



Centre for Modernizing Government Initiative (CMGI)

TENDER REFERENCE NO.: CMGI/PCU/ORTPSA- Social Media/2025/898/2036, Dated. 27.11.2025

CMGI, a society under General Administration & Public Grievance Department, Government of Odisha invites tenders for Selection of Agency for managing the Media, Facebook, Instagram, YouTube, X (Formerly Twitter) etc. of various activities under ORTPS for six months. The work assigned may be suitably extended for another six months based on the satisfactory performance of the agency.

Eligible Firm/Company (ies) /Agency(ies)/LLPs etc. are requested to submit their tenders in prescribed application form. The detailed terms & conditions, eligibility etc. are in the tender document which can be downloaded from the tender section of CMGI website: www.cmgi.org.in. Tender duly filled in and complete in all respects should reach the following address. Corrigendum, if any, will be published only in CMGI website.

**The Executive Director,
Centre for Modernizing Government Initiative (CMGI)
A-2, 1st Floor, Toshali Bhawan, Satya Nagar, Bhubaneswar,**

Tender Schedule

Period of availability of tender document in website : www.cmgi.org.in	27/11.2025.
Last Date and Time for Submission of Tender :	19.12.2025, 3.00 PM
Place of Submission of Tender Document:	A-2, 1 st Floor, Toshali Bhawan, Satya Nagar, Bhubaneswar, Pin : 751007, Telephone No – 0674- 2572410
Date and Time of opening of the General & Technical Tender:	19.12.2025, 3.30 PM



Centre for Modernizing Government Initiative (CMGI)
A-2, 1st Floor, Toshali Bhawan, Satya Nagar, Bhubaneswar,

Tender Ref. No. : CMGI/PCU/ORTPSA- Social Media/2025/898/2036, Dated. 27.11.2025

To,

Sub : Managing the Social Media, i.e., Facebook, Instagram, YouTube, X (Formerly Twitter) etc. of various activities under “ Odisha Right to Public Services”.

Dear Sir/Madam,

Government of Odisha is performing administrative reforms programmes through Centre for Modernizing Government Initiative (CMGI). The objective of the initiative is to ensure better public services to the poor by improving service delivery, adopting a comprehensive four-pronged approach through the use of information technology, building an enabling policy framework for service delivery, re-engineering government processes and enhancing the capacity of human resources to manage a smart and modern citizen centric government.

Sealed tenders as per the terms and conditions contained in this Request for bid (RFP) document are invited from desirous and experienced agencies for undertaking the work of Managing the Social Media, i.e., Facebook, Instagram, YouTube, X (Formerly Twitter) etc. of various activities under “ Odisha Right to Public Services”.

This RFP document contains the following:

Section I – Scope of Work

Section II – Instructions and information for submission of Tenders

Section III – Terms and Conditions

Section IV – Format of documents comprising the Tender

CMGI reserve the right to accept and or reject any or all the Tenders they receive without assigning any cause or reason thereof. No claim in whatsoever form from any firms for such decision of the PCU-CMGI shall be entertained.

Yours faithfully,

Executive Director,

Centre for Modernizing Government Initiative (CMGI)

A-2, 1st Floor, Toshali Bhawan, Satya Nagar, Bhubaneswar.

Section I – SCOPE OF WORK

The professional agency engaged for the work shall manage the Social media platform for dissemination of information and creating awareness about ORTPSA, and the services that are delivered under ORTPSA along with Ama Sathi WhatsApp BOT.

1. Social Media:

The agency will be responsible for handling, managing and maintaining the existing social media handles of the CMGI. If required, initiation & creation of new social media handles will be taken up.

The agency may be assigned more social media handles as & when necessary to be maintained. It will be targeted to increase the count of verified account followers by 5% every month and anything otherwise may have to be explained satisfactorily. Efforts will be made to maximize the outreach with content of quality and for sustainable & organic growth in followership for each of the assigned social media handle. Growth in followership should have wide mix of demography.

2. Post Frequency:

The agency shall have to maintain regularity in daily post frequency on each of the assigned social media handle. When required amount of content is not generated as per the bottom line of deliverables i.e. post count, it is expected of the agency to diligently source & post new/authentic information. In case of events, visits, meetings, etc., frequency of posting will be increased (in consultation with the client), and the agency will respond to the incremental requirement.

Posts on a topic should not be duplicated on all social media platforms. Each post must be customized to suit the users & relevance of the platform. The final count of daily posts may vary for each of the assigned social media handles.

3. Management:

The selected agency will have a wide spectrum of assignments comprised only illustratively in Content creation and curation, posting and other extensive outreach efforts to spread information about CMGI initiatives, policies and achievements. It will include, but will not be limited to:

- Daily content creation and posting for each of the assigned social media handle. The content guidelines will be shared with the agency. However, agency must be well equipped to create useful content seminally highlighting the accomplishment of CMGI.
- Hiccup free coordination with client identified sources for inputs, content generation and authentication.
- All posts to be in accordance with the vision/objective of CMGI, and aligned with the ORTPSA and WhatsApp BOT under implementation and planning.
- Repackaging of content (videos, animations, photographs, gifs, text & other formats) to drive user-engagement.

- Giving periodic new look & feel to social media handles in form of artwork, creative, themes, etc.
- Creation of new social media accounts (as directed by the CLIENT) and their maintenance.
- Tapping the relevant search audience to bring them on social media to gain followership and engagement.
- Staying topical, up-to-date and relevant with ongoing initiatives of CMGI.
- Neutralization of negative stories and propagating positive narratives of the CMGI.
- Facts checks on social media posts and negating false information.
- The primary language of social media content to be Odia & English content to be as per the directions of client on required occasions.

4. Content Creation:

There has to be utmost diligence in content creation. Creativity without intriguing decency at any cost should be the cornerstone of the draft and the process will not be limited to and broadly categorized in to the following:

- Developing social media creative (images, videos, animations, gifs, etc.)
- Writing copies for social media posts (in Odia and English). Designing artwork (for posts, banners, targeted campaign etc.
- Creative content generation entails recreation, conversion of packaging the available content and repackaging (videos and photographs) into suitable formats whenever necessary. This may be of various forms such as videos, images, graphics, smart art, animations, story content board, etc. The agency must be well versed with tools of designing, scheduling, performance tracking, utilizing trends & best practices for wider reach, utilizing keywords, user engagement tactics, etc. for greater visibility and reach.

5. Content Calendar:

- Basic and referral inputs to be obtained by the Agency from CMGI about ORTPSA and Ama Sathi WhatsApp BOT, so that they will have some rudimentary preparedness.
- Pre-defined weekly content calendar for each of the social media platform to be shared with the client, a week in advance for approval.
- The same cycle to be followed for approval of the content calendar throughout the year.
- Additional posts on live activities/events to be worked on, over & above the pre-defined content calendar.
- The content needs to be textual, visual, audio-video based, Interactive and engaging.

- Above is to be done without any interference with intellectual property rights.

6. Online Reputation Management & Social Listening:

Online reputation management of the CMGI and other assigned handles, in the digital and social media space will be incumbent upon the selected agency. The agency will use effective tools for social and real-time listening and monitoring. This will include, but will not be limited to:

- Comprehensive social media monitoring of the assigned handles/brands and the findings to be reported to the client. The monitoring tool must have been a paid version for the entire period of contract.
- Trend monitoring: To spot and flag emerging trends.
- Brand monitoring: To monitor conversations on the brand and provide insights on incoming queries, reach, and campaign.
- Moderation of all social media platforms to address spam, unauthorized ads, inappropriate content, etc.
- Filtering of comments, providing responses to official social media profiles (upon approval), and creation of relevant tagging & linkages.
- Grievance and feedback received from public to be analyzed, filtered and shared with the client fortnightly.

7. Innovative Campaigns:

- The agency is required to conceptualize periodic innovative campaigns, to propagate the vision/efforts/ initiatives/achievement of the CMGI.

8. Crisis Communication:

- In the event of unforeseen occurrences, which may have potential of creating negative perception about CMGI, the agency will have to take proactive steps to assist in diffusing the negative communications through social media communications, as deemed fit.

The agency will have to work towards sustaining and increasing the subscribers base and engagement with the website of the ORTPSA by creating new content, artwork, designing consumer engagement quiz, opinion polls, etc.

Note: The Scope of the consultant is not limited to the above defined scope. CMGI may add, modify or remove any assignment as & when required.

9. SPECIFIC DELIVERABLES

In the outlined broad scope of work the deliverables have been as far as practicable measured and benchmarked with the corresponding bottom-line.

SI. NO	SOCIAL MEDIA	FREQUENCY
1	Submission of Comprehensive social media strategy and content calendar	Once (at inception)
2	Social media content creation for each of the assigned handle (posts, reels, long videos, blogs, stories, infographics etc.) on: • Facebook • Instagram • X (Twitter) • YouTube • Linked In	10 per month
	Short format videos like reels/videos, etc., suited for social media engagement, for each of the assigned social media handle.	10 per month
	Posts on each social media handle.	As and when required
	Long Video for Youtube on events (Training programme/Awareness Campaign/Launching events/Competitions/Meetings)	10 per month
	Stories in all Social media.	5 per month
	Blogs for each of the assigned social media handle.	10 per month
	Infographics for each of the assigned social media handle	10 per month
3	Comprehensive social media monitoring about the assigned handles/brands and reporting the findings to the PMU ORTPSA, CMGI.	To be reported Daily
4	Final impact assessment and summary report	At the end of 6 months

REPORTING		
5	Buzz trend monitoring : continuously tracking what people are talking about CMGI social media posts, reels, blogs etc.) regarding ORTPSA and WhatsApp BOT. The monitoring includes: <i>1. Total Mentions Around Keywords</i> Counting how many times certain keywords (e.g., ORTPSA, WhatsApp BOT Ama Sathi, etc.) appear across online platforms. This helps understand how much people are talking about these topics. <i>2. Spikes or Drops in Mentions</i> Identifying sudden increases (spikes) or decreases (plunges) in conversations. • A spike may indicate a new event. • A drop may indicate reduced public interest or fewer discussions. You also analyze why these spikes or drops happened. <i>3. Daily Perception Tracking</i> Monitoring whether public conversations are: • Positive (praise, appreciation) • Negative (criticism, complaints) • Neutral (information sharing, general discussion) This gives a picture of public mood or sentiment each day. <i>4. Competition Analysis</i> Comparing these insights with: • Other states This helps understand how CMGI is being discussed relative to others. <i>5. Identifying Key Topics of Conversation</i> Analyzing what people are talking about the most, such as:	24x7 to be reported daily

	• Delay/quick disposal of Applications in public service delivery under ORTPSA • Services being delivered through Ama Sathi WhatsApp BOT This tells you the main themes, concerns, or praises in public discussions. <i>Overall Purpose</i> To understand, measure, and interpret public conversations happening online about the ORTPSA and Ama sathi WhatsApp BOT. This helps in: • Reputation management • Communication strategy • Crisis response • Policy feedback • Public engagement	
6	Social media performance report, detailing the reach, likes, comments, shares, no. of followers/subscribers, engagement, user demographic details and analytics for each of the assigned handle and special Consolidated work done by the social media agency to achieve the mandate of the monthly tender, all initiatives, analytics report, impact created and achievements.	24x7 to be reported weekly

- **RESOURCE ELIGIBILITY AND EXPERIENCE :** There has to be at least one dedicated person deputed by the agency to coordinate the entire social media activities.

SL. NO.	PROFILE	ELIGIBLE & EXPERIENCE
1	Social Media Coordinator (Content Writers- English / Odia, content development, drafting specialized articles & translation from Odia to English) and vice- versa, Day- to-day coordination, content approval, analytics tracking, reporting and liaison with CMGI officials)	• Postgraduate in Odia/ English language with PG Diploma in Journalism/Mass Communications. • 5 years of content writing/editorial experience for a media firm or government client, excellent writing and editing skills in English/Odia. • Having working experience in social & digital media management, with knowledge of copywriting, digital performance analytics, content research & reporting

Note: The team must be available, capable and equipped to respond 24x7, keeping in mind the mandate & objective of social media communication outreach. The agency is expected to perform tasks as listed in the 'scope of work'. In addition to the above scope of work, the agency will also be responsible for any additional work assigned under CMGI.

Note: The client will demand additional manpower, if need be, on the same terms and conditions at the selected cost.

- There has to be at least one dedicated person deputed by the agency to coordinate the entire social media activities.

Section II

Instructions and Information for submission of Tenders

Agencies having adequate experience in executing the managing social media works (as per the eligibility criteria) are required to submit their tenders in sealed envelopes as per the instructions given at Clause 5 – FORMATS AND SIGNING OF TENDERS and Clause 6 –SEALING AND MARKING OF TENDERS and must submit before the deadline given at Clause 7 – DEADLINE FOR SUBMISSION OF TENDERS of this section.

Eligible Tenderers:

In order to be eligible for the commercial proposal to be opened, the tenderer

S.No.	Criteria	Document
1.	Bidder should have been a registered/ legally valid company under the Indian companies act or registered individual / proprietorship firm/partnership firm with minimum 5 years of existence as on the day of the submission of bid.	A proof for supporting document regarding legal validity of the bidder shall be submitted.(Copies registration shall be furnished) of registration shall be furnished)
2.	The bidder should have valid GST registration for legally carrying out its business activities.	The bidder should submit GST registration copy and up-to-date GST Return filing copy.(Copies shall be furnished)
3.	The bidder should have a valid PAN.	The bidder should submit PAN copy & IT Return filing copy for last consecutive three assessment years (i.e. 2022-23, 2023-24, and 2024- 25.) (Copies shall be furnished)
4.	The Bidder must have at least three years experience in similar business (up to the last date of submission of bid) for providing similar (Handling Social Media activities) type of services to Central / State Government / Autonomous bodies/ PSUs/ UN organization.	The bidder should have executed 3(three) similar works irrespective of denominational value during last 5 (five) years. (Work order Copies shall be furnished with self-attestation)
5.	The bidder should have a minimum avg. turnover of Rs. 50 lakhs in communication consulting, social media content development & management field during last 5	The bidder must submit annual turnover proof of last five financial years, duly certified by C.A. (indicating membership no. of C.A. with seal) ending on 31-03-2025 with

	financial years i.e. 2022-23, 2023-24, 2024-25	audited balance sheet of last three financial years.
6.	The bidder with unsatisfactory performance, if any, will not be eligible for the tender process.	An undertaking that the bidder has not been terminated from any Govt./ PSU organization due to unsatisfactory performance.
7.	The Agencies must not have been barred or blacklisted by any State/ Central Government Departments/ Govt. PSUs and also should not have indulged in any criminal offence.	An Affidavit/undertaking to this effect shall be furnished.
8.	The Registered Office / Branch Office of the selected Service Provider must be located within the jurisdictional area of Bhubaneswar/Cuttack	The bidder must submit an undertaking that if selected shall establish an office in Bhubaneswar, Odisha.

FORMAT OF THE TENDER

The tender should be submitted in English and be set out in two main parts

- Part A – Technical Bid
- Part B – Financial Bid

PART A – TECHNICAL BID

The **Technical Proposal** should consist of the following documents:

- A proof for supporting document regarding legal validity of the bidder shall be submitted (Copies registration shall be furnished) of registration shall be furnished)
- **EMD of Rs. 25,000/-** in the shape of **Demand Draft** in favour of the Executive Director, Centre for Modernizing Government Initiative, Bhubaneswar.
- Technical Proposal Submission Form – **(Format T1)**
- Profile of the Firm – **(Format T2)**
- The bidder should have executed 3(three) similar works irrespective of denominational value during last 5 (five) years. (Work order Copies shall be furnished with self-attestation). Past Experience in executing social media work during the last five years – **(Format T3)**
- Photocopy of the up-to-date GST clearance certificate
- The bidder should submit PAN copy & IT Return filing copy for last consecutive three assessment years (i.e. 2022-23, 2023-24, and 2024- 25.) (Copies shall be furnished)
- The bidder must submit annual turnover proof of last five financial years, duly certified by C.A. (indicating membership no. of C.A. with seal) ending on 31-03-2025 with audited balance sheet of last three financial years.
- An undertaking that the bidder has not been terminated from any Govt./ PSU organization due to unsatisfactory performance.
- The bidder must submit an undertaking that if selected shall establish an office in Bhubaneswar, Odisha.

PART B : Commercial Bid

The **Commercial Proposal** should consist of the following documents:

- Commercial Proposal Submission Form on the letterhead of the firm (Format F1)
- Price Formats (**Format F2**)

General Information

1. Period of Validity of Tenders

For the purpose of placing the order, the Tenders shall remain valid till 31st March 2026. A Tender valid for a shorter period will be rejected by PCU-CMGI as being non-responsive. During the period of validity of Tenders, the rates quoted shall not change.

2. Formats and Signing of Tenders

- 2.1 The Tender shall be neatly typed and shall be signed, by an authorized signatory (ies) on behalf of the Firm. All pages of the Tender, except for un-amended printed literature, shall be initialed by the person or persons signing the Tender.
- 2.2 The Tender shall contain no interlineations, erasures or overwriting. In order to correct error made by the Firm all corrections shall be done & initialed by the authorized signatory after striking out the original words / figures completely.

3. Sealing and Marking of Tenders

- 3.1 The Tenderer shall seal & mark the Tender as follows: The Tenderer shall seal & mark various parts of the proposal as follows: General and Technical proposal in one envelope super-scribed with words “General & Technical Proposal for Managing the Social Media, i.e., Facebook, Instagram, YouTube, X (Formerly Twitter) etc. of various activities under Odisha Right to Public Services” & “Do not open before 3.00 P.M. on 19.12.2025”.
- a) Commercial proposal in one envelope super-scribed with words “Commercial Proposal for CMGI – Social Media for ORTPSA, CMGI”.
- b) All two envelopes (Technical and Commercial) shall be sealed in a covering envelope super-scribed with words “Managing the Social Media, i.e., Facebook, Instagram, YouTube, X (Formerly Twitter) etc. of various activities under “Odisha Right to Public Services”.
- c) Tender for managing the Media, Facebook, Instagram, YouTube, X (Formerly Twitter) etc. of various activities under ORTPS for a period of six months for “Odisha Right to Public Services Act” and “Tender Enquiry No. **TENDER ENQUIRY NO.:** CMGI/PCU/ORTPSA- Social Media/2025/898/2036, Dated. 27.11.2025

4. Deadline for Submission of Tenders

- 4.1 Every envelope and forwarding letter of various parts of the Proposal shall be submitted at the address as mentioned below:

Executive Director,
CENTRE FOR MODERNISING GOVERNMENT INITIATIVE (CMGI)
A-2, 1st Floor, Toshali Bhawan, Satya Nagar,
Bhubaneswar, Pin : 751007,
Telephone No – 0674-2572410

Tenders sent through Telex / Telegrams /Fax /Email shall not be acceptable.

- 4.2 The envelopes are not sealed as per para below and marked as required above, the CMGI shall assume no responsibility for the Proposal's misplacement or premature opening.
- 4.3 The envelope shall be sealed by signing across all joints & pasting good quality transparent adhesive tape on top of such joints & signatures.
- 4.4 The envelope shall be properly sealed and carry the name and address of the firm.

5. Late Tenders

Any Tender received by CMGI after the deadline for submission of Tenders, as per Clause 7 above shall be returned unopened.

SECTION-III

TERMS AND CONDITIONS

1. Price

The prices quoted should be in INR. Destination and all taxes should be clearly stated separately as mentioned in the price format.

2. Evaluation and comparison of tenders:

- a. The tenders will be evaluated as per the terms and conditions.
- b. The commercial bids of those bidders shall be opened whose technical bid are found responsive.
- c. The eligible and technically qualified firm quoting the lowest price will be selected on the basis of the rates offered. The price (inclusive of all tax) shall be taken into evaluation.
- d. CMGI reserves the right to cancel the tender call process and reject all proposals at any time prior to award of Contract, without thereby incurring any liability to the affected agency or agencies.

3. Arbitration

CMGI and the supplier shall make every effort to resolve amicably by direct negotiation any disagreement or dispute arising between them under or in connection with the work assigned. In case of their failure to resolve the matter will be referred to Chairman, CMGI whose decision will be final and binding on both parties. The arbitration proceedings shall be held in Bhubaneswar, India.

4. Legal Jurisdiction

All legal disputes are subjected to the jurisdiction of Bhubaneswar courts only.

5. Selection Criteria:

A) Technical Bid Evaluation; B) Financial Bid Evaluation.

A) Technical Bid Evaluation Criteria

S No	Specific Requirements	Documents Required
1.	Existence of the Entity - Up to 3 years : 10 Marks - Up to 5 years : 15 Marks - Up to 10 years or More: 20 Marks	Incorporation Certificate (Maximum 20 Marks)
2.	Average annual turnover of bidder in last 3 financial years of minimum Rs. 50 Lakhs (FY 2021-22, FY 2022- 23, FY 2023-24) The bidder should have a management field during last 5 financial years i.e. 2022-23, 2023-24, 2024-25 50 Lakhs to 1 Crore – 10 Marks 1 Crore – 2 Crore - 15 Marks - More than 2 Crore - 20 Marks	Signed Average Annual Turnover certificate by CA & Audited Balance sheet (Maximum 20 Marks)
3	No of similar projects completed/Ongoing in Central / State Govt /PSUs/ Institutions/ Universities /reputed Private Organization, etc. in last Five years (minimum 2 Projects) 2 - 5 Projects: 15 Marks 6 – 8 Projects: 20 Marks - More than 8 Projects: 25 Marks	List of work done along with Work order/MOU and completion certificate from the client. (Maximum 25)
4	No of similar projects completed/ongoing specifically in Odisha (minimum 2) 2 to 4 projects : 10 marks 5 to 7 projects : 15 marks - More than 7 projects : 20 Marks	Work order/MOU and completion certificate from the client (Maximum 20 Marks)
5	Technical Presentation The presentation shall be evaluated on the parameters including - Understanding of objective & Scope of work – 5 Marks - CV of team having expertise in social media, Communication, Branding activities and content writing to be deployed in CMGI – 5 Marks - A social media and PR Plan for CMGI – 5 Marks The printed copy of presentation/write up shall be submitted along with technical bid.	Maximum 15 Marks
	Total Marks	100

- i. Bidders who will secure 70 marks or more would be deemed to be technically qualified and eligible for financial bid opening.
- ii. The demand draft for Tender Paper Cost & EMD shall be attached with technical bid failing which bid shall be rejected.
- iii. During evaluating the bids, CMGI will adjust for any arithmetical errors as follows:
 - a) where there is a discrepancy between amounts in figures and in words, the amount in words will govern; and

- b) where there is a discrepancy between the unit rate and the line-item total resulting from multiplying the unit rate by the quantity, the unit rate as quoted will govern.

Note: All supporting documents for the above listed criteria should be submitted along with the bid. In absence of the supporting documents, the bid will not be considered for evaluation.

Note: All supporting documents for the above listed criteria should be submitted along with the bid. In absence of the supporting documents, the bid will not be considered for evaluation.

1. Selection of Successful Service Provider:

- a) The financial proposals of the technically qualified bidders only shall be opened in the presence of the bidder's representative who wishes to attend the meeting with proper authorization letter.
- b) The name of the bidder along with the quoted financial price will be announced during the meeting. Least Cost Selection (LCS) Method will be followed during the financial evaluation stage to determine the selected bidder. The tender inviting authority will award the contract to the bidder whose bid has been determined as the lowest and competitive bid price subject to fulfillment of the terms and conditions of the tender. In case, the lowest bidder (L-1) is disqualified after selection for any reason, then negotiations will be made with the second lowest (L-2) bidder for award of contract at L-1 price. However, the decision of the authority shall be final during the overall selection process.
- c) In case there is a tie on the price quoted by multiple bidders, the financial bids of the bidder with highest mark obtained in technically bid evaluation will be selected as L1.

- 2. Payment Terms :** The payment will be released to the agency on Monthly basis on receipt of invoice, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work of this document for assessment by the CMGI. No advance payment will be made. All payments shall be made in Indian Rupees. Payment will be released on monthly basis on fulfillment of successful commitments with reference to the work order. Monthly payment will be processed after successful completion of the assignment (Social Media) and submission of the Bill after completion of the work as per the work order. Certification by the competent authority of CMGI (Project Coordinator, ORTPSA) will be taken into considered for release of payment. The payment will be released to the agency on Monthly basis on receipt of invoice, based on work achievement and satisfactory performance. The agency will be asked to submit monthly work achievement on Scope of Work as mentioned in Annexure A of this document for assessment by CMGI. No advance payment will be made. All payments shall be made in Indian Rupees.

3. Condition under which RFP is issued

The RFP is not an offer and is issued with no commitment. CMGI reserves the right to withdraw RFP and or vary any part thereof at any stage. CMGI further reserves the right to disqualify any bidder, should it be so necessary at any stage.

4. Proposal Evaluation

The Applicant is not permitted to alter or modify its Proposal in any way after the proposal submission deadline. While evaluating the proposals, the Client will conduct the evaluation on the basis of the submitted Proposal. However, the Client may seek clarification on the information submitted by the Applicant, if required.

5. Performance Guarantee, Penalty

Within 7 working days from the date of issue of work order by CMGI, the empaneled firm

shall furnish the Performance security equivalent to 5% of the accepted contract value. The Performance security shall be submitted by way of Bank Guarantee issued by one of the Scheduled Commercial Banks in India for the due performance of the Assignment with a validity period of 12 months. The PG shall be renewed by the firm for any further period as notified by CMGI.

5.1. Forfeiture of PG: PG shall be forfeited if the firm fails to provide any of the services as specified in the RFP within the timeframe provided. Notice will be given to the firm with reasonable time before PG is forfeited. No interest will be paid by CMGI on the amount of EMD or PG.

Section - IV

Format of documents comprising the tender

Format T1

(To be furnished in the Technical Proposal)

TECHNICAL TENDER SUBMISSION FORM

(On the letterhead of the firm)

[Location, Date]

To

TENDER REFERENCE NO.: CMGI/PCU/ORTPSA- Social Media/2025/898/2036, Dated. 27.11.2025.

Dear Sir,

We, the undersigned, offer to provide the services for the work: Managing the Social Media, i.e., Facebook, Instagram, YouTube, X (Formerly Twitter) etc. of various activities under “Odisha Right to Public Services”.

We are hereby submitting our proposal, which includes this Technical Proposal, and a Commercial Proposal sealed under a separate envelope.

We hereby declare that all the information and statements made in this proposal are true and accept that any of our misrepresentations contained in it may lead to our disqualification.

Our proposal shall be binding upon us for a period up to 31.03.2026, subject to the modifications resulting from Contract negotiations you may subsequently carry out with us to accept our tender. If we are assigned the work during the period of validity of the Proposal, we undertake to carry out the same as per the terms and conditions of this tender document.

I hereby declare that my company has not been debarred / black listed by any Government / semi Government Organisations. If further certify that I am the competent authority in my company authorized to make this declaration.

We understand you are not bound to accept any proposal you receive.

We remain,

Yours sincerely,

Authorized Signatory In full and initials):_____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

Format T2

(To be furnished in the General & Technical Proposal)

Profile of the Firm

(On the letterhead of the firm)

A. Name of the Firm : _____

B. Particulars of Firm.

Incorporated as _____ in year _____ at _____

(State Sole Proprietor, Partnership, Private Limited or Limited Firm)

(Furnish the copy of the Certificate of Incorporation/Registration Certificate)

I. Registered Office Address :

II. Name of the top executive and authorized signatory:

III. Designation

IV. Telephone Numbers:

V. Fax Numbers

VI. E-mail:

VII. Mobile No. :

VIII. Income Tax No. (PAN) : (furnish copy of the PAN)

IX. GST registration No.: **(furnish copy of the up to date GST clearance certificate)**

X. Names of Organisations to whom similar social media works have been executed during the last three years: **(furnish work order copies)**

(i)

(ii)

(iii)

(iv)

Authorized Signatory (In full and initials): _____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

(Company Seal)

Format T3

(To be furnished in Technical Proposal)

**PAST EXPERIENCE IN EXECUTING SIMILAR SOCIAL MEDIAWORKS
FOR THE ORGANISATIONS DURING THE LAST FIVE YEARS**

Name of Assignment	Name/address of the Organisation for which Social Media works have been executed	Date of award of Assignment	Date of completion of assignment	Value of the work order (Rs.)

* Note: Please furnish the **Work order copies** of the works executed in support of the information mentioned above.

Authorized Signatory [In full and initials]: _____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

(Company Seal)



TENDER FORMATS

Format T4

Managing the Social Media, i.e., Facebook, Instagram, YouTube, X (Formerly Twitter) etc. of various activities under “Odisha Right to Public Services”.

COMMERCIAL PROPOSAL

**A-2, 1st Floor, Toshali Bhawan, Satya Nagar, Bhubaneswar, Pin : 751007,
Telephone No – 0674-2572410**

FORMAT-F1

(To be furnished in the Commercial Proposal)

COMMERCIAL PROPOSAL SUBMISSION FORM

(On the **letterhead** of the firm)

To,

The Executive Director
Centre for Modernizing Government Initiative (CMGI)
A-2, 1st Floor, Toshali Bhawan, Satya Nagar,
Bhubaneswar, Pin : 751007

TENDER REF. NO.: CMGI/PCU/ORTPSA- Social Media/2025/898/2036, Dated. 27.11.2025.

Dear Sir,

We, the undersigned, offer to provide the services for the work: Managing the Social Media, i.e., Facebook, Instagram, YouTube, X (Formerly Twitter) etc. of various activities under “ Odisha Right to Public Services”.

Our Commercial Proposal shall be binding upon us for a period up to 31.03.2026, subject to the modifications resulting from Contract negotiations you may subsequently carry out with us to accept our proposal.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours Sincerely,

Authorized Signatory (In full and initials): _____

Name and Title of Signatory: _____

Name of Firm:_____

Address:_____

(Company Seal)

Format F-2

Financial Bid Format

TENDER REF. NO.: CMGI/PCU/ORTPSA- Social Media/2025/898/2036, Dated. 27.11.2025.

(On the **letterhead** of the firm)

(To be submitted in a separate envelope)

<i>Description of Work</i>	<i>Total Cost (excluding applicable Taxes/GST)</i>
• Posting • Graphics Designing (Videography, Photography and Photo Editing) • Content Writing (English & Odia)	
Total (INR) (excluding GST) in Figures	
GST in Figure	
Grand Total (INR) (including GST)	
Grand Total (INR) (including GST) in Figure	

- The GST shall be paid as per government norms as applicable
- The above rates shall be considered for the entire duration of contract period of Six months. The work assigned may be suitably extended for another six months based on the satisfactory performance of the agency.
- There has to be at least one dedicated person deputed by the agency to coordinate the entire social media activities.
- CMGI, shall reserve the right to increase or decrease the time of contract award or as per requirements from time to time.

Signature of the applicant [Full
name of applicant] Stamp.....
Date

Total Price in words (excluding GST): Rupees _____

Total (including GST) in words: Rupees _____

Authorized Signatory (In full and initials): _____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

(Company Seal)