



Govt. of Bihar
Department of Agriculture
Bihar Horticulture Development Society, Patna
(State Horticulture Mission)

2nd Floor, Krishi Bhawan, Mithapur, Patna-800001,
Phone Fax: 0612-2547772, e-mail: dir-bhds-bih@nic.in,
Website: horticulture.bihar.gov.in

NOTICE – INVITING E-TENDER

Through e-procurement mode only over (<https://eproc2.bihar.gov.in>)

**Very Short E- Tender Selection of Agency for Managing Social Media Platforms for
Directorate of Horticulture, Agriculture Dept. Government of Bihar**

For timely and smooth execution of different schemes of horticulture development in 2025-26 in the state of Bihar, Bihar Horticulture Development Society (BHDS), Patna, Bihar invites very short e-Tender for Agency for Managing Social Media Channels for Directorate of Horticulture, Agriculture Department Government of Bihar.

E-tender forms including terms and conditions for technical qualification, specifications and procedure is available on website: horticulture.bihar.gov.in/ <https://eproc2.bihar.gov.in>. Applicants may upload/submit their tender along with all required documents for technical qualification through the online portal <https://eproc2.bihar.gov.in>. Financial proposals should also be proposed on that portal in prescribed form separately. In case of any technical difficulty related to bid application e-proc team can be connected on Toll Free Number: 1800 572 6571 or Email Id: eproc2support@bihar.gov.in.

Proposal can only be uploaded/submitted on the website <https://eproc2.bihar.gov.in> while EMD and Tender fee payment should be through online mode (NEFT/RTGS).

SN	Activity	Date/Time: Duration
1.	Start Date & Time for Downloading of Tender document	27.08.2025 (10:00 Hrs.)
2	Date and place for pre-bid meeting (Online/Hybrid mode)	29.08.2025 (13:00 Hrs.), Department of Agriculture, Directorate of Horticulture, 2nd Floor, Krishi Bhawan, Mithapur, Patna - 800001
3.	Last Date & Time for submission/ uploading of offer/Bid	04.09.2025 (15:00 Hrs.)
4.	Date and time of technical bid opening	04.09.2025 (15:30 Hrs.)
5.	Date and time of financial bid opening	To be intimated to technically successful bidder only
6.	Nodal officer/Contact person for queries	Sri Pawan Kumar, Joint Director Horticulture (Mobile No-6201808789)
7.	Mode of Selection	Quality Cost Based Selection- QCBS

Mission Director, Bihar Horticulture Development Society, Patna reserves the right to revise/change/cancel the proposal without assigning any reasons thereof.

Mission Director,
Bihar Horticulture Development Society,
Patna.

Very Short E- Tender Selection of Agency for Managing Social Media Channels for Directorate of Horticulture, Agriculture Dept. Government of Bihar

Scope of Work

The scope of the work includes but is not limited to the following:

1. Identify, design, conceptualize, development and execute strategies for the overall visibility of the Directorate of Horticulture, Agriculture Dept. Government of Bihar schemes, programs activities and achievements through social media campaigns and other digital platforms as and when required.
2. Create and maintain social media accounts/handles/channels on Facebook, YouTube, Instagram, Twitter (formerly X), including new platforms which may emerge within contract period and upload publicity materials on all social media platforms, etc.
3. In consultation with the Directorate of Horticulture, Agriculture Dept. Government of Bihar work out the most effective and efficient strategies for social media campaign and implementing it in time bound manner, across the mentioned platforms.
4. The selected agency would provide continuous technical and implementation support to the Directorate of Horticulture, Agriculture Dept. Government of Bihar in fulfilling the objectives of the assignment.
5. The selected agency for social media campaign would maintain a balance between different strategies for promotion of scheme and achievements under the Directorate of Horticulture, Agriculture Dept. Government of Bihar.
6. Based on the feedback, the agency in consultation with the Directorate of Horticulture, Agriculture Dept. Government of Bihar, may re-strategize the campaigns, to arrive at the most effective ways of implementation.
7. Provide continuous technical and implementation support to the Directorate of Horticulture, Agriculture Dept. Government of Bihar in fulfilling the objectives of the assignment.
8. Assist the Directorate of Horticulture, Agriculture Dept. Government of Bihar in promotion and advertisement of the programs under the scheme.
9. Ensure storage of the content/raw footages/processed footages for the purpose of archive in digital formats
10. All The Work done should not violate, infringe of any copyrights/intellectual property rights.

Specific Deliverables

1. Exclusively manage the social media accounts of the department like Facebook, Twitter, Instagram, YouTube (LinkedIn, Koo, WhatsApp, and Telegram channel (if needed)) in all aspects.
2. Minimum 5 posts per day (the same can be in form of infographic, video, photos, animation, vector graphics etc.). Videos for creating posts will be provided by the department. Uploading creative on daily basis in form of infographics, images, voiceovers, gifs, text, over videos, promos of events and programs etc on various social media platforms creation of interactive content like surveys, quizzes etc. in consultation with department.
3. Number of posts per day can be higher in case of any event or important announcement. Publicize all cultural and other event on all Social Media Platforms. Manage live events through Facebook live & Periscope on Twitter.
4. Daily informative and promotional postings- This includes designing and creating posts, uploading of pictures, infographics, informative and promote videos, stories, articles etc. as per the requirement of specific schemes and other as & when required.
5. Agency should ensure that social media messages are send to appropriate channels in appropriate language based on the context of the message.
6. All the products developed by the agency should be in Hindi (unless otherwise specified) and capture the essence of Bihar.

7. During the contract period the agency should be able to reach at least 2 million followers across all social media platforms.
8. To ensure that viewing and uploading on the managed Social Media sites (i.e. Twitter, Facebook etc.) is smooth and uninterrupted.
9. Creative designing and repackaging
 - a. Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board brochures, pamphlets books etc. design on subject of Government schemes, crops and programs and policies etc. The experts are also expected to make e-books, electronic version of other books and manage the graphic content of the website as and when required by the directorate
 - b. Repackaging of the content (videos and photographs) into suitable formats (video packages and others). On average repackaged videos of 30-40 seconds are expected as deliverables
10. The deployed team should be equipped with a high resolution DSLR and other technical equipment's as per need for smoothly editing of social media posts/images etc. **A two-member team will be deployed and stationed at Directorate of Horticulture (DoH), Patna office for day to day coordination during working hours, development of content including editing and also during the emergent exigencies outside the working hours and also during field visit, the deployed team should always carry high resolution DSLR with them for capturing images/videos.**
11. **The Project Manager / Coordinator for this assignment is not required to be deployed in Directorate of Horticulture, Bihar office, however, may be called on need basis and shall be available physically for project / task related discussions such as planning meeting / concept discussion, review meeting, important events, etc.**
12. **The duration of the assignment is of 12 months, the quoted amount should be inclusive of all tax.**
13. **Storage of Content-**
 - a. Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archive in digital formats
 - b. Availability of archive content should be for at least 180 days
 - c. The Agency will submit the archived content to this Directorate within specified time in five copies of Compact Disc.
 - d. Creatives/Photos Bank- Creatives/Photos with cataloguing needs to be developed consisting of at least 100+ Creatives/Photos of high quality and high-resolution aesthetic work of relevant activities and events. All the Products developed by the agency will be property of the Directorate of Horticulture after they are telecasted on Social Media Platform or appropriate channels.
14. Pre and Post establishment support- Agency must procure and provide all the hardware and software licenses required to its project team to enable them to meet the target assignment as elaborated in scope of work. Contractor is expected to procure and use any/all software (licensed) required in connection with this contract for Social Media Management & Analysis. This will include equipment's & software's for all the sections of the project team i.e. content writers, script writers, graphic designers, video editors, social media listening team, voice over artists etc. The Contractor also undertakes the responsibility for maintenance, repair and replacement of the above equipment's.
15. The bidder/agency so selected should have the capability to perform the entire scope of the work without outsourcing the same to any third party in any manner.

Query Management, Media Tracking and Reporting

1. All the queries received on all platforms must be replied to and addressed within 24 working hours in consultation with Directorate of Horticulture.
2. Moderation of all platforms with a frequency of 3 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.

3. Use a good industry standard monitoring tool (like Hoot suite, Buffer, Local Response, Brand watch, 33 Across or similar monitoring tool) for analyzing comments / remarks about Department in various online media like e-newspapers, e-magazines, blogs, social media platforms at national & international level.
4. The agency must submit quarterly "Effectiveness Analysis Report" to Directorate of Horticulture on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of Directorate of Horticulture on the Social Media Platforms and the results achieved.

Components of Report would include: -

1. Social Presence analysis- Social Traffic Analysis, Fan/Follower Growth
2. Content Analysis of most engaging type of post which led to success on brand page
3. Influencer Report – Influencers Identified, Influencer Score, Influencer Reached
4. Providing feedback on best practices in marketing and promotion in countries across the world on Social Media as and when required by the Directorate of Horticulture.
5. Key Influencer Program- Conceptualizing, planning and executing a "Key Influencer Program" on all Directorate of Horticulture Social Media platforms. The Influencer program will aim at engaging top influencers in the Horticulture industry and will also focus on blogs & forums and other social channels. The program will need to generate content for social channels and blogs, web listings, directory submissions etc. and spread awareness about Directorate of Horticulture Social Media campaigns.
6. Social Media Monitoring Program- Planning and executing a "Social Media Monitoring Program" on all Directorate of Horticulture Social Media platforms. The program will undertake monitoring across 150-200 keywords and will also manage a Monitoring platform which will be both predictive and reactive in approach. The key Languages to be monitored will be Hindi and English.
7. Miscellaneous Work- Other related and miscellaneous work includes providing monthly strategic inputs for creative campaign

Social Media Management Agency Eligibility and Evaluation Criteria:

Pre-Qualification Criteria

The minimum qualification criteria ("**Pre- Qualification Criteria**") for a Bidder to qualify for Technical Evaluation and opening of Financial Proposal are listed below:

S. No.	Basic Requirement	Specific Requirements	Documents Required
1	Legal Entity	The Bidder(s) interested in participating in the Selection Process must be a duly registered legal entity in India.	<ol style="list-style-type: none"> 1. Registration documents of the Bidder as a company/firm or any legal entity along with: 2. PAN Card of the registered legal entity 3. GST certificate with GST return of FY 24-25 of the registered legal entity 4. Should have Local Office in Bihar

2	Existence of the firm	<p>The Bidder(s) should be in existence and engaged in the business of providing Digital Marketing services in the last 05 (five) completed Financial Years (i.e., 2019-20, 2020-21, 2021-22, 2022-23 and 2023-24) and must be in existence at the time of issue of this tender i.e., on tender issuance date</p>	<ul style="list-style-type: none"> ▪ Registration document showing incorporation of the Bidder ▪ An undertaking on the letterhead of the Bidder stating that the Bidder has been in existence and engaged in the business of providing Digital Marketing services for the 05 (five) completed Financial Years (i.e., 2019-20, 2020-21, 2021-22, 2022-23 and 2023-24) and also must be in existence at the time of issue of this tender i.e., on tender issuance date
3	Financial Profile of the Firm	<ul style="list-style-type: none"> • Financial Turnover The bidder should have minimum annual average turnover of INR 01 Crore in last three financial years from the last the last three financial years (FY's 2021-2022, 2022-2023 and 2023-24) from the IT/ITeS Services. • Audited Financial Statement The bidder should have submitted Financial Statement Balance sheet, Profit and Loss Statement copy last three financial years. FY, 2021-2022, 2022-2023 and 2023-24 	<ul style="list-style-type: none"> ▪ CA Certificate mentioning the year wise details with CA's Registration/seal along with UDIN ▪ Copy of audited balance sheet, Profit and Loss Statement copy last three financial years. FY, 2021-2022, 2022-2023 and 2023-24.
4	Work experience	<p>The Bidder(s) must have an experience of providing Digital Marketing services including Social Media Management for at least 05 (five) projects/ contracts in Central or State Govt., Union Territory, PSU in the last 03 (three) Financial Years (i.e., 2021-22, 2022-23 and 2023-24)</p>	<ul style="list-style-type: none"> ▪ Contract Agreement/ Work Orders/ Completion certificate(s) that clearly states the details of the scope of work, date of commencement, details of Digital Marketing services including Social Media Management related services and support activities undertaken and all other essential details of the contract Client Certificate on the client's letterhead signed by the issuing authority providing the details of the project/contract Undertakings/ Declarations in lieu of/ or in support of above requirement if submitted on Bidder's letter head shall not be accepted
5	Technical Capability	<p>The Bidder(s) must have successfully completed at least the following numbers of Digital Marketing services including Social Media Management projects in any State Government/Central Government/ Government Undertaking / PSU Sector of value specified herein the last 03 (three) Financial Years (i.e., 2021-22, 2022-23 and 2023-24)</p>	<ul style="list-style-type: none"> ▪ Contract Agreement/ Work Orders/ Completion certificate(s) that clearly states the details of the scope of work, date of commencement, details of Digital Marketing services including Social Media Management related services and support activities undertaken and all other essential details of the contract Client Certificate on the client's letterhead signed by the issuing authority providing the details of the

		One project not less than the amount 40 Lac; OR Two project not less than the amount equal 30 Lac; OR Three project not less than the amount equal 20 Lac;	project/contract Undertakings/ Declarations in lieu of/or in support of above requirement with work completion certificate/letter
6	Manpower	Bidder(s) should have a minimum of 10 (Ten) full time staff on Payroll Basis engaged in provision of Digital Marketing services at the time of Proposal submission i.e., on Proposal Due Date	<ul style="list-style-type: none"> Self-Declaration by the Director/ Partner/ CEO or Authorized Signatory of the Bidder along with the name, designation and duration of service (start date onwards) of the full-time employees. Bidder should submit EPF returns of last one year i.e FY 2024-25.
7	Quantum of users/ subscribers/ followers managed	Bidder(s) should have managed at least a cumulative 1,50,000 users/ followers/ subscribers across multiple social media platforms for any Central or State Govt., Union Territory, PSU, CPSU, SPSU in the last 03 (three) Financial Years (i.e., 2021-22 ,2022-23 and 2023-24).	<ul style="list-style-type: none"> Self-Declaration by the Director/ Partner/ CEO or Authorized Signatory of the Bidder showcasing number of users/ followers/ subscribers managed across each social media platforms separately Department may be verified by the actual account as per the details submitted by the bidders
8	Blacklisting	The Bidder(s) shall not have been debarred/ blacklisted by any Central Govt./State Govt./ NHM (state level) / Public Sector Undertaking / any other local Body or body established under or in the control of the Central or state Government and till completion of the selection process under this Bid Document	<ul style="list-style-type: none"> Notarized affidavit to be submitted on a non-judicial stamp paper (Rs. 100 Stamp paper) The Bidder(s) shall inform Directorate of Horticulture, Agriculture Dept. Government of Bihar of any such pending suits/ enquiry/ investigation against the Bidder in any court of law, legal authority, paralegal authority which may hamper the execution of works under this Bid Document
9	Earnest Money Deposit	A bidder is required to submit Earnest Money Deposit (EMD) of Rupees. 1,00,000.00 (One Lakh) through online mode (NEFT/RTGS) will be mandatory for successful bidder.	Submit Annexure A
10	Document' Cost	Rs. 5000/- (Five Thousand only) through online mode (NEFT/RTGS)	Submit Annexure B
11	Bidder Information Sheet	Kindly Furnished the firm details Bidder Information Sheet.	Submit Annexure B

Note:

- A Proposal will be rejected at this stage if it does not respond to Pre-Qualification Criteria as determined under this Bid Document
- Agencies supporting/ promoting any of the following content either in

digital/physical formats shall be treated adversely and not considered for technical evaluation purposes:

- (i) Anti-National content
- (ii) Pornographic & Trafficking content
- (iii) Political Association
- (iv) Malicious content
- (v) Content hurting religious sentiments

Technical Evaluation

The evaluation committee ("**Evaluation Committee**") appointed by the Directorate of Horticulture, Agriculture Dept. Government of Bihar will carry out the evaluation of Proposals on the basis of the following evaluation criteria and points system. If required, the Directorate of Horticulture, Agriculture Dept. Government of Bihar may seek specific clarifications from any or all Bidder (s) at this stage.

Technical evaluation of only those Bidder(s) shall be carried out of those meeting all the defined minimum pre-qualification criteria. After the technical evaluation each Proposal will be given a technical score (TS) as detailed below. The maximum points/ marks to be given under each of the evaluation criteria are:

S. No.	Specific Requirement	Max. Marks	Scoring Mechanism	Documents Required
1.	The Bidder(s) should be in existence and engaged in the business of providing Digital Marketing services in the last 05 (five) completed Financial Years (i.e., 2019-20, 2020-21, 2021-22, 2022-23 and 2023-24) and must be in existence at the time of Proposal submission i.e., on Proposal Due Date	10 Marks	<ul style="list-style-type: none"> ▪ 05-07 years ----- ----02 marks ▪ > 07-09 years ----- ----05marks ▪ > 09-10 years ----- ----08marks ▪ > 10 years ----- ---10 marks 	<ul style="list-style-type: none"> ▪ Registration document showing incorporation of the Bidder ▪ An undertaking on the letterhead of the Bidder (as per stating that the Bidder has been in existence and engaged in the business of providing Digital Marketing services for the last 05 (five) financial years
2.	The Bidder(s) should have an experience of providing Digital Marketing services including Social Media Management for at least 05 (five) projects/ contracts in any Central/ State Govt., Union Territory, PSU, in the last 03 (three) Financial Years (i.e., 2021-22, 2022-23 and 2023-24)	10 Marks	<ul style="list-style-type: none"> ▪ 05 Projects 5 Marks ▪ 06-8 Projects----- 8 Marks ▪ Above 8 --- Projects 10 Marks 	<ul style="list-style-type: none"> ▪ Contract Agreement/ Work Orders/ Completion certificate(s) that clearly states the details of the scope of work, date of commencement, details of Digital Marketing services including Social Media Management related services and support activities undertaken and all other essential details of the contract ▪ Client Certificate on the client's letterhead signed by the issuing authority providing the details of the

				project/contract with work completion certificate from the client
3.	The Bidder(s) should have an average annual financial turnover of INR 100 lakhs in the last 03 (three) Financial Years i.e., 2021-22, 2022-23 and 2023-24	10 Marks	<ul style="list-style-type: none"> ▪ 100 Lakh to 300 Lakh ----- 3 Marks ▪ 301 Lakh to 500 Lakh-----5 Marks ▪ More than 501 Lakh----- 10 Marks 	<ul style="list-style-type: none"> ▪ CA Certificate mentioning the year wise details with CA's Registration no/seal along with UDIN ▪ Certificate issued by a statutory auditor along with Audited Financial Statements confirming the average annual turnover of the Bidder during the stated Financial Years must be submitted
4.	The Bidder(s) must have successfully completed at least the following numbers of Digital Marketing services including Social Media Management projects in any State Government/Central Government/ Government Undertaking / PSU Sector of value specified herein the last 03 (three) Financial Years (i.e., 2021-22, 2022-23 and 2023-24)	10 Marks	<ul style="list-style-type: none"> ▪ 10 Lakh to 20 Lakh - ----- 3 Marks ▪ 21 Lakh to 30 Lakh-- -----5 Marks ▪ More than 30 Lakh-- ----- 10 Marks 	<ul style="list-style-type: none"> ▪ Contract Agreement/ Work Orders/ Completion certificate(s) that clearly states the details of the scope of work, date of commencement, details of Digital Marketing services including Social Media Management related services and support activities undertaken and all other essential details of the contract ▪ Client Certificate on the client's letterhead signed by the issuing authority providing the details of the project/contract with work completion certificate from the client
5.	The Bidder(s) should have managed at least a cumulative 1,50,000 users/ followers/ subscribers across multiple social media platforms for any Central or State Govt., Union Territory, PSU, CPSU, SPSU in the last 03 (three) Financial Years (i.e., 2021-22, 2022-23 and 2023-24) in the last 03 (three) Financial Years (i.e., 2021-22, 2022-23 and 2023-24)	10 Marks	<ul style="list-style-type: none"> ▪ 1,50,000 followers -----5 marks ▪ >1,50, 000 - 3,00,000 followers -----8 marks ▪ >3,00,000 followers -- -----10 Marks 	<ul style="list-style-type: none"> ▪ Self-Declaration by the Director/ Partner/ CEO or Authorized Signatory of the Bidder showcasing number of users/ followers/ subscribers managed across each social media platforms separately ▪ Department also verified by the followers/ subscribers of account as per the details submitted by the bidders

6.	<p>The Bidder(s) should have a minimum of 10 (ten) full time Staff on Payroll engaged in provision of Digital Marketing services at the time of Proposal submission i.e., on Proposal Due Date</p>	05 Marks	<ul style="list-style-type: none"> 10-20 Full Time Employees -----02 marks Above 20 Full Time Employees -----05 marks 	<ul style="list-style-type: none"> Self-Declaration by the Director/Partner/ CEO or Authorized Signatory of the Bidder along with the name, designation and duration of service (start date onwards) of the full-time employees with resumes. Bidder should submit EPF returns of last one year i.e FY 2024-25.
7	<p>The agency should have a Project Coordinator/ Manager with following qualifications:</p> <p>Post Graduate Diploma in Mass Communication/ Master's in Mass Communication/Post Graduate Degree or Diploma in Advertising/ Digital Marketing (Note: Digital Marketing degree to be given preference) or similar courses from a recognized institution. At least 3 years of experience in Content Management for websites/social Media Account management and excellent skill in written & spoken English & Hindi, good working knowledge of MS Office/Excel, Social Media management tools/applications, ability to collaborate with stakeholders, & to perform under deadlines in a process-oriented multi-task activities etc., The experts must be well versed in graphic designing tools and have experience in graphic design/online design, visualization in multi-</p>	15	<p>Educational Qualification of Project Coordinator/ Manager – 5 marks</p> <p>Project Coordinator with digital marketing degree will be given extra 2 marks</p> <p>Experience- 8 marks (experience of 5 years will be awarded 5 marks and with every year of additional experience 1 mark will be awarded and maximum marks will be 8)</p>	<p>Self-attested CV from the proposed resource with declaration by the Authorized signatory of the bidder.</p>

	<p>media activities in reputed organization. At least one of the experts must have a bachelor degree/diploma in Fine Arts/Graphic Design/animation from a recognized institution with 3 years" experience. The selected agency should be able to submit a panel of at least 5 experts amongst which the Ministry would select 2 experts for deployment at the Directorate site.</p> <p>At least 5 years of experience as team leader in reputed TV channel/ Print media agency, development plans and policies. Proven experience in coordinating and managing inter-cultural teams, handling large scale assignments of similar nature, and delivering results. CV detailing expertise in related areas should be included. Command over Hindi is mandatory and better-spoken skills of regional languages of Bihar. He/she also ensures quality delivery of the final document.</p>			
--	---	--	--	--

S. No.	Specific Requirement	Max. Marks	Scoring Mechanism		Documents Required
8.	Technical Presentation consisting of following: <ol style="list-style-type: none"> Organization profile and team structure Vision about social media for Directorate of Horticulture, Agriculture Dept. Government of Bihar Understand the scope of work and project requirements. 	30 Marks	The Technical Presentation would be evaluated based on the parameters mentioned in column (2) of this Table as shown below:		<ul style="list-style-type: none"> Bidder will upload the soft copy of Technical Presentation on GeM Portal. Department may be call for the physical presentation if
			Vision document for Directorate of Horticulture,	10 Marks	

	d. Project implementation plan – approach and methodology, timelines, activities, etc.		Agriculture Dept. Government of Bihar		required.
	e. Similar experience case study covering the following points –		Technical Experience and qualification of the proposed personnel	10 Marks	
	<ul style="list-style-type: none"> • Problem statement • Initiatives undertaken (campaigns and other innovative initiatives) • Impact – increase in followers from the baseline, tracking mechanism implemented, platforms targeted, among others. • Strategy to increase the Social Media footprint increase and three months target to increase followers in all social media handles. 		Project implementation plan, Approach and methodology, target and timelines, activities, etc.	7 Marks 3 Marks	

Note:

- Minimum qualifying marks for the Technical Score will be 60 marks.
- Technical Scores will have a weightage of 75% and Financial Proposals will be allotted a weightage of 25%.
- The bidders failing to meet any of the above criteria will not be considered for technical evaluation.
- Bidder must index all the certificates and documents in bid document.
- Only the agencies which qualify the Technical evaluation round, will be eligible to participate in the financial bidding round. The date and time for opening of the Financial Bids will be intimated on a later date
- No change in financial bids is allowed after the last date of submission of tender document.
- After evaluation of financial bids, the bidder will be awarded the contract as per QCBS System.
- A bid shall be excluded/ disqualified as soon as the cause for its exclusion/disqualification is discovered.

Terms of Payment

Payment will be made on monthly basis on successful completion of work. The agency will have to submit a report with the invoice for effecting the payment. Total price of Twelve months for providing services for maintenance of Social media platforms for Directorate [Inclusive of all the applicable Taxes (under GST, in rupees)] No reimbursement would be made with regard to any domestic and foreign travel, any other out of pocket expenses undertaken by the agency and or its representatives without prior approval of department. No increase in prices would be allowed during the contract period.

Penalty Clause

In an event of work not executed as per scope of work and/or work not carried out satisfactorily, the payment will be deducted/ withheld to the amount proportional to the work to be carried out for each month subject to the maximum of sum payable. If such incidence occurs frequently during the contract period, the contract may be terminated. All questions, disputes or differences arising out of or in connection with the work order shall be subject to exclusive jurisdiction of the court situated in Patna, Bihar only.

Provided however, that no penalty shall be payable by selected agency for delays attributable to Directorate of Horticulture, Agriculture Dept. Government of Bihar and /or occurrence of a Force Majeure event.

The maximum penalty in any such cases would be limited to 10 percent of the total contract value or fee paid till the time, whichever is lower.

Confidentiality & Secrecy

- Secrecy of the matter given should be maintained at all times by the Contractor.
- Contractor hereby acknowledges that the copyright of the material rests with the Ministry for both text and audio-visuals.
- Contractor is not authorized to reproduce/reprint/transmit to a third party in any manner including photocopying, photographing, cyclostyling, microfilming, scanning or any electronic means of copying or any other means whatsoever without the written permission of the Directorate.

Performance Guarantee

The successful bidder shall provide a Performance Guarantee for the due and faithful performance of contract for a sum of 5% of the total contract price before the signing of Agreement in the form of an Account Payee Demand Draft, Fixed Deposit Receipt from a Commercial bank, Bank Guarantee from a Commercial bank or online payment in an acceptable form safeguarding the purchaser's interest in all respects. The Performance Guarantee should remain valid for a period of 60 days beyond the date of completion of contractual obligations. Earnest Money Deposit of successful bidder will be returned after submission of Performance guarantee. Refusal or inability or delay by successful bidder to supply all deliverables as per scope of work at the contracted rate may result in termination of the contract and forfeiture of Performance Guarantee (PG) as well as disqualification of the bidder from participating in future tenders.

Period of the Assignment

The tenure of assignment / contract would be for a period of 12 months from the date of signing of this agreement. The duration of which may be extended for another year upon satisfactory performance , requirement and with the written consent of the agency

Agreement Deed

The successful bidder shall execute an agreement for the fulfilment of the contract on ₹ 100/- non-judicial stamp paper within 15 days from the date of award of the contract. The incidental expenses of execution of agreement/Contract shall be borne by the successful bidder. Agreement/contract will be signed after the submission of the Performance Bank Guarantee (PBG) which shall be 3 percent of the contract value.

Force Majeure:

For the purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of a Party, not foreseeable, unavoidable and not brought about by or at the instance of the Party claiming to be affected by such events and which has caused the non-performance or delay in performance, and which makes a Party's obligations here under impossible or so impractical as

reasonably to be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other extreme adverse weather conditions, strikes, lockouts, or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by Government agencies

a. Force Majeure shall neither include (i) any event which is caused by the negligence or intentional action of a Party or by or such Party's sub-consultants or agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected to take into account at the time of the conclusion of this Contract. Party affected by an event of Force Majeure shall continue to perform its obligations under the contract as far as is reasonably practical and shall take all reasonable measures to minimize the consequences of any event of Force Majeure.

b. Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible and in any case not later than 14 days following the occurrence of such event providing evidence of the nature and cause of such event, and shall similarly give written notice of restoration of normal conditions as soon as possible.

Dispute Resolution and Arbitration

In the event of any question, dispute or difference arising under this Agreement or in connection thereof, except as to the matter, the decision of which is specifically provided hereunder, shall be referred to as laid down in the Arbitration and Conciliation Act. 1996. The rules made thereunder and any modifications thereof, for the time being in force, shall be deemed to apply to the arbitration proceedings as aforesaid. The venue and seat of arbitration shall be Patna (Bihar). The arbitration proceedings shall be conducted in English language.

Upon any and every reference as aforesaid, the assessment of costs, interest and incidental expenses in the proceedings for the award shall be at the discretion of the Arbitrator.

Governing Laws and Jurisdiction

This shall be construed and governed by the laws of India, and the parties hereby submit to the exclusive jurisdiction of the Patna court of law.

Validity of Bid

The application bid shall be valid for a period of 60 days from the last date of submission of application.

Withdrawal/Amendment to Bid

At any time prior to the last date of receipt of Bids, the Directorate of Horticulture, Agriculture Dept. Government of Bihar, may for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP document by an amendment. In order to provide prospective Bidder reasonable time in which to take the amendment into account in preparing their Bids, the Directorate of Horticulture, Agriculture Dept. Government of Bihar may at its discretion, extend the last date for receipt of Bids and/or make other changes in the requirements set out in the invitation to RFP. The Directorate of Horticulture, Agriculture Dept. Government of Bihar reserves the right to withdraw the RFP at any stage without any liability or any obligation for such withdrawal, without assigning any reasons.

Rejection of Application/Bid

The application / Bid for selection of Agency is liable to be rejected, if:

- a) It is not containing all required details/ information/ documents.
- b) It is not properly signed.

- c) It is received after the due date and time.

The Directorate of Horticulture, Agriculture Dept. Government of Bihar, reserves the right to:

- a) To reject any/all application without assigning any reasons thereof
- b) To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the Directorate of Horticulture, Agriculture Dept. Government of Bihar) and the objective of the scheme without assigning any reasons thereof
- c) To include any other items in the Scope of Work at any time after consultation in the pre-Bid meeting or otherwise during the course of implementation of the scheme.
- d) To solicit additional information from Bidders. Additional information may include, but is not limited to, their past performance records, previous assignment details etc.
- e) To not accept bid from agency resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by the Government investigating Agency/Vigilance Cell

DETAILS OF EARNEST MONEY DEPOSIT

Earnest money through online mode purpose of Selection of Agency for Managing Social Media Channels for Directorate of Horticulture, Agriculture Dept. Government of Bihar.

NEFT/RTGS.....
Name of the bank.....
Branch.....
Dated.....
Amount (In figures & words).....
.....

Signature of Authorized Signatory

Name

Designation

Seal of the firm

Dated.....

DETAILS OF PROPOSAL DOCUMENT COST

Bid Document cost through online mode as per details enclosed below for the purpose of Selection of Agency for Managing Social Media Channels for Directorate of Horticulture, Agriculture Dept. Government of Bihar.

NEFT/RTGS.....
Name of the bank.....
Branch.....
Dated.....
Amount (In figures & words).....
.....

Signature of Authorized Signatory
Name

Designation

Seal of the firm
Dated.....

PROPOSER INFORMATION SHEET

(General Information to be supplied along with the Proposal)

Date of Opening of Technical Proposal –:

1. Name of the Item:

2. (a) Name & Address of the firm/ Agency,

(b) Office address of the firm/Agency in the state of Bihar. If NOT, Is the firm/agency is intended to open its office in Bihar

Telephone No.:

3. (a) GSTIN Registration No.:

(b) Income Tax PAN No.:

4. Address with telephone no./e-mail/web address
where tissue culture lab is situated

Certified that above information is correct and further certified that the agency owned by me/ us

Signature of Authorized Signatory

Name

Designation

Seal of the firm

Dated.....