GOVERNMENT OF BIHAR

Department of Agriculture, Directorate of Horticulture

Bihar Horticulture Development Society Patna

Request for Proposal for Social Media and Horticulture Outreach

Financial year 2026-27

1 Notice inviting bids

1.1 The Mission Director, Bihar Horticulture Development Society (BHDS), invites online bids through the Government e-Marketplace (GeM) for selection of an agency to provide integrated social media management, farmer communication, field storytelling, campaign execution, community response and analytics for the Directorate of Horticulture, Department of Agriculture, Bihar.

1.2 The assignment shall promote informed diversification, technology adoption, climate resilience and post-harvest management, primarily among rural farmers, women farmers, collectives and horticulture entrepreneurs, with dedicated communication on Makhana, mushroom and honey.

Particular	Bid requirement
Procuring and contracting authority	Mission Director, Bihar Horticulture Development Society, 2nd Floor, Krishi Bhawan, Mithapur, Patna 800001
Bid reference and publication date	
Submission and notices	Online through https://gem.gov.in under Hiring of Social Media Agency; the GeM schedule and corrigenda form part of this RFP
Selection	Two-packet bidding; technical qualification followed by lowest evaluated price, with reverse auction enabled in accordance with Section 7
Technical threshold	70 out of 100, with the component minimums in Section 5
Initial tenure	12 months from the commencement date in the GeM contract
Extension option	One further period of up to 12 months, subject to Section 8
Bid validity	120 days from the bid submission deadline
EMD / Bid Security	A bidder is required to submit Earnest Money Deposit (EMD) of Rs. 2,00,000 through online mode (NEFT/RTGS) will be mandatory for all bidder.
Performance security	5% of the initial contract value; 2.5% for eligible Enterprises of State under Section 4. Performance Security shall remain valid for contract period plus 60 days after final handover and settlement of all claims
Price basis	One integrated monthly service fee for 12 months; evaluation on the total amount payable including applicable taxes
Deployment	Two dedicated full-time personnel at Patna, supported by the named specialist team in Section 14

1.3 No tender fee is payable to BHDS. The bid deadline, opening date, pre-bid arrangements, buyer contact particulars and reverse-auction schedule shall be those published on GeM. All times are Indian Standard Time. The year stated in the title does not curtail the 12-month service period.

Mission Director

Bihar Horticulture Development Society Patna

2 Instructions and governing conditions

2.1 Applicable framework

This procurement is governed by the Bihar Financial Rules, as amended, the Bihar Purchase Preference Policy, 2024 as amended, applicable Government orders, and the GeM General Terms and Conditions, service-specific terms, Service Level Agreement and bid conditions incorporated in the published GeM bid. This RFP constitutes the buyer's additional terms and scope of services. Mandatory law prevails; the order of precedence between GeM documents shall be the order prescribed by GeM. No provision authorises departure from mandatory State requirements or use of an impermissible GeM additional term.

2.2 Clarifications and corrigenda

Bidders shall submit queries through the GeM facilities and buyer contact channel identified in the bid. A pre-bid meeting, if scheduled on GeM, may be attended online; attendance shall not be an eligibility condition. Responses and material clarifications shall be published for all bidders. Only a published corrigendum may amend the bid. Material amendments shall carry adequate additional response time consistent with applicable rules and the portal. Oral statements have no contractual effect.

2.3 Bid preparation and submission

The technical packet shall contain Forms 1 to 4, eligibility evidence, the technical approach, case studies, CVs, signed personnel commitments and declarations. The financial offer shall be submitted only in the GeM financial packet and its prescribed price schedule, with Form 5 where the portal permits. No offered price, remuneration or financial quotation shall appear in the technical packet. Historical contract values required as eligibility evidence may be disclosed in the technical packet.

Documents shall be legible, indexed and digitally signed as required by GeM. Supporting documents in languages other than Hindi or English shall have an authenticated Hindi or English translation. Bidders shall retain original documents for verification; physical submission is not a prerequisite for technical qualification. Submission, withdrawal and modification are permitted only within GeM timelines and procedures. Late bids and conditional offers that materially alter the scope or price basis shall not be accepted.

2.4 Clarification during evaluation

BHDS may seek clarification of an ambiguity or a missing supporting record for a fact that existed by the bid deadline, with a uniform response period, ordinarily three working days or the longer portal-mandated period. Clarification shall not create new qualifying experience, replace a materially deficient proposal, change the offered price or improve the technical substance. No post-deadline waiver of the technical threshold or essential requirements is permitted. GeM representation and grievance periods shall be observed before proceeding to the next stage.

2.5 Verification and integrity

BHDS may verify work orders, payments, client confirmations, CA certificates and UDINs, staff commitments and portfolio ownership. The agency shall distinguish work delivered by the bidding entity from work delivered by a person under a previous employer. Fabricated credentials, plagiarised portfolios, manipulated analytics, concealed conflicts and collusion shall be dealt with under the applicable integrity provisions, after due process. An unresolved allegation or pending inquiry alone shall not be treated as a finding of guilt.

2.6 Procurement authority and representations

Only the competent authority may approve award, cancellation or a lawful variation, with reasons recorded. Bidders may submit representations through GeM and to the buyer officer displayed in the bid; decisions shall be communicated through the prescribed process. Participation creates no right to award or reimbursement of bidding costs. The agency shall not contact evaluators privately or seek to influence evaluation.

3 Eligibility and evidence

3.1 A bidder shall satisfy the following requirements by the bid deadline, subject to the expressly permitted exemptions in Section 4. There is no separate minimum company-age, follower-count, award, ISO-certification, government-client or total-payroll condition.

No	Requirement	Minimum standard and evidence	Form
1	Legal capacity	Indian company, LLP, registered partnership, proprietorship or other Indian legal entity competent to contract and provide the services. Submit constitution or registration evidence, PAN, GST registration where required, GeM registration and signatory authorisation.	1
2	Relevant turnover	Average annual turnover of at least INR 200 lakh from communication, digital media, audiovisual production, public outreach or related services during FY 2023-24, 2024-25 and 2025-26. For a younger entity, average over completed financial years available. Submit CA certificate with UDIN and financial statements; where audit is not legally required or not yet due, CA-certified accounts supported by filed tax records are acceptable.	2
3	Relevant delivery	During the five years preceding the deadline: one relevant (completed)assignment with at least INR 10 lakh of services satisfactorily delivered, or two with at least INR 5 lakh each delivered. An ongoing assignment counts only for the completed and accepted portion. At least one cited assignment must evidence six months of communication delivery. Values exclude GST, paid-media pass-through, celebrity fees and unrelated supplies.	2
4	Relevant scope	Cited work must collectively evidence digital content production, audience communication or engagement, and reporting. Government, PSU, university, research institution, NGO, development organisation, cooperative, FPO or private-sector clients are acceptable. Agriculture experience is desirable and scored; it is not an exclusive eligibility requirement.	2
5	Team commitment	Named personnel meeting Section 14, with CVs, experience evidence and signed availability. Employment or enforceable conditional engagement is acceptable. The two on-site roles must be separate individuals.	3
6	Operational presence	Undertaking to establish an operational arrangement in Patna and deploy the team within 15 calendar days of the contract award. An existing Bihar office is not mandatory.	1
7	Legal and integrity status	No subsisting debarment that legally prevents participation; no insolvency or legal incapacity preventing performance; disclose material litigation and conflicts. Submit signed integrity and conflict declarations.	4
8	Bid security	Security in the amount and manner stated in the GeM bid, valid for at least 45 days beyond bid validity where an instrument is used; or admissible exemption evidence.	1

3.2 Relevant assignments shall be supported by a work order or agreement and a client performance or acceptance certificate. Where a client does not issue certificates, the bidder may provide the contract, invoices, proof of receipt and attributable published outputs together with an official client contact for verification. A bidder's self-declaration

alone does not establish past delivery. Related-party work shall be disclosed and counts only if independently verifiable as an actual arm's-length service.

3.3 Consortium or joint-venture bids are not permitted. Individually engaged specialists and disclosed specialist firms may support the bidder under Section 14; they do not become co-bidders. Turnover and assignment values of affiliates, proposed subcontractors or individual personnel shall not be pooled as the bidder's own credentials.

4 Participation flexibility and statutory benefits

4.1 Eligible enterprises and startups

Benefits of the Bihar Purchase Preference Policy, 2024, as amended by Notification 4053/F dated 1 May 2026 and subsequent applicable amendments, shall be available on prescribed evidence. Eligible Enterprises of State receive EMD exemption, 50% relaxation in the stated turnover and firm-experience criteria, and 50% concession in performance security. For this RFP, their turnover threshold is INR 100 lakh; relevant delivered service value is one assignment of INR 5 lakh or two of INR 2.5 lakh each; and the communication-delivery period is three months. Their performance security is 2.5% of the contract value. Technical specifications, personnel competence and the technical qualifying thresholds remain unchanged.

A bidder seeking relaxation of turnover or prior experience shall state the applicable policy provision, benefit claimed and supporting registration or recognition in Form 1. Exempt bidders shall not be rejected merely for non-fulfilment of the exempted criterion. They shall establish proposed-team competence, relevant work of the named personnel and delivery readiness through the same technical assessment. Enterprise registration alone does not prove service competence.

4.2 Security and preference claims

Enterprises of State shall establish eligibility under the amended policy, including location and operation in Bihar and the required Udyam or Bihar startup recognition, as applicable. Other applicable GeM MSE or recognised-startup benefits shall be honoured as recorded in the bid. An EMD exemption shall not by itself confer performance-security exemption; the specific governing provision applies. No concession relaxes individual personnel qualifications or technical competence.

This is one integrated and functionally indivisible service package. Applicable purchase preference, price matching and award sequencing for an indivisible service shall follow the governing policy and GeM process. A supplier's operational office in Bihar, by itself, does not establish eligibility for local-supplier preference. A claim requires the prescribed local-service, registration and other supporting evidence. No additional discretionary preference or marks shall be given for geography, personal access, follower numbers or political connections.

4.3 Practical flexibility available to all bidders

The agency may engage experienced specialists on retainers or conditional contracts and may rent equipment and studio facilities. It need not own a studio, employ an arbitrary minimum number of people or purchase a specified software brand. Equivalent qualifications expressly stated in Section 14 are accepted. Private-sector and development-sector work may demonstrate competence. There is no requirement to have worked for BHDS, any particular department, Bihar or a foreign client.

4.4 Evidence for technical scoring

For scoring under Section 5, a bidder may submit up to three verified case studies of the bidding entity or of proposed key personnel. An individual's prior-employer work must identify that employer, the individual's exact role and client or employer evidence. Such work receives technical consideration for demonstrated ability but shall not be misrepresented as the bidding entity's turnover or contract experience.

Case studies shall state the baseline, dates, audience, actual services, organic and paid results, expenditure context where disclosure is permitted, limitations and independent verification source. Submit dated extracts or exports in the

technical packet. Portfolio links are supplementary and shall not substitute for evidence uploaded to GeM. Confidential commercial details may be masked provided the facts necessary for evaluation remain verifiable.

4.5 Equal treatment

All bidders shall be assessed against the same published criteria and scoring anchors. Exemptions shall be recorded with their legal basis. Neither urgency nor a small number of bids permits selective concessions, lowering of the technical threshold or acceptance of false evidence.

5 Technical evaluation

5.1 Evaluation shall proceed through eligibility verification, technical assessment and financial evaluation. Technical marks are a qualification test; they are not combined with financial marks. The committee shall include competence in horticulture or extension, digital communication and financial or procurement evaluation, with conflict declarations recorded.

No	Component	Assessed elements and maximum marks	Maximum
A	Demonstrated delivery	Up to three verified case studies assessed together: relevant rural, development or consumer behaviour communication 5; attribution, baseline and outcome evidence 5; field storytelling and quality of existing work 5, Government Social Media Account Management 5	20
B	Bihar outreach strategy	Audience and crop-cluster diagnosis 5; practical farmer journey from awareness to enquiry and supported trial 5; regional-language and women's access strategy 5; feasible annual and first 90-day plan with measurement 5.	20
C	Proposed team	Account lead 2; Hindi and regional communication lead 4; audiovisual producer 4; horticulture specialist 2; audience and analytics specialist 3. Evidence includes CVs, role-specific work and the presentation interaction.	15
D	Technical presentation and case discussion	Sound crop economics and risk explanation 10; defence of field-story and audiovisual choices using existing work 10; rural distribution, women's access and farmer enquiry design 10. Assessed under Section 6.	30
E	Execution and safeguards	Approval and agronomic verification workflow 5; analytics integrity, account security and responsible AI use 5; deployment, field logistics and continuity arrangements 5.	15
	Total	All components together	100

5.2 A bidder qualifies only if it secures **at least 70/100 overall**, **12/20 in B**, **12/20 in C**, **21/30 in D**, and **6/10 in each of D's three subcomponents**. All essential team requirements must also be met. These minimums shall not be reduced after the deadline or because competition is limited.

5.3 Scoring anchors

Each listed subcomponent shall be scored using the same anchors: **0%** of its maximum for absent, irrelevant or unverifiable evidence; **25%** for a generic response with major gaps; **50%** for a workable response with significant gaps; **70%** for a specific, feasible and evidenced response with minor gaps; **100%** for a complete, well-substantiated response demonstrating strong execution and clear risk controls. Intermediate marks shall not be invented outside these anchors.

Evaluators shall score independently, record the evidence and reason for each mark, and declare conflicts. The final mark for each subcomponent shall be the arithmetic mean of members' marks, retained to two decimals. A difference greater than half the subcomponent's maximum shall be reviewed for evidence or arithmetic errors; each change must

be individually justified. Qualification shall use the unrounded aggregate. No comparative curve, undisclosed criterion or arbitrary moderation shall be used.

5.4 BHDS shall record reasons for non-qualification and address representations within GeM's prescribed procedure before financial opening. A factual misstatement is distinct from a weak proposal and shall be handled under the integrity provisions.

6 Technical proposal and practical assessment

6.1 Proposal requirements

The technical approach shall not exceed 20 pages, excluding forms, CVs, financial-capacity evidence and case-study annexures. It shall cover the 12-month strategy; a detailed first 90-day plan; crop and district prioritisation; farmer economics; women's participation; local-language distribution; content and field calendar; team deployment; security; approvals; and measurement. A concise presentation of up to 15 slides shall be uploaded with the technical bid. Excess pages shall not earn additional marks.

6.2 Presentation procedure

Each eligible bidder shall receive at least three working days' notice, or the longer portal period. The same format shall be used for all bidders: up to 20 minutes for the presentation and 25 minutes for case discussion and questions. Online participation shall be permitted on equal terms. The account lead, Hindi communication lead, audiovisual producer and both subject specialists shall attend; approved role combinations may reduce the number of persons but not the expertise represented.

The presentation explains the submitted proposal and authenticates the proposed team's ability. It shall not introduce new qualifying assignments, substitute personnel or materially improve the bid. A recording or signed detailed minutes, attendance and scoring sheets shall be retained. Technical failures beyond a bidder's control may receive one rescheduled slot on equivalent terms.

6.3 Common discussion brief

All bidders shall address the following brief through their submitted strategy and oral discussion. It is an evaluation scenario, not a departmental recommendation or verified farm-budget dataset.

Farmer decision. A smallholder is considering partial diversification from a cereal crop to a horticultural crop suited to the locality. Explain how the agency will obtain and communicate comparable evidence on investment, seasonal working capital, labour, marketable yield, farm-gate prices, spoilage, time to first income, buyer access and downside risk. Describe why a phased trial, suitable agronomy and reliable market access may be preferable to immediate whole-farm conversion.

Numerical reasoning. For an illustrative crop cycle, marketable output is 8,000 kg, farm-gate price INR 20/kg and total comparable cost INR 1,00,000. Explain revenue, net surplus and break-even price; then explain the outcome if both yield and price fall by 20%, with costs held unchanged. State what these figures omit and how missing costs or rejected produce would change the communication. The figures shall never be represented as actual Bihar crop returns.

Story and distribution. Using an existing portfolio item, explain how the team captured consent, checked facts, recorded usable field audio, structured the story, adapted it for low-bandwidth Hindi and a Bihar regional language, and connected it to an actionable next step. Describe outreach to women with shared-phone access, an FPO or SHG screening, a regional creator partnership and a safe referral to a departmental officer.

6.4 Scope of the assessment

The committee shall assess D's three subcomponents only against the disclosed anchors and brief. It may ask consistent follow-up questions to authenticate competence. No new film, free campaign, physical sample or speculative production deliverable is required for bidding. Existing work remains the property of its lawful owner and shall be used only for evaluation. BHDS shall not publish an unsuccessful bidder's material without permission.

7 Financial evaluation and reverse auction

7.1 Comparable price

Only technically qualified bids shall proceed. Bidders shall quote one fixed integrated monthly fee covering the complete base scope, staff, specialist inputs, equipment, software, production, routine operations, defined travel and handover. The evaluated price is the total amount payable for 12 months, including GST and all other applicable charges, on the GeM price basis. The service shall not be divided into separate manpower and professional-fee awards.

7.2 Reverse auction

Reverse auction is enabled. Auction eligibility, system shortlisting, participation, starting price, decrement, duration, automatic extensions and notifications shall follow the GeM rules and configuration published with the bid. Only technically qualified bidders admitted by the GeM system may participate. BHDS shall not conduct an offline auction or invent an alternative bidder-elimination rule.

The auction shall determine price only. The 70-mark threshold, component minimums, named resource commitments, service quantities and acceptance standards remain binding throughout. An auction reduction shall not reduce staff, specialist days, field coverage, rights, licences or other obligations. Financial ranking shall be based on the final valid price recorded by GeM, subject to applicable purchase preference, responsiveness, price reasonableness and competent approval.

7.3 Auction not held or not concluded

Where GeM does not trigger an auction or no lower auction bid is received, the GeM-recorded valid financial offer shall remain applicable in accordance with portal rules. A portal failure shall be addressed through GeM's authorised rescheduling or continuation process with equal notice. No offline substitute price shall be accepted. Where only one responsive bidder remains, Section 8 and the mandatory State procedure shall govern before award; a system-generated L1 does not itself authorise acceptance.

7.4 Award and equal prices

The lowest evaluated responsive offer, after any legally applicable preference or price matching, shall be recommended for award. Technical marks above the qualifying thresholds confer no price preference. Equal-price cases shall be resolved strictly through the applicable GeM mechanism, including system-based selection where prescribed. No additional tie-break rule is created by this RFP. BHDS may reject all bids for recorded lawful reasons; selection remains subject to sanctioned expenditure and delegated powers.

7.5 Abnormally low offers

If the offer appears insufficient to perform the specified work, BHDS shall seek a written explanation with cost build-up for staff, statutory employment costs, specialist inputs, production, travel, equipment and overheads. The bidder may explain efficiencies but shall not increase its price, dilute deliverables or rely on unapproved reimbursements. Rejection shall be supported by recorded reasons after considering the explanation; no automatic percentage discount cut-off shall be used. An additional security shall not be imposed unless expressly authorised by the governing rules and GeM conditions.

7.6 Post-auction confirmation

The successful bidder shall submit the final fee and tax reconciliation and cost allocation consistent with its GeM price. This is administrative confirmation of the binding offer and not a fresh negotiation. The GeM contract, this RFP, accepted technical commitments and corrigenda shall form the agreement.

8 Limited competition mobilisation and extension

8.1 Limited competition and re-invitation

Where two or more bids qualify, the process may continue subject to effective competition, GeM auction rules and price reasonableness. There is no independent three-qualified-bidder requirement in this RFP.

Where no bid is received, only one bid is received, or only one bid remains after technical evaluation at the first invitation, BHDS shall follow Bihar Financial Rule 131P: cancel and promptly re-invite, allowing at least 10 days for submission and any longer applicable GeM period. A single qualifying bid after re-invitation may be considered only with the approval prescribed in Appendix 16, supported by evaluation, market-price checks and recorded reasons. Qualification standards and contractual obligations remain unchanged.

8.2 Lawful fallback flexibility

For a fresh invitation, BHDS may broaden non-essential entry requirements on recorded grounds and publish the revised terms uniformly before bidding. The technical competence and output standards shall remain explicit. No bidder may be appointed merely because it is the best among bidders that failed the threshold. Any exceptional interim procurement shall require a separate proposal and approval under the applicable rules, including Rule 131ZZ where relevant; this RFP creates no automatic nomination, incumbent-extension or reserve-panel entitlement.

8.3 Mobilisation

Within three calendar days of award, the agency shall nominate its authorised lead, confirm staff availability and submit a transition schedule. The complete team, equipment and Patna operating arrangement shall be ready within 15 calendar days. The contract shall state the actual commencement date; full service shall begin on that date. No retrospective payment or payment for an undeployed period is admissible.

The agency shall coordinate handover from the outgoing agency, list account ownership and access, preserve scheduled communications and review pending issues. BHDS shall facilitate institutional access and appoint a nodal officer. Missing historical data or delayed access shall be documented; it shall not authorise unauthorised account recovery, deletion or use of personal accounts.

8.4 Initial review

The first 90 days form the initial performance-review period within the 12-month contract. Reviews at days 30, 60 and 90 shall assess deployment, factual quality, field delivery, secure operations and audience engagement. Deficiencies shall carry a written corrective-action plan. Unsatisfactory performance may lead to remedies or termination under Section 20; it does not create an unadvertised provisional award or permit replacement by an unsuccessful bidder without lawful procurement.

8.5 Performance-based extension

BHDS may extend the assignment once for up to 12 additional months at the same monthly base fee, with statutory tax changes treated under Section 18. Extension requires satisfactory reviews, an average score of at least 80/100 over the latest two completed quarters, no unresolved material breach, continued need, available funds, the agency's written consent and all competent approvals. The extension shall be executed before expiry and shall not arise automatically from continued service.

An extension or increase attracting Rule 131D shall remain subject to its limits and approval requirements, including Finance Department approval where the increase exceeds the permitted limit. The option does not dispense with such approval. Performance security and committed resources shall be renewed for the extended period. Total tenure under this option shall not exceed 24 months.

9 Mission audiences and campaign planning

9.1 Communication mandate

The agency shall help farmers make informed decisions about horticulture through credible economic explanations, practical demonstrations and locally relevant stories. Communication shall connect promotion to agronomic suitability, planting material, water, skills, finance, risk, post-harvest facilities and markets. No campaign shall promote universal replacement of food crops or promise guaranteed income, subsidy, procurement or export access.

Audience	Communication need	Route to action
Small and marginal farmers and cultivators	Partial diversification, seasonal cash flow, suitable crops and technologies	Local-language demonstration and comparison; referral to verified training and departmental support
Women farmers and SHGs	Recognition as decision-makers; drudgery reduction, safe tools, skills and enterprise income	Women-led stories, audio packs, group screenings and appropriate enquiry channels
Youth and rural entrepreneurs	Nurseries, mushroom, beekeeping, processing, service enterprises and digital markets	Enterprise budgets, practitioner interviews and verified incubation or training information
FPOs and cooperatives	Aggregation, quality, storage, collective marketing and buyer requirements	Collective case studies, explainers and links to responsible institutions
Extension staff and community communicators	Reusable, verified and timely material for local dissemination	Weekly distribution packs, FAQs and short training sessions
Buyers processors and diaspora	Product identity, quality, provenance, value addition and market connections	Selected English or bilingual professional content and approved collaborations

9.2 Inception outputs

By day 15, submit an audit of existing handles, access controls, the preceding available 90-day analytics, audience mix, content, departmental referral channels and risks. By day 30, submit a 12-month strategy, the first rolling 90-day plan and a measurement plan. Where the historical baseline is incomplete, document the gaps and establish a prospective 30-day baseline.

The plan shall identify crop clusters and seasonal opportunities from approved departmental information; barriers faced by different farmer groups; suitable language and format; trusted messengers; responsible officers; enquiry or training pathways; content volumes; field routes; and risks. National digital-use statistics shall not be presented as Bihar-specific farmer reach without supporting evidence.

9.3 Campaign sequence

Each campaign shall specify the audience, decision barrier, evidence, message, trusted source and next action. It shall progress from awareness to understanding, enquiry, training or demonstration, and supported trial where feasible. Follow-up stories shall test whether expectations matched experience. At least six structured thematic campaigns shall be executed annually within the base deliverables, timed to crop seasons and approved scheme windows.

At least 70% of original monthly content units shall directly serve farmers, cultivators or rural enterprises. Official events and dignitary coverage shall connect to a useful horticulture message. Consumer and diaspora content for flagship products shall remain a defined secondary stream and shall not displace farmer communication.

10 Crop economics technical content and flagship sectors

10.1 Economic evidence

The agency's agricultural economics specialist shall prepare one decision-oriented crop or enterprise economics brief each month, with an editable calculation sheet and source register. Each shall state district or agro-climatic context, farm or enterprise size, season, price date and source, production period, marketable yield, costs and assumptions. A simple public-facing comparison shall be produced within the monthly content quota.

Comparisons shall use consistent units and periods. They shall distinguish gross revenue, cash operating surplus and net economic return; paid and family labour; land cost or rental value; capital investment, depreciation and finance costs; working capital; losses and rejection; transport, packaging and marketing costs; and time to first income. Subsidy shall be shown separately, with eligibility and availability verified. Per-cycle figures shall not be compared with annual figures without adjustment.

Each brief shall include base and downside scenarios, break-even price or yield, market constraints and the limits of transferability. Assumed prices shall be distinguished from observed farm-gate prices. Claims from a farmer interview shall be triangulated with records or expert review and labelled if self-reported. No exceptional success story shall be portrayed as a typical guaranteed result.

10.2 Agronomic and climate-resilience review

The horticulture specialist shall validate technical scripts against current authoritative recommendations, relevant ICAR or university material and departmental advice. Content shall cover crop suitability, quality planting material, season, soil and water management, protected cultivation, micro-irrigation, pest management, mechanisation suited to women, harvest maturity and post-harvest practice. Climate-resilient variety claims require locality-specific evidence and reviewer approval. Pesticide advice shall follow approved crop-use and label requirements, safety precautions and applicable restrictions; speculative diagnosis from social media shall be referred to a qualified officer.

10.3 Flagship programmes

Makhana: distinguish field and aquatic production systems, labour and occupational realities, seed quality, harvesting, drying, roasting and popping, grading, value addition, provenance and market access. Any GI or certification claim shall be verified. Scientific imagery and names shall correctly depict Makhana and not substitute unrelated lotus imagery.

Mushroom: explain production-system and species choice, seasonal control, hygiene, spawn quality, contamination risk, training, fresh-product perishability, processing and realistic marketing costs. Enterprise stories shall disclose failed batches and operating costs where relevant.

Honey and beekeeping: cover colony management, forage, pollination, safe migration, bee-safe cultivation, harvesting, food safety, quality testing, adulteration risks, processing and market linkages. Honey shall not be promoted as a cure for disease or as suitable for every consumer.

10.4 Public-interest boundaries

Nutrition and health content shall distinguish evidence-based food information from treatment or disease-prevention claims and meet applicable FSSAI and consumer-protection requirements. The same standard applies to Makhana and mushroom. No private product endorsement, exclusive buyer recommendation or commercial sponsorship shall be implied without written authorisation and compliant disclosure.

11 Field production stories interviews and podcasts

11.1 Field reporting

The agency shall develop a field calendar with the Directorate and district officers, combining routes to reduce travel while maintaining a range of crops, locations and farmer experiences. Coverage shall include at least 24 distinct Bihar districts during the year and all nine administrative divisions, subject to site access and approved seasonal priorities. A

district shall count only where original field reporting is completed and documented; reposting an existing photograph does not qualify.

The agency shall undertake six approved field-team days per month within Bihar, including travel days, and maintain Patna coordination through substitutes when on-site staff travel. A field-team day means a team of at least two competent persons available for one day of travel or reporting. Travel, accommodation, local transport and equipment for these visits are included in the fee. The monthly field plan shall specify routes, shooting days and expected outputs; multi-day assignments use the corresponding number of team days.

11.2 Story standards

Each substantive farmer or enterprise story shall explain the starting situation, decision, inputs, support received, results, constraints and next steps. Capture the person's own voice, demonstrable practice and credible evidence. Stories shall include setbacks, conditions for success and market realities. At least 40% of the original farmer or entrepreneur stories delivered each quarter shall substantially feature women as producers or decision-makers. Participation and publication shall remain voluntary.

Obtain informed consent in a language understood by the participant, including consent to recording, translation, editing and publication. Do not pay for fabricated testimonials, stage false beneficiary claims or disclose sensitive household, account or land-record information. A woman interviewer or facilitator shall be arranged where needed for comfortable participation. Minors shall not be featured without appropriate guardian consent and lawful safeguards.

11.3 Expert and public-personality engagement

Prepare evidence-based interview briefs and arrange conversations with scientists, farmers, entrepreneurs, processors, buyers, visiting experts, authorised officers and public representatives. The agency shall provide interview production, host or moderator, recording, editing, captions, transcripts and extracts. Appointments with Ministers, officials or external experts require their consent and departmental coordination; access to any particular person is not guaranteed or an evaluation advantage.

One podcast or expert conversation of 15 to 25 minutes shall be produced each month, on location or remotely, supported by at least three short extracts within the short-video quota. Remote international interviews and online recording are included. Production shall retain the speaker's meaning and distinguish personal views from official announcements.

11.4 Events and travel outside Bihar

Two local event-coverage days per month in Patna, including up to one single-location live stream per month, are included. Outstation events in Bihar would receive accommodation and travel support from BHDS, subject to prior approval. The annual fee also includes production and professional services for two domestic assignments outside Bihar, each up to three days with a two-person crew; only their approved travel and accommodation are treated under Section 18. International travel, guest honoraria and large multi-camera event productions are outside the base scope and require separate lawful procurement or an approved contract variation.

12 Rural distribution women and trusted communicators

12.1 Channel strategy

The base service covers the Directorate's official Facebook, YouTube, WhatsApp Channel, Instagram, X and LinkedIn presence. Facebook, YouTube and opt-in WhatsApp dissemination shall be assessed for farmer communication; Instagram for short visual discovery; X for timely public information; and LinkedIn for institutional and market-facing engagement. Platform choice and effort shall be adjusted through evidence and approval. A replacement platform may substitute for an existing one within the same workload; material expansion requires change control.

Use Hindi as the principal publication language. Every month, adapt at least 12 approved priority content items into two regionally appropriate languages selected from Bhojpuri, Maithili, Magahi, Angika and Bajjika, giving at least 24

regional versions. Selection shall reflect campaign districts and listener comprehension. At least four adaptations shall be usable audio or voice-led items. English versions shall be produced for up to eight selected items each month. Regional and English versions are additional adaptations, not new original-content units.

12.2 Assisted community distribution

Prepare one downloadable distribution pack each week with approved short videos, audio, scheme cards, FAQs and a clear contact or action link. Maintain an approved distribution map linking district horticulture staff with FPOs, cooperatives, KVKs, JEEViKA or other SHG networks and participating community organisations. BHDS shall facilitate institutional introductions; the agency shall coordinate dissemination and maintain evidence. It shall not direct departmental staff or claim guaranteed access to another institution's network.

Arrange at least two small facilitated farmer feedback or viewing sessions per quarter within the planned field visits, including women's groups. Provide reusable screening material for extension meetings. Venue hire, mass mobilisation, refreshments, print quantities and broadcasting airtime are not included unless separately sanctioned. Digital masters and coordination are included.

12.3 Access and inclusion

Produce vertical, captioned and voice-led mobile content, low-bandwidth copies, readable scheme cards and short audio explainers. Test language comprehension and publication timing with rural users. Address shared-phone use, limited literacy and the availability of women to view or discuss material. Include a non-digital contact or local referral where an online-only process would exclude the intended audience. Do not use urban impressions as proof of rural access.

12.4 Regional creators and farmer ambassadors

By day 30, submit at least 30 vetted potential collaborators, with district, language, subject competence, audience relevance, sample work, conflicts and engagement authenticity. Refresh the list quarterly. Assess local trust and content quality rather than a minimum follower count. Seek at least two approved unpaid or institutionally supported collaborations each month; where a proposed participant declines, document outreach and obtain approval for an equivalent expert or farmer-led item.

Paid collaborations require a written brief, transparent selection and fees, deliverables, usage rights, disclosure and budget approval. No political campaigning, undisclosed sponsorship, fake engagement or paid favourable coverage of an official is permitted. Relationships with input sellers, buyers or agency affiliates shall be disclosed. The agency shall not solicit or accept sponsorship on behalf of BHDS.

12.5 Consent and targeting

Use voluntary subscriptions and compliant opt-in messaging. No scraped phone lists, forced WhatsApp groups, unsolicited bulk messages or disclosure of participants' numbers is permitted. Paid targeting, when approved, shall use lawful geography, language and relevant contextual interests; no profiling by religion, caste, health or political preference. Personal beneficiary data shall not be uploaded for advertising-audience matching without a separately established lawful basis and written approval.

13 Minimum deliverables and counting rules

13.1 These are included monthly quantities unless another period is stated. Production, adaptations, publishing, moderation, evidence and editable files are included in the fee. Quantities shall be planned around seasonal relevance; redundant posting does not satisfy acceptance.

Deliverable	Quantity and definition	Due or evidence
Planning	One monthly editorial and field plan; rolling 90-day plan; annual strategy	Monthly plan 7 days before month; strategy by day 30
Original graphics	30 static or infographic items plus 8 carousels of 3 to 6 panels	Approved files and publication log
Short video	16 distinct edited videos, normally 30 to 90 seconds; at least 8 led by original field or interview footage	Masters, captions, source and URLs
Substantive films	4 distinct stories or explainers, normally 3 to 6 minutes, including at least 2 farmer or enterprise field stories	Consent and evidence records
Podcast	1 conversation of 15 to 25 minutes; 3 extracts included within the 16 short videos	Master, transcript and extracts
Stories and status	24 platform-appropriate updates; may adapt accepted original items	Dated publication evidence
Language adaptations	12 priority items in 2 regional languages; at least 4 audio or voice-led adaptations; up to 8 English versions	Language reviewer and files
Economics brief	1 crop or enterprise brief and editable calculation; public-facing item within original quota	Sources and specialist review
Field production	6 Bihar field-team days; 24 distinct districts and 9 divisions over the year	Route, crew and output log
Event support	Up to 2 Patna event days and 1 single-location live stream; other visits under Section 11	Event plan and archive
Outreach packs	4 weekly packs; 2 collaborator outputs or approved substitutes; 2 farmer feedback sessions per quarter	Distribution and feedback records
Operations	Daily publishing or moderation as relevant; query handling; security and issue monitoring	Registers and account evidence
Reporting	Weekly dashboard; monthly report; quarterly review; annual evaluation and handover	Weekly Monday; monthly by 7th working day
Institutional support	1 staff training per quarter; 2 domestic out-of-state assignments annually under Section 11	Training or assignment record

13.2 **Original units:** a carousel counts as one item, not one per panel. Cross-posts, language versions, resizes, captions and extracts from a longer film shall not be counted again as original graphics or substantive films. Distinct short extracts may count within the short-video quota only where separately edited with a useful message. A published long film and podcast shall not be the same master counted twice. Each output shall have a unique content ID.

13.3 **Rebalancing:** monthly format quantities may vary by up to 20% through a written plan recording comparable production effort, with no fee increase and no reduction in staffing, technical review, women's participation, security or field commitments. A substantive film may replace up to two short videos or four graphics; other exchanges require

documented equivalence. Undelivered items due to agency default remain subject to Section 17 and shall not be hidden by rebalancing.

13.4 At least 100 properly catalogued original photographs shall be supplied each quarter, selected from the included field and event work. Raw files, masters, consent records and editable project files shall be transferred monthly to the departmental repository; access shall be continuous.

14 Personnel deployment and equipment

14.1 The following functions shall be provided. Minimum experience means demonstrable relevant professional work; it need not have been with a television channel or Government client. Signed specialist engagements may be conditional on award.

Role	Minimum competence	Commitment
Account and strategy lead	Graduate with 5 years in communication and at least 2 years leading comparable delivery; Hindi and English coordination skills	At least 6 professional days monthly; weekly review and key meetings
Hindi and community communication lead	Graduate with 3 years in Hindi writing, field interviews or community media; working knowledge of at least one Bihar regional language	Dedicated full-time on-site at Patna
Audiovisual producer and editor	Degree or diploma in media, design or related field with 3 years' work, or any graduate with 4 years' evidenced audiovisual work; field sound, camera, editing and graphics competence	Dedicated full-time on-site at Patna
Agriculture/Horticulture extension specialist	Experience in horticulture, agriculture or allied agricultural science in extension, cultivation or technical communication	At least 4 professional days monthly; script validation
Audience and analytics specialist	Graduate with 3 years in digital distribution, campaign analytics and community insight; verifiable platform analytics experience	At least 4 professional days monthly; dashboard and optimisation

14.2 The account lead may also perform the analytics function if both qualifications and work commitments are met; the horticulture and economics functions may be combined by a person meeting both specifications, with the combined days delivered. The two on-site roles shall not be combined with each other or with off-site specialist commitments. A professional day means at least seven hours of attributable work, which may be aggregated from documented inputs. On-site deployment shall follow departmental working hours; the agency shall arrange a lawful roster for weekend moderation and urgent duties.

14.3 Named personnel assessed in the bid shall be deployed. Replacement requires written approval, an explanation and equal or better competence, with no additional charge. The agency shall provide an interim substitute within two working days of an unplanned absence and a permanent replacement within ten working days where required. Foreseeable leave shall have prior arrangements. BHDS may require replacement for documented unsuitability after giving the agency an opportunity to respond. This is a service contract; deployment creates no Government employment entitlement.

14.4 The agency shall supply serviceable cameras capable of high-quality video, microphones, lighting, tripods, editing laptops, connectivity backup, licensed tools and secure storage. Ownership is not mandatory. Minimum publication masters shall be 1080p with clear field audio, platform-appropriate aspect ratios, accurate captions and usable compressed versions. Drone work is not mandatory; any use requires separate written approval and all applicable permissions.

14.5 Graphic, animation, translation, hosting and security support shall be available as required. Named individual specialists are permitted. Specialist subcontracting shall be disclosed and approved, with confidentiality and data controls flowed down; the prime agency remains fully accountable. Assignment of the contract, undisclosed subcontracting of on-site operations or replacement of the core delivery team by another agency is prohibited.

15 Approval workflow and community response

15.1 Editorial control

BHDS shall nominate an authorised officer and designated technical reviewers. The agency shall maintain a calendar and content register showing content ID, audience, source, author, technical and language review, economic verification where relevant, consent, approval, publication and corrections. All public content requires recorded departmental approval. Pre-approved templates and response libraries may be used within their stated limits; silence is not approval.

The agency shall submit routine content at least two working days before planned publication. BHDS shall ordinarily provide consolidated comments within two working days. Up to two ordinary editorial revision rounds are included; corrections required because the agency failed the brief, misstated facts or breached standards shall be completed without a revision limit or extra charge. Departmental changes that materially alter an approved brief shall be logged and the schedule adjusted.

15.2 Community management

Monitor the approved handles at least three times daily, including weekends, between 08:00 and 20:00. Routine queries shall be acknowledged or answered from an approved response library within four service-window hours and resolved or referred within one working day. Acknowledgement shall identify the next step; it shall not falsely claim closure. The agency shall maintain a register of subject, district where volunteered, date, response, officer referral and status, with minimum necessary personal information.

The agency shall not determine eligibility, sanction assistance, collect application fees, solicit Aadhaar or bank information, guarantee benefits, provide unapproved agronomic prescriptions or admit liability on behalf of BHDS. Farmers shall be directed to verified official portals or contacts. Issues requiring departmental action remain open until the responsible officer provides a response or an approved status update.

15.3 Urgent and sensitive issues

Maintain a 24-hour on-call contact for account compromise, dangerous misinformation, impersonation and other designated critical incidents. Notify BHDS within 30 minutes of detection; preserve evidence and assist containment. An urgent first draft based on complete approved source information shall be supplied within two hours of activation. Official statements on policy, litigation, allegations or emergencies require the designated authority's approval.

Critical content errors shall be contained or unpublished within 30 minutes of instruction and corrected as soon as validated information is available. Record the original, reason, approver and correction. Do not conceal errors through silent deletion where a public correction is warranted.

15.4 Moderation and social listening

Remove or restrict spam, scams, unlawful material and abuse under an approved moderation policy, preserving necessary evidence. Legitimate criticism and inconvenient questions shall not be removed solely because they are adverse. Maintain an action log and an escalation route.

Monitor up to 150 approved crop, scheme and issue keywords or variants using lawful platform access, search tools and human review. Report emerging questions, scams, market rumours and misinformation. No private-group surveillance, bypassing platform access restrictions or covert collection is permitted. Regional-language sentiment shall be human-checked; automated scores shall disclose their limitations.

15.5 Capacity building

Quarterly training shall cover safe account administration, approved dissemination packs, farmer-query routing, accessible content, basic analytics and record retention. Training materials and editable templates shall be handed over to BHDS.

16 Measurement reviews and acceptance

16.1 Evidence and interpretation

The dashboard shall show platform-wise reach, impressions, video retention or completion, meaningful engagement, net follower change, link actions, qualified enquiries, referrals, delivery status and issues. Organic and paid performance shall be separate. Specify the platform definition, reporting period and denominator for every rate. Use native exports or auditable authorised tools and give BHDS read access where available.

Cross-platform totals shall be labelled non-deduplicated unless a defensible method establishes unique persons. Rural, district and gender reach shall be reported only where supported by lawful, reliable data; proxies and unavailable fields shall be labelled. Do not infer protected characteristics from names or photographs. Bots, bought followers, engagement exchanges, click farms and fabricated testimonials are prohibited.

16.2 Results framework

At day 30, propose quarterly audience and response targets against the baseline, with assumptions for paid budgets, seasonal opportunities and platform constraints. BHDS shall approve them in writing. These planning targets shall not create retrospective payment deductions. Delivery and quality standards stated in this RFP remain the contractual payment basis.

A qualified enquiry means a genuine, relevant and non-duplicate request for horticulture information or assistance. A referral means an enquiry routed to an authorised service with a traceable reference. Training attendance, scheme applications and technology adoption shall be reported separately and verified through authorised departmental records or consented follow-up. Communication shall not be claimed as the sole cause of crop conversion, income gains or subsidy uptake. Outcome follow-up shall disclose sampling, non-response and attribution limits.

16.3 Quarterly review score

Area	Measurement	Weight
Accepted delivery	Weighted acceptance rate using the monthly work-package weights in Section 17, averaged across the quarter	40
Timely service	Percentage of tracked calendar, publishing, acknowledgement, referral and reporting obligations met on time, excluding documented non-agency delays	20
Quality and evidence	Proportion of the quarterly sample passing the quality checklist in clause 16.4	25
Learning and action	Proportion of dated corrective and improvement actions completed by the agency within agreed due dates	15

The score for each row equals its weight multiplied by the achieved proportion, capped at its weight. BHDS shall record a quarterly action list in advance; if no learning action falls due, that component receives full marks only where all mandatory review and optimisation submissions were accepted. Scores support improvement and extension decisions; they do not replace the deduction rules. Unresolved material integrity or security failures bar extension regardless of score.

16.4 Acceptance checklist

Each deliverable shall meet the approved brief, factual and economic accuracy, source verification, intelligible language, audio and visual quality, accessibility, consent and rights, correct branding, safe call to action and file-handover requirements. For the quarterly quality score, BHDS shall select 20 original items across formats and months, including items with identified material errors within that sample; if fewer than 20 exist, assess all. An item passes only if every applicable check is met. The agency shall receive the checklist and may respond to recorded findings.

16.5 Review process

BHDS shall ordinarily accept a complete monthly submission or issue itemised deficiencies within seven working days. The agency shall rectify within five working days or an approved period. GeM acceptance and payment rules prevail where they prescribe another mandatory process or timeline. Delayed departmental review shall not attract agency deductions; acceptance is not inferred from publication alone.

17 Service levels and proportionate deductions

17.1 The monthly base fee excluding GST is **M**. Amounts for unprovided or rejected services shall be valued through the fixed work-package weights below. For each package, the deduction equals M multiplied by the package weight multiplied by its unaccepted proportion. The accepted proportion shall be based on delivered units or service days against the approved monthly plan, with no double counting. Rejected work counts as unaccepted until rectified.

Work package	Basis for accepted proportion	Weight of M
Strategy and subject validation	Monthly plan and economics brief, equally weighted; milestone strategy and review outputs allocated in the approved plan	15%
Graphics and carousels	30 graphics at 1 unit each and 8 carousels at 2 units each; approved rebalancing reflected in denominator	15%
Short video	Accepted distinct videos divided by 16 or approved rebalanced quantity	15%
Substantive film and podcast	4 films at 2 units each and 1 podcast at 3 units	20%
Field and distribution	Bihar field-team days 40%; local event readiness or delivery 20%; language adaptations and weekly packs 40%	15%
Account and community operations	Compliant service days, including required on-site coverage, moderation and query handling	10%
Analytics archive and training	Dashboard and report 50%; monthly complete archive 30%; quarterly training or preparatory work 20%	10%

17.2 Up to two local event days are readiness obligations where no event is assigned; non-assignment by BHDS is not non-delivery. Agency personnel may undertake approved equivalent work. Departmental approval delays, unavailable sites, force majeure or platform outages outside agency control shall be recorded and excluded from deductions to that extent; the agency shall mitigate and obtain a revised schedule. Outputs shall not be carried forward indefinitely without an agreed recovery plan.

Service failure attributable to agency	Additional service credit	Monthly cap
Editorial plan or monthly report late	0.25% of M per working day, per obligation	2% of M
Approved time-critical publication missed or urgent draft delayed	0.5% of M per documented incident	3% of M
Query acknowledgement or referral SLA missed	0.1% of M per documented incident	1% of M
Sensitive incident escalation beyond 30 minutes	1% of M per incident	3% of M
Critical security notification delayed	2% of M per incident	4% of M

17.3 Additional service credits together shall not exceed 10% of M in a month or 10% of the initial annual base fee in aggregate. Payment reduction for services not delivered is a valuation adjustment, not a service credit, and is not covered by that cap. The same failure shall not attract both a non-delivery deduction and a service credit for the same loss. Damages, security invocation and other recoveries shall avoid duplicate recovery and remain subject to applicable law and GeM terms.

17.4 BHDS shall provide the calculation and evidence and allow at least five working days for representation before a deduction decision. Two consecutive monthly reviews with less than 80% weighted accepted delivery, or three such months in six, may trigger a material-default notice and remedial or termination action. Serious misconduct may be addressed under Section 20 without waiting for these triggers.

18 Price payments and authorised expenditure

18.1 Included price

The fixed monthly fee includes all personnel and specialist commitments, lawful employment costs, substitutes, content and language production, hosting or moderation of interviews, equipment, software, authorised analytics tools, connectivity, local studio arrangements, storage, account operations, ordinary revisions, Patna event support, reporting, training and handover. No separate project-management, media-management or influencer-coordination commission is payable.

The fee include professional inputs for the two domestic assignments outside Bihar stated in Section 11 as they would receive accommodation and travel support from BHDS. All equipment remains the agency's property unless separately procured by BHDS; project content and rights are governed by Section 19. Platform verification subscriptions and paid API or messaging services beyond the tools included in the bid require prior written approval and shall not be presumed necessary to deliver the base scope.

18.2 Separately authorised third-party expenditure

Paid advertising spend, paid creator or expert fees, and approved travel and accommodation for the two domestic out-of-state assignments are excluded from the evaluated base service fee. There is no guaranteed spend. BHDS may procure or pay these directly. Agency reimbursement is permitted only where lawfully authorised in advance, supported by a specific ceiling, deliverables, procurement basis, original third-party invoice and payment evidence, and permitted by the GeM contract mechanism. No cash advance, commission, mark-up or retention of rebate is admissible.

Out-of-state travel shall use economy airfare or AC three-tier rail and reasonable accommodation within the written trip ceiling; actual payment shall be limited to the approved amount and documented cost. If no lawful reimbursement mechanism is available in the GeM contract, BHDS shall arrange the expenditure directly. Excluded items shall not be inserted into the financial bid as uncertain, unevaluated extras or made a condition for delivering the base services.

18.3 Paid campaign controls

Before spending, submit objectives, geography and language, audience assumptions, creatives, duration, maximum daily and total budget, buying method, expected indicators and approval. Use department-controlled advertising accounts. Reconcile actual platform spend, credit notes, rebates, taxes and unused amounts against invoices and platform exports. Funding stops at the approved cap. No agency-owned ad account or personal payment wallet shall create dependence or obscure the audit trail.

18.4 Monthly payment

Payment shall be monthly in arrears for accepted services, through GeM's applicable invoicing and acceptance process. The agency shall submit the invoice, content register, accepted deliverables, field and staff deployment records, analytics, archive inventory, SLA statement and relevant statutory-compliance evidence. Payment shall follow the applicable GeM due date after valid acceptance and invoice requirements. Undisputed amounts shall be processed without withholding the entire invoice for an unrelated minor dispute. No advance or separate performance retention is stipulated.

18.5 Taxes and variations

Rates shall remain fixed during the initial term and any authorised extension, except changes in statutory taxes or other adjustments expressly required by applicable law. Statutory deductions shall apply. Any material addition to scope,

quantities, geographical commitment or technology requires a written change order, sanctioned funds, approvals under the Bihar Financial Rules and a permitted GeM contract action before performance. Oral directions do not create an entitlement to additional payment.

19 Accounts intellectual property data and AI

19.1 Departmental control and ownership

All official handles, domain-linked identities, recovery emails, phone numbers, administrator rights, advertising accounts and departmental data shall remain under BHDS control. At least two authorised departmental administrators shall retain access wherever the platform allows. Agency staff shall receive the minimum role-based access required. Credentials shall be held in an approved secure system; access shall be revoked promptly on personnel exit. Account ownership shall never depend on an employee's personal email or phone.

All copyrights, intellectual property rights and related rights in all deliverables, content and work products created, developed, produced or commissioned under this Contract, including but not limited to photographs, videos, raw footage, films, podcasts, scripts, brochures, graphics, designs, illustrations, animations, social media posts, advertisements, infographics, reports, data compilations, digital assets, source files, editable files, translations and campaign materials, shall vest in and stand assigned to BHDS upon payment for such work on a perpetual, irrevocable, exclusive, transferable, royalty-free and worldwide basis. Such assignment shall include the unrestricted right of BHDS to:

- reproduce, publish, communicate, display and distribute the works;
- archive, store and digitize the works;
- edit, modify, update, translate, adapt, crop, reformat or create derivative works;
- reuse the content in any current or future media or technology platform;
- permit use by Government Departments, Government Agencies, Public Sector Undertakings, statutory authorities, successor agencies and other entities authorized by BHDS;
- license, assign or transfer such rights to any other Government authority wherever required.

The assignment shall survive expiry, termination, suspension or completion of the Contract and shall not revert to the Agency for any reason whatsoever.

The Agency shall not claim any ownership, lien, usage restriction, royalty, additional consideration or any other proprietary interest in the assigned works after such assignment. The Agency shall ensure that all employees, consultants, photographers, videographers, voice artists, translators, influencers, subcontractors and other contributors execute such releases, permissions and assignments as may be necessary to provide BHDS with clear and unrestricted title to the works.

The agreed fee includes consideration for these rights. Pending payment, BHDS has an irrevocable licence to use delivered work for the assignment. No lien may be exercised over official accounts or departmental data.

No influencer, creator, blogger or digital collaborator having commercial interests in sale of agricultural inputs, pesticides, planting material, machinery, procurement agencies or competing government schemes shall be engaged without specific disclosure and approval of BHDS.

All success stories, income claims and productivity claims shall be supported by verification from District Horticulture Officer or other authorized officer before publication.

The agency shall maintain and update a Digital Asset and Account Register containing account name, administrator rights, recovery credentials, ownership details and access history.

Pre-existing assets shall be identified with an adequate perpetual licence for the intended use. Third-party licences shall permit the intended government, paid-media and archival uses; restrictions require prior approval. The agency shall obtain author, performer and participant permissions and preserve lawful attribution. It shall not publish departmental work in its portfolio, sell it or reuse unpublished data without written consent.

19.2 Data protection and security

Process personal data only on documented BHDS instructions, for specified purposes and with appropriate lawful basis, notices and consent where required. Apply the Digital Personal Data Protection Act, 2023 and Rules, 2025 to the extent in force, the Information Technology Act and other applicable provisions. No sale, profiling, secondary marketing or unauthorised model training is allowed. Subprocessors and storage arrangements require approval. Maintain a data register, access controls, encryption, backup, retention and deletion procedures.

Once during the contract period, the selected agency shall conduct a social media security and access audit and submit corrective recommendations.

Use approved repositories located in India for departmental personal and confidential records, subject to applicable law and authorised platform arrangements. Do not promise control over the infrastructure of public social platforms; do not place confidential or unnecessary personal information on them. Enable multi-factor authentication wherever supported and preserve security logs for the applicable period. Notify BHDS of suspected compromise within 30 minutes and provide an initial report within four hours. This does not replace any applicable direct statutory reporting obligation, including CERT-In's prescribed timelines.

19.3 Responsible technology

AI may assist transcription, translation, rough editing, captions, search and design under an approved workflow. Every published output requires accountable human review and fact verification. Maintain a log of material AI assistance, source, reviewer and disclosure. No confidential material or personal records shall be entered into public generative-AI services without lawful written authorisation and suitable safeguards.

Synthetic farmers, fabricated field footage, invented economic results, false expert quotations, voice cloning and impersonation are prohibited. Authorised explanatory synthetic media shall be clearly identified when it could mislead and disclosed as required by the platform. AI-generated output alone does not establish originality or satisfy field-reporting requirements. Automated replies shall be restricted to approved information with human escalation; an unrestricted chatbot or unapproved advisory model is outside scope.

19.4 Exit and retention

Maintain an indexed, searchable repository with monthly transfer, daily backup of working records and a quarterly restore check. Preserve non-personal contractual audit records for five years after closure, or longer if lawfully required; retain personal data only for its lawful purpose and required period. Handover shall include credentials through secure transfer, source files, masters, registers, licences, consents, dashboard exports, spend reconciliation and pending cases. Delete residual confidential copies after authorised handover and provide a certificate, subject to documented legal-retention exceptions.

Notwithstanding expiry, termination or completion of the Contract, all intellectual property rights assigned under Clause 19.1 shall continue to vest exclusively in BHDS on a perpetual and irrevocable basis.

20 Contract administration and remedies

20.1 Authority and cooperation

The Mission Director or authorised competent officer shall administer the contract. The nodal officer may issue operational directions within the approved scope but shall not alter price or waive essential obligations. BHDS shall facilitate available official information, access, technical review and field coordination. The agency shall report dependencies early and maintain an action tracker. No proprietary application, new beneficiary database or separate portal is required under this contract.

20.2 Performance security and default

Unless exempt under the applicable policy, the selected agency shall submit the performance security stated in Section 1 through an acceptable GeM instrument within 15 calendar days of award or the binding portal period. It shall remain

valid for 60 days beyond completion of all obligations, including handover, and be extended for an authorised renewal. Default in furnishing security or executing the contract may result in cancellation and action under the governing rules. Security invocation shall be reasoned, proportionate and procedurally compliant.

20.3 Compliance and accountability

The agency is responsible for wages, statutory contributions, insurance, employment and workplace safety, travel safety, prevention of sexual harassment, taxes, licences and subcontractor compliance under provisions in force. It shall not recover recruitment or placement fees from deployed personnel. Government communication shall remain factual and non-partisan and comply with election-related restrictions when applicable. Gifts, commissions, kickbacks, misleading endorsements and undisclosed conflicts are prohibited.

BHDS, Government auditors and authorised agencies may inspect assignment-related records, analytics, consent and licence evidence, invoices, cost explanations and deployment records. The agency shall cooperate and rectify substantiated deficiencies. Records irrelevant to this contract shall not be demanded without lawful basis. False submissions may lead to rejection, contractual remedies, referral or debarment proceedings by the competent authority with notice and opportunity to respond; debarment is not automatic.

20.4 Suspension and termination

For a material breach, BHDS shall issue a notice describing the default and normally allow 15 calendar days to cure. It may terminate if the default is not cured, repeated failure persists, the agency cannot perform, or a legally effective debarment prevents continuation. BHDS may immediately suspend affected publication, account access or data processing to contain a serious risk. Fraud, deliberate data misuse or a grave security breach may justify urgent termination in accordance with law and applicable GeM terms, with the grounds and response opportunity recorded.

BHDS may terminate for convenience on 30 days' written notice, subject to binding GeM provisions. Payment shall be limited to accepted services and unavoidable, previously authorised third-party commitments, after lawful deductions; unperformed future fees and anticipated profit are not payable. The agency shall provide transition assistance within the contracted notice period and complete handover within ten working days of cessation. It shall not withhold accounts or records because of a payment dispute.

20.5 Force majeure liability and disputes

A party affected by an exceptional event beyond reasonable control shall notify the other promptly, ordinarily within seven days, provide evidence, mitigate and continue unaffected services. Ordinary staff attrition, lack of funds or routine equipment failure is not force majeure. Contractual relief shall apply only to the proven impact, under the governing GeM conditions.

Liability, indemnity, recovery and dispute resolution shall follow the applicable GeM contract provisions and Indian law. The agency shall be responsible for attributable third-party intellectual-property infringement and unlawful disclosure. The parties shall first attempt resolution through the designated officers and GeM dispute mechanisms. Competent courts at Patna shall have jurisdiction where legally applicable, without excluding mandatory statutory forums or binding GeM provisions.

Form 1 Bid submission and eligibility statement

To the Mission Director, Bihar Horticulture Development Society, Patna

We offer to provide the services described in this RFP and the associated GeM bid. We accept the scope, technical qualification process, reverse-auction mechanism, price basis, service levels, contract period and lawful extension conditions. Our offer remains valid for 120 days from the bid deadline. Our financial quotation is submitted separately through the GeM financial packet.

Particular	Bidder response
GeM bid number and date	
Legal name and constitution	
Registration number and date	
Registered office and correspondence address	
PAN and GSTIN or lawful non-applicability	
GeM seller or service-provider ID	
Authorised signatory and authority document	
Email and telephone	
MSME or startup status and evidence	
Local-supplier status and prescribed evidence	
Exemption or preference claimed	State each benefit, legal provision and supporting document; enter Nil if none
Bid-security instrument or exemption evidence	
Patna deployment undertaking	Confirm full deployment within 15 calendar days of award
Disclosed specialist providers	Names, functions and contractual relationship, or Nil

Compliance index

Requirement	Evidence reference and page number
Legal status and signatory authority	
Turnover or valid relaxation	
Relevant assignments or valid relaxation	
Team qualifications and availability	
Bid security or valid exemption	
Case studies and uploaded evidence	
Technical plan and presentation	
Integrity and conflict declarations	

We certify that the information is true and complete. We authorise BHDS to verify it with issuing authorities, clients and proposed personnel. We shall not substitute another entity's credentials for our own and shall disclose changes affecting eligibility or delivery.

Name and designation of authorised signatory: _____

Signature or digital signature and seal: _____ **Date:** _____

Form 2 Financial capacity and assignment evidence

A Turnover certificate

The practising Chartered Accountant shall state the financial periods, total turnover, relevant-service turnover, accounting basis, audit status and available filed tax support. Paid-media pass-through and unrelated supplies shall be identified separately. Where an exemption is claimed, cross-refer to Form 1.

Financial year	Relevant-service turnover in INR excluding GST	Evidence reference
2023-24		
2024-25		
2025-26		
Average over applicable completed years		

CA name and firm: _____ **Membership number:** _____

UDIN: _____ **Date and signature:** _____

B Assignment record

Provide one completed record for each assignment relied upon for eligibility or scoring. Use additional copies of this format where required.

Field	Bidder response
Client legal name and address	
Client verification contact and official email	
Assignment title and contract or work-order reference	
Start date end date and status	
Total service value excluding GST	
Value of relevant services delivered and accepted	Exclude pass-through advertising, guest fees and unrelated supplies
Scope audience languages and platforms	
Bidding entity's role and subcontracted scope	
Person's role where prior-employer work is cited	Identify former employer, exact contribution and verification evidence
Baseline results and measurement period	Separate organic and paid performance and state limitations
Contract acceptance and payment evidence	
Uploaded portfolio items and permission to show	
Related-party interest or other conflict	

Certification: We confirm that the values and results stated above relate to actual services and that any prior-employer or third-party work is clearly attributed. Public links supplement the evidence uploaded in the bid and do not substitute for it.

Authorised signatory and date: _____

Form 3 Personnel commitment and deployment

A Team schedule

Role	Name qualification and relevant experience	Commitment
Account and strategy lead		Days per month
Hindi and community communication lead		Full-time on-site
Audiovisual producer and editor		Full-time on-site
Horticulture and extension specialist		Days per month
Audience and analytics specialist		Days per month

State any permitted role combination, all concurrent assignments, backup arrangements, proposed specialist firms and the basis for meeting the required days. Attach evidence of employment or signed conditional engagement.

B Individual CV and availability

Provide this record for each named person, with a CV not exceeding three pages and essential supporting evidence.

Field	Individual response
Full name and proposed role	
Qualifications and institution	
Relevant experience and dates	
Two assignments and exact responsibilities	
Field production or specialist work evidence	
Hindi English and regional-language competence	
Employment or contractual relationship	
Existing commitments and time available	
Availability from contract commencement	

Personnel declaration: I have reviewed the role and commitment stated in this RFP. The qualifications and work attributed to me are accurate. I consent to inclusion in this bid and confirm availability on award, subject only to the disclosed conditions. I understand that BHDS may verify my credentials and interact with me during evaluation.

Personnel signature and date: _____

Agency certification: We confirm deployment of the assessed team, the declared specialist inputs and competent substitutes. All personnel will be bound by confidentiality, security, intellectual-property and conduct obligations. The agency retains full contractual responsibility.

Authorised signatory and date: _____

Form 4 Technical offer and undertakings

A Technical offer index

Submission	Bidder page reference
Audience and crop-cluster diagnosis	
Annual strategy and first 90-day plan	
Economics methodology and risk communication	
Women's access and regional-language distribution	
Field stories podcasts and collaborator plan	
Deployment calendar and equipment access	
Content approval and technical verification	
Dashboard measurement and attribution approach	
Security privacy AI use and handover	
Case-study annexures and presentation	

B Integrity and conflict declaration

We declare that no subsisting debarment or legal prohibition prevents our participation. We have not engaged in fraud, bribery, collusion, coercion, falsification or obstruction in this procurement. We have disclosed material litigation, investigations, insolvency matters and relationships that may affect performance or independence. An entry in this disclosure does not by itself establish misconduct.

Matter	Disclosure or Nil
Subsisting debarment orders and scope	
Related entities participating in this procurement	
Material litigation investigation or insolvency	
Relationship with officials evaluators or advisers	
Input-company buyer influencer or sponsor interests	
Proposed specialist firms and material conflicts	

We undertake compliance with applicable procurement restrictions, including GeM's requirements concerning bidders from countries sharing a land border with India where applicable. We shall supply prescribed registrations or declarations where required.

C Service and rights undertaking

We accept the complete base scope and the distinction between included fees and separately authorised third-party expenditure. We shall use lawful licences and consents, human-reviewed technical content, ethical audience development and department-controlled accounts. We shall not publish without approval, fabricate field work, buy engagement, misuse personal data or disclose confidential material to unapproved AI tools. All copyright assignments, confidentiality obligations, audit cooperation and exit requirements in this RFP are accepted.

Authorised signatory name and designation: _____

Signature or digital signature and seal: _____ **Date:** _____

Form 5 Financial offer

Submit only in the GeM financial packet. Do not include this completed form in the technical packet.

The binding financial quotation shall be entered in the GeM price schedule. This form, where uploaded, shall reconcile with that schedule and shall not create an alternative price. All amounts are in Indian rupees.

Item	Rate or amount
Fixed integrated monthly fee excluding GST	
GST rate and amount per month	
Total monthly amount including applicable taxes	
Quantity	12 months
Total evaluated annual amount including applicable taxes	

Cost allocation within the offered fee

The following disclosure is for price substantiation. It shall not create separately payable line items or alter the fixed work-package deduction weights.

Included cost component	Monthly amount excluding GST
Two dedicated on-site personnel and statutory employment costs	
Account lead and named specialist inputs	
Content production editing design and language adaptations	
Equipment software connectivity storage and security	
Included Bihar field travel and Patna event support	
Other included services overheads and margin	
Total matching the integrated monthly base fee	

We confirm that the fee covers all obligations in the base scope, including defined staffing, technical and economic review, field visits, content production, regional versions, distribution, analytics, training, monthly archive transfer and exit handover. No separate fee for manpower, coordination, routine revision, licence, equipment or included travel shall be claimed.

We understand that paid-media budgets, authorised paid collaborations and approved out-of-state travel under Section 18 are not guaranteed and are not part of the evaluated service price. We shall not incur them without prior lawful written authorisation. No undisclosed commission, mark-up or retained rebate is included or payable.

Our fee remains fixed for the initial 12 months and any authorised extension, subject to the statutory adjustment provisions. Any reverse-auction reduction shall apply to the total binding GeM offer without reducing the agreed services. We shall furnish a reconciled cost allocation after the auction if requested, without changing the final offer.

Bidder name and GeM bid number: _____

Authorised signatory and designation: _____

Signature or digital signature and seal: _____ **Date:** _____