

NOTICE INVITING ONLINE REQUEST FOR THE EMPANELMENT OF INFLUENCER MARKETING AGENCIES

RFP No - 6822

NAVA RAIPUR ATAL NAGAR, DATED – 27/03/2026

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

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

(1) Date of Pre-bid Meeting:	07/04/2026 from 03:00 PM (Last date for submission of Pre bid queries via email to: cgsamvad@gmail.com 07/04/2026 till 2:00 PM)
(2) Last date of online submission of tender documents:	24/04/2026 before 03:00 PM
(3) Date of Opening of Technical Bids:	24/04/2026 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

Ph: 0771-2512536, 2512539



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NOTICE INVITING ONLINE REQUEST FOR THE EMPANELMENT OF INFLUENCER MARKETING AGENCIES

NIT no. : **6822/C.G. Samvad/2026**

Nava Raipur Atal Nagar, Dated 27/03/2026

Chhattisgarh Samvad invites online tender from reputed Influencer marketing 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:	07/04/2026 from 03:00 PM (Last date for submission of Pre bid queries via email to: cgsamvad@gmail.com 07/04/2026 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 Influencer Marketing agencies for Government of Chhattisgarh, 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 Influencer based campaigns. 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 and digital media influencers, 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.

In this context, Chhattisgarh Samvad invite e-bids for Empanelment of Influencer Marketing agencies for Government of Chhattisgarh. 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.

DEFINITIONS AND EXPLANATIONS

CPV (Cost per view)	Cost per view of video advertisement where a view is counted when a viewer watches at least 30 seconds of the video ad or as stipulated by the platform
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CH/PC: Chat Show/Podcast	A Chat Show/Podcast will be in a controlled environment with professional camera and audio equipment's in minimum HD quality. The rate quoted under this category should include all the cost involved in production of such content.
FP: Field Production	Field production will be capturing video and audio content outside of a studio or controlled environment in a minimum HD quality i.e. with inclusion of video bytes of beneficiaries, video bytes of people from a government event, promotional video of a place, event, etc. The rate quoted under this category should include all the cost involved in production of such content including cost of talent, travel, lodging, crew, equipment, or any other charges involved in production of such content.
Channel/Handle	A social media channel/handle may be an account of a writer/author, actor, sportsperson, musician, dancer, social worker, or anyone who captures public attention and has a remarkable public reputation, image, voice, subject expertise, or other traits that make their identity unique on digital platforms.
Demographic Filter	Demographic filter is the filter allowed by the platform to filter target audience by geography, gender, age, age-group, interest, or any other such category as stipulated by the social media platform.
Primary Platform	The primary social media platform would be the one where the channel/handle will have the highest number of followers/subscribers.

INDICATIVE SCOPE OF WORK

The empaneled agencies will be required to run social media influencer campaigns to promote government schemes, programs, policies, initiatives, events etc. on behalf of the departments, corporations and agencies of the Government of Chhattisgarh. The scope under the empanelment shall include, but not be limited to, the following:

1. Understanding the Campaign Brief, Target Audience & Markets as well as the timelines for deliverables. Under this scope the media agency is required to identify various social media channels/handles which are suitable to disseminate information based on specific demands / needs/ themes of the campaign on platforms like Facebook, Instagram, X (formerly Twitter) and YouTube etc.
2. Preparing a detailed campaign plan, execution strategy and means of promotion using social media channels/handles including the following but not limited to:
 - a. Selection criteria for the channels/handles in accordance with the requirement of client department, corporations and agencies. Criteria must include qualitative & quantitative parameters to assess relevancy of channels/handles to reach target market and audience.

The requirements will be communicated to client according to the campaign specific needs on case-to-case basis.

- b. Social Media Platforms to be used for the Campaign are Facebook, Instagram, YouTube, X (formerly Twitter) etc.
 - c. Identification of channels/handles who will be responsible for Content Creation/Production of video clips, mentions, amalgamation/integration of scheme video in creator's content discussions, etc. in local language/dialect and/or keeping in mind the requirement of campaign which is accepted in the region.
 - d. Monitor channels/handles for content amplification with marketing management tools to ensure that execution timelines and targets at the agreed budget estimations are met.
 - e. Manage Coordination between client and channels/handles for content creation and execution as per campaign requirements & ensuring that content is not deleted before the agreed duration. Content shall be hosted on the primary platform and all the other platforms (Facebook, Instagram, X, YouTube) where the social media handle/channel has an online presence. Generally, all posts/uploads done by social media handles/channels would be kept for perpetuity unless specified otherwise.
3. Agency to identify the right mix of channels/handles of Pan India & state/region-specific (State wise Local channels/handles).
 4. Agency is required to keep a tie-up with wide sections of channel/handles engaged in content creation across the state/country in various genres so that campaigns are more effective and endeavor to keep on updating the list.
 5. The deliverables of the influencer marketing agency for engaging specific social media handles/channels shall be as under:
 - a. **Commissioned Content (Video):** For production of Commissioned Content appropriate brief /outlines of the needed content would be supplied by client. Content must be vetted and approved by client before upload/posting. Content shall be hosted on the primary platform and all the other platforms (Facebook, Instagram, X, YouTube) where the social media handle/channel has an online presence. The content will remain posted on the handle/channel in perpetuity except specified otherwise.
 - b. **In-content Integration (Mentions):** The mentions will be in the content creators own unique way about the scheme/social message as per the broad outline of the scheme as part of creator's video on the channel/handle/creator's video. It must be incorporated in the first 50% of the video duration of the creator, with a minimum message duration of at least 10-15 seconds. Content shall be hosted on the primary platform and all the other platforms (Facebook, Instagram, X, YouTube) where the social media handle/channel has an online presence. The content has to be retained in the creator's video for a minimum of two months unless specified otherwise.
 - c. **In-content Integration of short video provided by client:** The client produces various short videos (up to 30 seconds) on social welfare/development initiatives of Government. Such short videos must be incorporated in the first 50% of the channel/handle/creator's original video. The agency must ensure that the client's content/short video is retained by the

handle/channel/creator's video for a period of 30 days in Facebook, Instagram, X, and YouTube platform. Content shall be hosted on the primary platform and all the other platforms (Facebook, Instagram, X, YouTube) where the social media handle/channel has an online presence.

- d. **Posting Client Content on Social Media Handles/Channels:** In order to amplify Government's message, client may require posting of any message in the form of an image file or a GIF or a carousel, or a video of any duration on channel/handle. The agency must ensure the availability of the post on the social media channel/handle for a minimum period of 30 days in case of Facebook, Instagram, X, and YouTube platform. Content shall be hosted on the primary platform and all the other platforms (Facebook, Instagram, X, YouTube) where the social media handle/channel has an online presence.

Note: The remuneration be payable to the channels/handles by the Agency only when the content is shared across all the platforms. Proof of the same shall be provided by the channel/handle/Agency to client department/Chhattisgarh Samvad.

6. The copyrights of all the commissioned content produced as part of this RFP would rest with the client department/Chhattisgarh Samvad and may be used by client department/Chhattisgarh Samvad as it deems appropriate for perpetuity.
7. To ensure that the seamless management of channels/handles is achieved, the Agency shall allow client department/Chhattisgarh Samvad access to their monitoring tools/dashboard to analyze the progress/analytics of the campaign and verify the social media handles/channels credentials. Client department/Chhattisgarh Samvad may cross verify at its discretion the credentials of media handles/channels, in case of discrepancy appropriate penalty may be imposed.
8. Analytics Reports shall play a crucial role to ensure the success of the aforementioned scope of work and to ensure the desired effect of the communication is achieved. As per the requirements of client department/Chhattisgarh Samvad, the agency shall be required to provide dedicated personnel and software for achieving the following under the reports and analysis part:
 - a. **Dashboard:** Agency to have a single dashboard/platform for Listening, Aggregation, Analytics & Reporting on the progress/implementation of the campaign.
 - b. **Reports:** Agency shall submit a daily campaign monitoring report to client department/Chhattisgarh Samvad and the final comprehensive report within 3 days from the end of the campaign. The report shall include the following at the least: reach, impact/outcome analysis of the campaign, social media handles/channels used, sentiment analysis and their unique reach state-wise, language-wise etc. and other parameters technically feasible based on campaign needs.
9. Post completion of the advertisement/commissioning of content, agency will submit a detailed execution report with documentary proof of success along with the certification that in case of mention and in content integration, the same was done by the social media handle/channel in the first 50% of the channels/creator's video.

ADVERTISEMENT TYPES

Platform	Ad Type	Placement/Description
Facebook	Image/ Display/ Banner/ any other such similar Ad	Feed, Stories, Messenger stories, posts
	Videos (Short & long form formats as per platform)	In-stream, video feed, stories, reels, etc.
	Carousel Ads/any other such formats (Image/Video)	Facebook feed, Facebook stories
X (Formerly Twitter)	Video Ad (Up to 2 min 20 secs or based on upper limit stipulated by the platform)	Advertisement as standalone or an advertisement with an App button, Conversation button, Website button, etc.
	Image/Display/Banner/any other such similar Ad	Advertisement as standalone or an advertisement with an App button, Conversation button, Website button, etc.
	Carousel Ads/any other such formats (Image/Video)	Carousels give marketers up to 6 horizontally swipe able images or videos to showcase multiple products or promotions, advance a narrative across several visuals, and highlight the most exciting features of a product.
	Promoted Tweet (Text Ads)	280 characters
Instagram	Image/Display/Banner/any other such similar Ad	Profile Feed, Instagram Feed, Stories, Reels, Explore
	Videos (Short & long form formats as per platform)	Profile Feed, Instagram Feed, Stories, Reels, Explore
	Carousel Ads/any other such formats (Image/Video)	Profile Feed, Instagram Feed

CATEGORIZATION OF SOCIAL MEDIA HANDLES/CHANNELS

Category	Classification & Explanation (based on Primary Platform)
A	Handles/Channels with more than 5M Subscribers/Followers
B	Handles/Channels with 1M – 5M Subscribers/Followers
C	Handles/Channels with 750K – 1M Subscribers/Followers
D	Handles/Channels with 250K – 750K Subscribers/Followers
E	Handles/Channels with Minimum 50K to 250K Subscribers/Followers
F	Handles/Channels with Minimum 10K to 50K Subscribers/Followers

Note: 1M subscriber/follower means One million subscriber/followers and 1K subscriber/follower means One thousand subscriber/followers

CATEGORIZATION OF INFLUENCER MARKETING AGENCIES

Considering the nature, type and complexity of projects, the empanelment shall be in following two (2) categories based on their annual 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. 5 crores and above
2	Tier-2	Rs. 75 lacs up to Rs. 5 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 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.

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 individually for its services at the completion of each campaign. The payment will be based on 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 Influencer marketing 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 5 crores or more for Tier -1 and INR 75 lacs 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 bidder must have executed at least 2 national/state level social media influencer marketing campaigns involving channels/handles , for Central/State Government departments/agencies/ PSUs, in the last 3 years.	- Appendix D detailing the scope of work and other required information to establish - LOA/agreement/contract/work order, duly certified by the authorized signatory of the bidding company OR Supporting campaign report, links to posts/public pages to validate the work credential OR Experience certificate/Completion certificate from Client OR CA certificate, indicating the total payment received by the bidding company.
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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
1	Bidder Turnover	Minimum average annual turnover of Rs. 5 crores or more in the last three financial years (i.e., 2022-23, 2023-24 and 2024-25). Marking: - Rs. 5-7 crores: 10 marks - Rs. 7-10 crores: 15 marks - Rs. 10 crores+: 20 marks	Minimum average annual turnover of Rs. 75 lacs or more in the last three financial years (i.e., 2022-23, 2023-24 and 2024-25). Marking: - Rs. 75 lacs - 1 crore: 10 marks - Rs. 1-2 crores: 15 marks - Rs. 2 crores+: 20 marks	CA Certified turnover certificate with valid UDIN	20
2	Project Experience	Project experience of executed or be executing national/state level social media influencer marketing campaigns involving channels/handles for Central/State Government	Project experience of executed or be executing national/state level social media influencer marketing campaigns involving channels/handles for Central/State Government departments / agencies/	- Appendix D detailing the scope of work and other required information to establish - LOA/agreement/contract/work order, duly certified by the	20

		departments / agencies/ PSUs, in the last 3 years. Marking: 5 marks for each project of value more than 25 lacs 3 marks for each project of value more than 5 lacs and up to 25 lacs - Subject to a maximum of 20 marks across projects	PSUs, in the last 3 years. Marking: 5 marks for each project - Subject to a maximum of 20 marks across projects	authorized signatory of the bidding company OR Supporting campaign report, links to posts/public pages to validate the work credential OR Experience certificate/Completion certificate from Client OR CA certificate, indicating the total payment received by the bidding company.	
3	Influencer Network	The bidder would be evaluated on following influencer network criteria: - Working relationship/ contract with at least 500 handles/ channels - Minimum of 10 handles/channels each in category A & B - Minimum of 50 handles/channels each in category C and D - Minimum of 25 handles/channels in Chhattisgarhi language Marking: 5 marks for fulfilling each of the above criteria - Subject to a maximum of 20 marks	The bidder would be evaluated on following influencer network criteria: - Working relationship/ contract with at least 150 handles/ channels - Minimum of 10 handles/channels each in category C & D - Minimum of 50 handles/channels each in category E and F - Minimum of 10 handles/channels in Chhattisgarhi language Marking: 5 marks for fulfilling each of the above criteria - Subject to a maximum of 20 marks	- Declaration of the Authorized Representative of the bidder on bidder's letter-head mentioning the category wise count of social media handles/channels, with whom the bidder has a working relationship/contract. Tier -1: Details of Category A & B handles/channels with whom the bidder has a working relationship/contract Tier -2: Details of Category C & D handles/channels with whom the bidder has a working relationship/contract	20
4	Presentation	Technical PPT (not more than 10 minutes) Agency's Profile, Past Experiences, credentials, capabilities & achievements,			40

		List of Top Clients ▪ Team members with experience, List of channels/handles in various categories, social media channels/handles in various sectors like, lifestyle, travel, food, entertainment ▪ Previous Campaigns executed with Central/State Government Dept/Agencies/ PSUs with social media channels/handles by the bidder, Outcomes of the Campaigns & Learnings from such campaigns ▪ Agency's Dashboard for monitoring and its features	
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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.
- Category and Item-wise lowest price bids (L1) shall be determined after comparison of prices of technically qualified bidders.
- Rate chart would be prepared with Category and Item-wise L1 rates.
- All technically qualified bidders shall then be offered to work on the Category and Item-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 category/item and the average rate quoted against that category/item should be less than 30% of average rate quoted against that category/item. Formula for the same to be used as below –
 - a. If difference between the L1 rate identified in the financial bid against each of the category/item and the average rate quoted against that category/item is equal to or greater than 30% of average rate quoted against that category/item, then L1 bid would be discarded and L2 rate would be considered.
 - b. If difference between the L1 rate identified in the financial bid against each of the category/item and the average rate quoted against that category/item is less than 30% of average rate quoted against that category/item, 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 outrightly 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 influencer marketing agencies'

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

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 influencer marketing agencies" 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 _____ 2026
(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:
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:

- Agency's Profile, Past Experiences, credentials, capabilities & achievements, List of Top Clients
- Team members with experience, List of channels/handles in various categories, social media channels/handles in various sectors like, lifestyle, travel, food, entertainment
- Previous Campaigns executed with Central/State Government Dept/Agencies/ PSUs with social media channels/handles by the bidder, Outcomes of the Campaigns & Learnings from such campaigns
- Agency's Dashboard for monitoring and its features

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 influencer marketing agencies

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

a. Commissioned Content

S. No.	Category	Short Form Videos up to 90 sec		More than 90 sec to 15 mins			More than 15 mins to 30 mins		
		All rates should be exclusive of GST but inclusive of all other charges							
		Video	FP*	Video	CH/PC*	FP*	Video	CH/PC*	FP*
1	A								
2	B								
3	C								
4	D								
5	E								
6	F								

* CH means Chat Shows, PC means Podcast and FP means Field Production. Please refer to the definitions page of this RFP for details.

Note: It includes all placement types as defined in Section “ADVERTISEMENT TYPES”. Any video of more than 30 mins will be charged on pro-rata basis.

b. In-content Integration (Mentions)

S. No.	Category	Rates per mention (In INR) Exclusive of GST but inclusive of all the other charges
1	A	
2	B	
3	C	
4	D	
5	E	
6	F	

c. In-content Integration of short video (upto 30 secs) provided by client

S. No.	Category	Rate for in-content integration of short video provided by client in the channel/handle/creator's original video per post (in INR) Exclusive of GST but inclusive of all the other charges
1	A	
2	B	
3	C	
4	D	

5	E	
6	F	

d. Posting Client Content on Social Media Handles/Channels

S. No.	Category	Per Post (in INR) Exclusive of GST but inclusive of all the other charges
1	A	
2	B	
3	C	
4	D	
5	E	
6	F	

Terms & Conditions: -

1. The agency should note that the above quoted fee includes all duties, levies, taxes except for GST, which shall be payable extra as per the prevailing rates.
2. NIL Value quoted against any value above shall lead to rejection of bid.
3. The Payment for the aforesaid quoted value shall be paid in accordance with Payment Terms.

GENERAL TERMS & CONDITIONS

Empanelment of Influencer Marketing Agencies 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 Influencer marketing agencies.

RELATIONSHIP BETWEEN PARTIES: Nothing mentioned herein shall be construed as relationship of master and servant or of principal and agent between the 'Influencer marketing 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 Influencer marketing agencies 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 Influencer marketing agencies 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 Influencer marketing agencies 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 Influencer marketing agencies 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 Influencer marketing 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 Influencer marketing 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 Influencer marketing 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 Influencer marketing agencies are 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, its 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 thereof. 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

Influencer marketing agencies.

- 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 Influencer marketing agencies could be made telephonically, in writing, verbally or email.
- The point of contact on behalf of the Chhattisgarh Samvad for the Influencer marketing agencies 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.

INFLUENCER MARKETING AGENCIES

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.