	DOCUMENTS REQUIRED	MAX MARKS
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1	Bidder Turnover	Minimum average annual turnover of Rs. 10 crores or more in the last three financial years (i.e., 2022-23, 2023-24 and 2024-25). Marking: - Rs. 10-15 crores: 10 marks - Rs. 15-20 crores: 15 marks - Rs. 20 crores+: 20 marks	Minimum average annual turnover of Rs. 2 crores or more in the last three financial years (i.e., 2022-23, 2023-24 and 2024-25). Marking: - Rs. 2-3 crore: 10 marks - Rs. 3-5 crores: 15 marks - Rs. 5 crores+: 20 marks	CA Certified turnover certificate with valid UDIN	20
2	Project Experience	Project experience of executed or be executing Communication/ Publications (PR/ Editorial/ content creation/ editing/ designing/ formatting) project OR projects in the field of social media management for Central/State Government departments / agencies/ PSUs, with order value more than 50 lacs in the last 3 years. * Project with digital media and/or advertising buy only will not be considered as eligible. Marking: 5 Marks for each project, subject to a maximum of 20 marks for 4 projects	Project experience of executed or be executing Communication/ Publications (PR/ Editorial/ content creation/ editing/ designing/ formatting) project OR projects in the field of social media management for Central/State Government departments / agencies/ PSUs, with order value more than 4 lacs in the last 3 years. * Project with digital media and/or advertising buy only will not be considered as eligible. Marking: 5 Marks for each project, subject to a maximum of 20 marks for 4 projects	- LOA/agreement /contract/work order - Appendix D - Supporting literature, public pages - Experience certificate/Completion certificate from Client OR CA certificate, indicating the total payment received	20
3	Project Experience	Cumulative value of executed or be executing Communication/ Publications (PR/ Editorial/ content creation/ editing/ designing/ formatting) project OR projects in the field of social media management for Central/State Government departments / agencies/ PSUs, in the last 3 years. * Project with digital media	Cumulative value of executed or be executing Communication/ Publications (PR/ Editorial/ content creation/ editing/ designing/ formatting) project OR projects in the field of social media management for Central/State Government departments / agencies/ PSUs, in the last 3 years.	- LOA/agreement /contract/work order - Appendix D - Supporting literature, public pages - Experience certificate/Completion certificate from Client OR CA	20

		and/or advertising buy only will not be considered as eligible. Marking: 1 - 3 cr: 10 marks 3 - 5 cr: 15 marks 5 cr+: 20 marks	* Project with digital media and/or advertising buy only will not be considered as eligible. Marking: 25 - 50 lacs: 10 marks 50 - 75 lacs: 15 marks 75 lacs+: 20 marks	certificate, indicating the total payment received	
4	Presentati on	Technical PPT (not more than 10 minutes) - Past similar work experience with Central/State Government Dept/Agencies/ PSUs - Company credentials, capabilities & achievements - Understanding and comprehension of the scope of work, its sanctity, approach to elevate content outreach for social media handle - Branding and social media strategy for the Government of Chhattisgarh - Media monitoring, Social listening & reporting strategy - PR plan / Social media outreach plan for any one department of Government of Chhattisgarh			40

The technical score (TS) for the technical proposal will be the arithmetic sum of the marks assigned to the bidders under each of the parameters listed above. The bidder is required to achieve a minimum technical score of 70 marks (benchmark score) for opening of financial bids.

FINANCIAL EVALUATION METHODOLOGY

- All the technically qualified bidders securing a minimum of 70 out of total 100 marks shall be eligible for opening of financial bids.
- Manpower-wise lowest price bids (L1) shall be determined after comparison of prices of technically qualified bidders.
- Rate chart would be prepared with Manpower-wise L1 rates.
- All technically qualified bidders shall then be offered to work on the Manpower-wise rates as per Rate chart.
- Technically qualified bidders agreeing to work as per Rate chart shall then be empaneled for a period of 2 years which can be extended further as per need and mutual agreement.
- The Tender Committee has reserved the rights to negotiate the L1 rates with technically qualified bidders.
- Reasonability of rates:** The difference between the L1 rate identified in the financial bid against each manpower category and the average rate quoted against that category should be less than 30% of average rate quoted against that category. Formula for the same to be used as below –
 - If difference between the L1 rate identified in the financial bid against each of the manpower category and the average rate quoted against that category is equal to or greater than 30% of average rate quoted against that category, then L1 bid would be discarded and L2 rate would be considered.
 - If difference between the L1 rate identified in the financial bid against each of the manpower

category and the average rate quoted against that category is less than 30% of average rate quoted against that category, then L1 rate will be considered.

NON-ELIGIBILITY

- Bids of those bidders against whom any criminal case is pending before court of competent jurisdiction or who have been convicted by court of competent jurisdiction shall not be considered.
- Bids of those bidders, who will found to be involved in theft or in non-payment of government dues of taxes, will be out rightly rejected and will not be considered for the opening of the financial bid.
- The bids of those bidders who have been blacklisted or debarred by the central government or any central government authority or any state government or any state government authority, shall not be considered.
- Bidders shall submit affidavit for the aforesaid purpose.

NEGOTIATIONS: CEO, Chhattisgarh Samvad has right to Negotiation with L1 Bidder.

COMPETENT AUTHORITY'S RIGHT TO VARY ITEMS/ACTIVITIES AT THE TIME OF AWARD: The competent authority shall have the right to make any alterations, omissions, additions or subtractions in items/services at the time of award of work. The competent authority will give such intimation to the agency, and additional cost/deduction in the bid prices, based on the rate chart, will be worked out with the agency. In case, the agency does not agree for such alterations, the competent authority will be free to award the work to other empaneled agency.

IMPORTANT NOTE:

1. Chhattisgarh Samvad shall in no circumstance whatsoever, be held responsible or liable in any manner whatsoever, for any costs or expenses incurred or any loss suffered by Bidder, in connection with or in consequence of the preparation or delivery of any bids, or compliance with any of the requirement of the Invitation for bids or in any other manner.
2. Any concealment of a material fact or a misrepresentation shall lead to disqualification of the Bidder. Submission of forged documents will also result in summary rejection of the bid.
3. Canvassing in any form shall render the bids liable to be rejected.
4. The tenderer shall be deemed to have duly considered all terms of this Invitation for bids document and acknowledge that it intends to submit bids offer in accordance with the provisions of this document having accepted the terms and conditions as have been incorporated herein and/or that may be incorporated by Chhattisgarh Samvad through any Addendum(s).
5. The tenderer would be fully responsible to follow all labor welfare legislations in India and Chhattisgarh Samvad will not be responsible for any default/ violation of labor welfare legislations by the agency.
6. Tenderer shall be directly responsible for any/all disputes arising between him and his personnel/workers and shall keep Chhattisgarh Samvad indemnified against all losses, damages and claims arising thereof.
7. Tenderer shall be solely responsible for payment of wages/ salaries/all applicable tax and allow ancestor their personnel that are applicable under the laws in force including any new act or order of Government that may become applicable. Chhattisgarh Samvad shall have no liability whatsoever in this regard.
8. Tenderer shall be fully responsible for theft, burglary, fire or any mischievous deeds by his staff.
9. Chhattisgarh Samvad reserves the right to award the work in full or in part through one or many tenderers and to reject any one or all the bids without assigning any reason.
10. No change in the composition of tenderer will be permitted by the Chhattisgarh Samvad after the Bid or

subsequently during execution.

11. The Chhattisgarh Samvad reserves the right to reject any application, if at any time a material misrepresentation is made or uncovered. This would lead to the disqualification of the application and further legal recourse for future.
12. The financial quote must not be quoted anywhere in the technical bid.

Chief Executive Officer

Chhattisgarh Samvad
Nava Raipur Atal Nagar

APPENDIX-A

COVERING LETTER
(ON THE LETTERHEAD OF THE BIDDER)

DATE:

To:

REF: 'Empanelment of PR and Social Media Management agencies for government departments, corporations and agencies (except CMO and DPR)'

DEAR SIR,

Being duly authorized to represent and act on behalf of _____ (hereinafter referred to as the bidder') and having reviewed and fully understood all of the proposal requirements and information provided and collected, the undersigned hereby submits the proposal on behalf of _____ (name of bidder) for the captioned project, with the details as per the requirements of the tender document, for your evaluation. We confirm that our proposal is valid for a period of 180 days from _____ (insert proposal due date).

We also hereby agree and undertake as under:

Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our proposal, we hereby represent and confirm that our proposal is unqualified and unconditional in all respects and we agree to the terms of the proposed scope of work, which forms a part of the tender document provided to us. We hereby certify and confirm that in the preparation and submission of our proposal, we have not acted in concert or in collusion with any other bidder or other person(s) and also not done any act, deed or thing which is or could be regarded as anti-competitive.

Yours faithfully,

For and on behalf of (name of bidder)

Duly signed by the authorized signatory of the bidder

(Name, title and address of the authorized signatory)

APPENDIX-B**DETAILS OF BIDDER**
(ON THE LETTERHEAD OF THE BIDDER)

1	Name of the project		
2	Name of the bidder firm		
3	Registered office	Address with pin code	
		Telephone Nos.	
		Email Id	
		Website	
4	GSTIN (Copy to be enclosed)		
5	PAN card no (copy to be enclosed)		
6A	Name and designation of the Chief Executive of the firm		
6B	Address		
7A	Name and designation of the Authority that is authorized to sign the e-bid document		
7B	Address		
8	EMD amount (Transaction Details)		
9	Documents in evidence of past experience		
10	Tier (in which applied)		Tier-1/Tier-2
11A	Applying for Empanelment of PR Agency		Yes/No
11B	Applying for Empanelment of Social Media Management Agency		Yes/No

APPENDIX-C

POWER OF ATTORNEY (ON STAMP PAPER OF INR 100/-)

Know all men by these presents, we _____ Name and address of the registered office) do hereby constitute, appoint and authorize Mr./Ms. _____ (name and residential address) who is presently employed with us and holding the position of _____ as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our proposal for "Empanelment of PR and Social Media Management agencies for government departments, corporations and agencies (except CMO and DPR)" including signing and submission of all documents and providing information/responses to the Chhattisgarh Samvad of in all matters in connection with our proposal for the said assignment.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this power of attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Dated this the for _____ day of _____ 2025
(Name and designation of the person(s)
signing on behalf of the bidder)

Accepted

_____ (Signature)

(Name, title and address of the attorney)

Date:

Note:

1. To be executed only if the bidder is a company, agency or firm.
2. The mode of execution of the power of attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. Copy of such document should be submitted along with the power of attorney. Also, wherever required, the bidder should submit for verification the extract of the charter documents and documents such as a resolution/power of attorney in favor of the person executing this power of attorney for the delegation of power hereunder on behalf of the bidder.

APPENDIX-D**FORMAT FOR PROJECT DATA SHEET**

Name of the firm:

Project Name:		Country:
Project Location with Country		Professional staff provided by the Firm : No. of Staff: No. of Person Month:
Nature of Client		
Start date (month/year)	Completion date (month/year)	Approx. Value of services (in INR):
Name of senior staff involved and functions performed:		
Description of the project:		
Description of actual services provided:		

APPENDIX-E

**FINANCIAL CAPACITY OF THE BIDDER
(CHARTERED ACCOUNTANT CERTIFICATE)**

Bidder	Annual turnover			
	20XX-XX	20XX-XX	20XX-XX	Average annual turnover

Name & address of bidder:

Instructions:

The bidder shall submit a Chartered Accountant certified turnover certificate only. The certificate should mention:

1. CA certification regarding annual turnover for the last three financial years (2022-23, 2023-24 and 2024-25).
2. UDIN no of the CA certification.

APPENDIX-F

GUIDELINES FOR TECHNICAL PRESENTATION

Technical PPT to include, but not limited to:

- Past similar work experience with Central/State Government Dept/Agencies/ PSUs
- Company credentials, capabilities & achievements
- Understanding and comprehension of the scope of work, its sanctity, approach to elevate content outreach for social media handle
- Branding and social media strategy for the Government of Chhattisgarh
- Media monitoring, Social listening & reporting strategy
- PR plan / Social media outreach plan for any one department of Government of Chhattisgarh

APPENDIX-G

**NON-DEBARMENT AFFIDAVIT
(ON STAMP PAPER OF INR 100/-)**

Date:

To: CEO, Chhattisgarh Samvad
Department of Public Relations,
Government. of Chhattisgarh

Reference: Empanelment of PR and Social Media Management agencies for government departments, corporations and agencies (except CMO and DPR)

Dear sir,

I/we hereby declare that statements, project documents, credentials, documentary evidence, financial statements and other tender documents in the proposal are true, authentic to the best of my/our knowledge. I/we have not incorporated any information not undertaken by us, in the proposal. I/we, for the purpose of the said tender, have not forged, misrepresented & misled any information that has not been undertaken by us. For the purpose of the evaluation, the Chhattisgarh Samvad, has the right to verify the authenticity of the proposal submitted by us.

I/we fully understand that in case of furnishing any false documents or statements, forging, misrepresentation & producing misleading information in the proposal and failure to abide by the terms and conditions of the tender, I/we are liable to any actions that may be taken against us by the Chhattisgarh Samvad.

I/we, also declare that I/we have not been blacklisted/terminated/debarred by any state or central government or their agencies and have not been found guilty of any criminal offence by any court of law, in the last 5 years.

All above mentioned points are true, authentic to the best of my/our knowledge.

Yours faithfully,

Name of the bidder

Signature of the authorized person

Name of the authorized person

APPENDIX-H**FINANCIAL TENDER PROPOSAL
(TO BE SUBMITTED ONLINE)****Tier (in which applying):** Tier-1/Tier-2

S. No	Manpower	Monthly Cost (In INR) (Exclusive of Taxes)
1	PR Manager	
2	Content writer for News/ Articles (Hindi/ English)	
3	Media Manager	
4	Social Media Manager	
5	Content Writer for social media (Hindi/ English)	
6	Graphic Designer/Visual Content Creator	
7	Video Editor/Animator	
8	Social Media Executive	
9	Social Media Analyst	
10	Social Media Performance Marketing Expert	
11	Research Associate	
12	Photographer	
13	Videographer	

GENERAL TERMS & CONDITIONS

Empanelment of PR and Social Media Management agencies for government departments, corporations and agencies (except CMO and DPR) Chhattisgarh Samvad, Nava Raipur Atal Nagar

APPLICATION: These general conditions shall apply to the extent that provisions in other parts of this tender do not supersede them. For interpretation of any clause in the contract agreement, the interpretation of the Chhattisgarh Samvad shall be final and binding on the PR/social media agency.

RELATIONSHIP BETWEEN PARTIES: Nothing mentioned herein shall be construed as relationship of master and servant or of principal and agent between the ' PR/social media agency' and 'Chhattisgarh Samvad'. The agency has complete charge of personnel performing the services executed by the agency from time to time. The agency shall be fully responsible for the services performed by it at all times.

STANDARDS OF PERFORMANCE: The PR/social media agency shall provide services and carry out its obligations under the contract with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The agency shall always act in respect of any matter relating to this tender as faithful to the Chhattisgarh Samvad , Government of Chhattisgarh and its department/corporation/agency and abide by all the provisions/acts/rules etc. of government processes prevalent in the country. The Chhattisgarh Samvad shall evaluate the performance of the agency based on the quality of the services rendered as well as feedback received by the officials concerned at client department/corporation/agency.

CODE OF INTEGRITY: No official of a procuring entity or a bidder shall act in contravention of the codes which include:

- a. prohibition of
 - i. making offer, solicitation or acceptance of bribe, reward or gift or any material benefit, either directly or indirectly, in exchange for an unfair advantage in the procurement process or to otherwise influence the procurement process.
 - ii. Any omission, or misrepresentation that may mislead or attempt to mislead so that financial or other benefit may be obtained, or an obligation avoided.
 - iii. any collusion, bid rigging or anticompetitive behavior that may impair the transparency, fairness and the progress of the procurement process.
 - iv. improper use of information provided by the procuring entity to the bidder with an intent to gain unfair advantage in the procurement process or for personal gain.
 - v. any financial or business transactions between the bidder and any official of the procuring entity related to tender or execution process of contract, which can affect the decision of the procuring entity directly or indirectly.
 - vi. any coercion or any threat to impair or harm, directly or indirectly, any party or its property to influence the procurement process.
 - vii. obstruction of any investigation or auditing of a procurement process.
 - viii. making false declaration or providing false information for participation in a tender process or to secure a contract.
- b. disclosure of conflict of interest.

- c. Disclosure by the bidder of any previous transgressions made in respect of the provisions of sub-clause (a) with any entity in any country during the last three years or of being debarred by any other procuring entity.

DELIVERY AND DOCUMENTS: As per the time schedule agreed between parties for specific projects given to the PR/social media agency from time to time, the agency shall submit all the deliverables to the Chhattisgarh Samvad and client department/corporation/agency. The agency shall not, without client department/corporation/agency's prior written consent, disclose contract, literature, drawings, specifications, plans, patterns, samples or other documents to any person or organization other than an entity employed by the agency for the performance of the contract, in consultation with the client department/corporation/agency.

In case of the termination of the tender, all the documents prepared by the agency under the contract shall become property of the client department/corporation/agency. The agency must not use any of the material or content anywhere, without taking permission, in writing, from the client department/corporation/agency. The client department/corporation/agency reserves the right to grant or deny any such request.

AGENCY PERSONNEL: The PR/social media agency shall employ and provide such qualified and experienced personnel as may be required to perform the services under the specified project, the personnel who have adequate knowledge and experience in the domain related with this project. It is desirable that the agency shall utilize the services of domain specialists, if required, to work on the project effectively.

APPLICABLE LAW: Applicable law means the laws and any other instruments having the force of law in India as they may be issued and in force from time to time. The contracts shall be interpreted in accordance with the laws of the Union of India and that of state of Chhattisgarh.

INTELLECTUAL PROPERTY RIGHTS: The PR/social media agency shall insure itself against all third-party claims of infringement of copyright, patent, trademark or industrial design rights arising from use of the press clippings, photographs, AV material or any part thereof in India or abroad. In the event of any claim asserted by a third party of infringement of copyright, patent, trademark or industrial design rights arising from the use of any material or any part thereof in India, the agency shall act expeditiously to extinguish such claim. If the agency fails to comply and the Chhattisgarh Samvad/client department/corporation/agency is required to compensate a third party resulting from such infringement, the agency shall be responsible for the compensation including all expenses, court costs, lawyer fees and will be liable for penalty/termination by the Chhattisgarh Samvad/ client department/corporation/agency. The agency shall provide the Chhattisgarh Samvad and client department/corporation/agency with a notice of such a claim, if made, without delay.

SUSPENSION: Chhattisgarh Samvad may, in written notice to the PR/social media agency, suspend all payments to it hereunder if the agency fails to perform any of its obligations under the contract including the carrying out of the services, provided that such notice of suspension,

- Shall specify the nature of failure.
- Shall request the agency for a remedy of such failure within a period not exceeding thirty (30) days after the receipt of such notice of failure by the agency.

TERMINATION: Under the contract, the Chhattisgarh Samvad may, by written prior notice of 1 month can terminate the services of the PR/social media agency in the following ways:

- Termination by default for failing to perform obligations under the contract or if the quality is not up to the specification or in the event of non-adherence to any time schedule that may be mentioned by the

Chhattisgarh Samvad/client department/corporation/agency.

- Chhattisgarh Samvad by written notice sent to the agency, may terminate the contract, in whole or in part, at any time for its convenience. The notice of termination shall specify that termination is for the Chhattisgarh Samvad's convenience, the extent to which performance of the agency under the contract is terminated, and the date upon which such termination becomes effective.
- The Chhattisgarh Samvad may at any time terminate the contract by giving a written notice to the agency, if the agency becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the agency, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the Chhattisgarh Samvad.
- If Chhattisgarh Samvad/client department/corporation/agency finds unsatisfactory performance of the agency or breach of any term and condition laid down in this tender, the performance security and EMD will be forfeited.
- In the event of non-critical performance deficiencies, the Agency shall be provided with written notice and a period of 15 working days to cure the deficiency before invoking termination.

RESOLUTION OF DISPUTES: if any dispute arises between parties, then there would be two ways for resolution of the dispute under the contract.

- **AMICABLE SETTLEMENT:** the performance of the contract is governed by the terms & conditions of the contract. However, at times dispute may arise over the interpretation of any term or condition of contract including the scope of work, etc. in such a situation either party of the contract may send a written notice of dispute to the other party. The party receiving the notice of dispute will consider the notice and respond to it in writing within 30 days after receipt. If the dispute cannot be amicably settled within 45 days following the response of that party, then clause 'resolution of dispute below, for resolution of disputes shall become applicable.
- **RESOLUTION OF DISPUTES:** in the case of dispute arising between the Chhattisgarh Samvad and the agency, which has not been settled amicably, any party can refer the dispute for arbitration under the arbitration and conciliation act, 1996, as amended from time to time, and any statutory modification or re-enactment thereof, shall apply to these arbitration proceedings.

The decision of the arbitrator shall be final and binding upon both the parties. All arbitration awards shall be in writing and shall state the reasons for the award. The expenses of the arbitration as determined by the arbitrators shall be shared equally by the Chhattisgarh Samvad and the PR/social media agency. However, the expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself. Arbitrator shall be appointed by the Government of Chhattisgarh on recommendation of Chhattisgarh Samvad.

CONFLICT OF INTEREST: The PR/social media agency is required to provide professional objective and impartial advice and at all times holds the client department/corporation/agency's interest's paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work, without limitation on the generality of the foregoing, agency and any of its affiliates shall be considered to have a conflict of interest under any of the circumstances set forth below:

- **CONFLICTING ACTIVITIES:** An agency or any of its affiliates, selected to provide assignment/job for this project shall be disqualified from subsequent downstream supply of goods of works or services resulting from or directly related to this project.

- **CONFLICTING ASSIGNMENT/JOB:** An agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the agency to be executed for the same or for another employer.
- **CONFLICTING RELATIONSHIPS:** An agency that has a business or family relationship with a member of the Chhattisgarh Samvad/client department/corporation/agency staff who is directly or indirectly Involved in any part of the project shall not be awarded the contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Chhattisgarh Samvad throughout the empanelment process and the execution of the contract.

The agency has an obligation to disclose any situation of actual or potential conflict that impacts its capacity to serve the best interest of Chhattisgarh Samvad and client department/corporation/agency, or that may reasonably be perceived as having this effect. Any such disclosure shall be made to Chhattisgarh Samvad, immediately. If the agency fails to disclose such situations and if the Chhattisgarh Samvad comes to know about any such situation at any time, it may lead to the disqualification of the agency during bidding process or the termination of its contract during execution of the assignment.

LEGAL JURISDICTION: All legal disputes between the parties shall be subject to the jurisdiction of the courts situated in Raipur, Chhattisgarh only.

SUBLETTING- The bidder shall not, without the prior approval of the competent authority in writing, sublet or assign to any other party or parties, the whole or any portion of the work under the contract. Where such approval is granted, the contractor shall not be relieved of any obligation or duty or responsibility which he undertakes under the RFP.

PENALTY CLAUSE: Chhattisgarh Samvad and client department/corporation/agency will evaluate the performance of the agency based on the quality & quantity of the services rendered, validation by the Chhattisgarh Samvad verification committee and feedback received by the officials concerned at the client department/corporation/agency. Any work done for offices apart from the Chhattisgarh Samvad will first be validated by officers concerned from such offices. The decision of the Chhattisgarh Samvad shall be binding in this regard.

All the documents/media assets/application etc. prepared and developed by the bidder will be the property of the client department/corporation/agency. All designs, reports, other documents and software submitted by the bidder pursuant to this work order shall become and remain the property of the client department/corporation/agency, and the bidder shall, not later than upon termination or expiration of the work order, deliver all such documents and software to the client department/corporation/agency, together with a detailed inventory thereof. If at any given 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 obligations, the Chhattisgarh Samvad may take a decision to cancel the contract with immediate effect. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.

- In case of late/unsatisfactory/no services on a specific activity, in which the agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the agency shall be liable to penalty of 10% of the monthly award value (monthly work order value). The timeline/schedule of deliverables will be decided as and when the requirement/tasks activities arise. The Chhattisgarh Samvad will have the right to cancel the contract at any time without assigning any reason

thereof.

- For any published incorrect/misleading information, which hampers the image of the Government of Chhattisgarh/client department/corporation/agency will attract a penalty of 10% of the monthly award value (monthly work order value). Such incidents include, but not limited to, factually incorrect information about the state government, incorrect artwork/creative, etc. The decision of the Chhattisgarh Samvad shall be binding in this regard.
- In the event of three instances of penalties, Chhattisgarh Samvad shall have the right to terminate the contract at the risk and cost of the agency/bidder.

LIQUIDATED DAMAGES: In case of delay in completion/ error of services or breach of contract terms and conditions, liquidated damages not exceeding an amount equal to 20% of the monthly award value (monthly work order value), shall be imposed and shall be recovered by appropriation from the Performance Security or otherwise. In the event of three instances of liquidated damages, Chhattisgarh Samvad shall have the right to terminate the contract at the risk and cost of the agency/bidder.

FORCE MAJEURE: Notwithstanding anything contained in the scope of work, the agency shall not be liable for liquidated damages or termination for default, if and to the extent that, it's delay in performance or other failures to perform its obligations under the agreement is the result of an event of force majeure.

For purposes of this clause "force majeure" means an event beyond the control of the agency and not involving the agency's fault or negligence and which was not foreseeable. Such events may include wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargos. The decision of the Chhattisgarh Samvad regarding force majeure shall be final and binding on the agency. If a force majeure situation arises, the agency shall promptly notify the Chhattisgarh Samvad in writing, of such conditions and the cause there of. Unless otherwise directed by the Chhattisgarh Samvad in writing, the agency shall continue to perform its obligations under the agreement as far as reasonably practical and shall seek all reasonable alternative means for performance not prevented by the force majeure event.

PROCESS CONFIDENTIALITY: Information relating to the examination, clarification and comparison of the proposals shall not be disclosed to any bidders or any other persons not officially concerned with such process until the publication of the award of contract. The Bidders qualifying for opening of the financial bids based on the evaluation of the technical bid may, if desired, attend the financial bid opening meeting of the evaluation committee. The undue use by any bidder of confidential information related to the process may result in rejection of its proposal. Except with the prior written consent of the Chhattisgarh Samvad, no party, shall, at any time communicate to any person or entity any confidential information acquired in the course of the contract.

DATA CONFIDENTIALITY: The agency shall maintain full confidentiality of the data provided to it or data generated while providing services. Under no circumstances will the agency divulge/reveal/share such data for the purpose other than for meeting the Chhattisgarh Samvad/client department/corporation/agency's requirements. Any violation of this confidentiality clause may result in instant termination of the contract and blacklisting of the agency's services from the Government of Chhattisgarh, the decision of the client shall be final in this regard and binding on the agency.

CHANNELS OF COMMUNICATIONS

- The Chhattisgarh Samvad, at all stages, will be the first point of contact for all communication from the PR/social media agency.
- All communication that may require references or proof of occurrence of communication shall be made to the Chhattisgarh Samvad via electronic mail. Communication from the Chhattisgarh Samvad to the PR/social media agency could be made telephonically, in writing, verbally or email.
- The point of contact on behalf of the Chhattisgarh Samvad for the PR/social media agency or anyone representing the agency shall be a nominated officer of the Chhattisgarh Samvad /Directorate of Public Relations, Government of Chhattisgarh.

FRAUD AND CORRUPT PRACTICES: The bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the bidding process and subsequent to the issue of the LOA and during the entire project duration. Notwithstanding anything to the contrary contained herein, or in the LOA, the Chhattisgarh Samvad may reject a bid, withdraw the LOA, or terminate the association with the selected bidder, as the case may be, without being liable in any manner whatsoever to the bidder, if it determines that the bidder, has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the bidding process. In such an event, the authority shall be entitled to forfeit and appropriate performance security, as damages, without prejudice to any other right or remedy that may be available to the Chhattisgarh Samvad under the bidding documents and/or the LOA, or otherwise.

Without prejudice to the rights of the Chhattisgarh Samvad under the clause 'fraud and corrupt practices' herein above and the rights and remedies which the Chhattisgarh Samvad may have under the LOA, or otherwise if a bidder, is found by the Chhattisgarh Samvad to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the bidding process, or after the issue of the LOA or the project duration, such bidder shall not be eligible to participate in any tender or RFP issued by the Chhattisgarh Samvad and Directorate of Public Relations, Government of Chhattisgarh for a period of 2 (two) years from the date such bidder, is found by the authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practices, as the case may be.

For the purposes of this clause fraud and corrupt practices, the following terms shall have the meaning hereinafter respectively assigned to them:

- A. 'Corrupt practice' means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any person connected with the bidding process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Chhattisgarh Samvad who is or has been associated in any manner, directly or indirectly, with the bidding process or the LOA or has dealt with matters concerning or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the Chhattisgarh Samvad, shall be deemed to constitute influencing the actions of a person connected with the bidding process); or (ii) save and except as permitted under the clause 'performance security' (b) of this tender, engaging in any manner whatsoever, whether during the bidding process or after the issue of the LOA or during the project duration, as the case may be, any person in respect of any matter relating to the project or the LOA, who at any time has been or is a legal, financial or technical adviser of the Chhattisgarh Samvad in relation to any matter concerning the project;

- B. 'Fraudulent practice means a misrepresentation or omission of facts on suppression of facts or disclosure of incomplete facts, in order to influence the bidding process.
- C. 'Coercive practice' means impairing or haring, or threatening to impair or harm, directly or indirectly, any person of property to influence any person's participation or action in the bidding process.
- D. 'Undesirable practice' means (1) establishing contact with any person connected with or employed or engaged by the Chhattisgarh Samvad with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the bidding process; or (ii) having a conflict of interest; and.
- E. 'Restrictive practice' means forming a cartel or arriving at any understanding or arrangement among bidders with the objective of restricting or manipulating a full and fair competition in the bidding process.

ROLES & RESPONSIBILITIES OF STAKEHOLDERS

CHHATTISGARH SAMVAD & CLIENT DEPARTMENT/CORPORATION/AGENCY

- Provide necessary guidance, support, approvals and strategic suggestions as and when required, through periodic review for the duration of the contract.
- Ensure that the agency conducts work as specified in the scope of work.
- Validate the work performed by the agency, based on monitoring the scope of work for payments.

PR/SOCIAL MEDIA AGENCY

Over and above the mentioned pre-requisites of the agency in the 'scope of work', the agency shall have to ensure optimal performance by dispersing key responsibilities as follows:

- The agency will appoint 'project lead' to be the nodal point for coordinating with the client. The person identified must be available over phone/email at all times.
- The agency will sign a 'non-disclosure agreement with the Chhattisgarh Samvad as part of the empanelment. The non-disclosure agreement will cover all the data that has been provided by the Chhattisgarh Samvad for operations along with the data that is generated during the operation of the project.
- The agency will arrange, install and maintain equipment for transmission of data and images to the Chhattisgarh Samvad and client department/corporation/agency, as instructed by Chhattisgarh Samvad.
- The agency will provide all relevant clippings, media assets, hard drives and content repository and data as and when required by the Chhattisgarh Samvad and client department/corporation/agency.
- Any expenses pertaining to the manpower deployed in the process along with maintenance cost of hardware/software, facility charges etc. will be borne by the agency.
- The agency is solely responsible for managing the activities of its personnel and will hold itself responsible for any misdemeanors.
- The agency will treat as confidential all data and information obtained during execution of its responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of the Chhattisgarh Samvad/client department/corporation/agency.