

**GOVERNMENT OF MANIPUR**  
**DEPARTMENT OF INFORMATION TECHNOLOGY**  
4<sup>th</sup> Floor, West Block, New Secretariat, Imphal -795001  
Website: <http://ditmanipur.gov.in>; email: [dit-mn@nic.in](mailto:dit-mn@nic.in)

**NOTIFICATION**  
Imphal, the 27<sup>th</sup> September, 2016

No. 36/12/2016-DIT: Bids are invited from interested Advertising Firms based in Manipur for preparation of a Media Plan to promote e-District Project in Manipur amongst the citizen using IT and Mobile based technology like Social Media, SMS, Mobile Apps, conventional radio programmes, print media and electronic media.

2. The Eligibility Criteria, Scope of Work, Terms & Conditions, Technical and Financial Bids Formats may be downloaded from <http://manipur.gov.in> and <http://ditmanipur.gov.in>.

3. Bids are to be submitted through one sealed cover envelope containing two separate sealed envelopes for Technical and Financial Bid along with particulars of the bidder at Form 1 and letter of proposal in the format at Form 2. Details of submission timelines are as below:

| Sl.no | Particulars   | Description  |
|-------|---|--|
| 1.    | Pre-Bid meeting   | 28 <sup>th</sup> September, 2016   |
| 2.    | Last Date of Time for submission of Bid   | 7 <sup>th</sup> October, 2016; 11:00 AM  |
| 3.    | Date & Time of opening of Technical Bid   | 7 <sup>th</sup> October, 2016; 12:00 Noon  |
| 4.    | Date & Time of Presentation by Agencies which have qualified through the Technical Bid. | 10 <sup>th</sup> October, 2016; 12:00 Noon   |
| 5.    | Date & Time of opening of Financial Bid   | 10 <sup>th</sup> October, 2016; 02:00 PM at the office of the Commissioner (IT), II Floor, West Block, New Secretariat |

Place of submission & opening of bids:

Department of Information  
Technology, Government of  
Manipur, 4<sup>th</sup> Floor, Western Block,  
New Secretariat , Imphal-795001.

4. Bids will be evaluated on the Basis of **Quality and Cost Based Selection (QCBS)** in the ratio of 50:50 for Technical and Financial Bids respectively. Changes, Corrigendum, etc, if any, will be notified on <http://manipur.gov.in> and <http://ditmanipur.gov.in>.

*Nambam Deben*

(Nambam Deben)  
Additional Director (IT)

**Not to be published**

**Copy to:**

1. Commissioner (IT), Government of Manipur.
2. Special Secretary(IT), Government of Manipur.
3. Guard File.

**Annexure-I**

**Eligibility Criteria**

| <b>Sl.no</b> | <b>Clause</b>   | <b>Document Required</b>  |
|--------------|---|---|
| 1.           | The Bidder should be a profit making Advertising Firm for the last three financial years with annual turnover of at least Rs. 10 lakhs in each of the last 3 years (2013-14, 2014-2015 and 2015-2016). Audited balance sheet & Profit & Loss account for the last three years to be furnished by the bidder | Copy of the Audited Profit and Loss account of the firm/ company for the last three years |
| 2.           | The bidder should not be black listed by any Central/State Govt. Department/Public Sector Units/Financial Institute in India  | The bidder should submit a self-certificate.  |
| 3.           | The firm should have executed at least 2 nos. promotional/advertisement based works in Manipur  | Relevant Work Orders  |

**Terms & Conditions**

1. The bidder should furnish Tender fee of Rs. 5000/- (Rupees Five Thousand Only) along with bid. Tender fee should be submitted in the form of Bank Draft/Banker's Cheque of any Scheduled Bank drawn in favour of 'Additional Director (IT), Government of Manipur payable at Imphal only.
2. The bidder should furnish Earnest Money Deposit (EMD) of Rs.25,000/- (Rupees Twenty Five Thousand Only) along with the bid. EMD should be submitted in the form of Bank Guarantee/Draft/Bankers Cheque from any Scheduled Bank drawn in favour of 'Additional Director (IT), Government of Manipur payable at Imphal only.
3. Any Bids without the Tender Fee, EMD or any of the documents sought, will be rejected.
4. The Media Program should commence within 15 days from the date of issue off Work Order. The duration of the Programme will be for a period of 3 months. The Programme may be further extended under the same Terms and Conditions.
5. The total cost will be paid in three installments at the end of each month. Payments will be released within 10 days from the date of submission of Bills/Invoice.
6. The successful bidder will co-ordinate with all the concerned Agencies for implementing the Programme.
7. The Jingles/Video Clips or any other product/item arising out of this Programme shall be the property of DIT, Government of Manipur and cannot be reused by the bidder for other works without written permission from Government of Manipur.

Scope of work

| Sl.no | Activities   | Frequency and Methodology  |
|-------|--|--|
| 1     | Telecast of 30 sec Video Clips on e-District on ISTV and Impact TV. The Video Clips should be different for different times of the day and also change on a monthly basis. There will be a total of 9 Video Clips. | Thrice a day for a period of 3 months  |
| 2     | Message on e-District through SMS on all the Mobile Service Providers in Manipur. The message should be changeable on the request of DIT   | Once every 3 <sup>rd</sup> day for a period of 3 months  |
| 3     | Radio Jingles on e-District  | Twice daily before the Morning and Evening News for a period of 3 months.  |
| 4     | Leveraging IT and Social Media for spreading awareness of e-District Project and the services available  | A comprehensive Action Plan in an innovative way to be prepared for using IT Enabled methods including existing Manipur Government Websites, Social Media Channels like Facebook, Twitter, Whatsapp etc. The posts should be changed on a regular basis in consultation with DIT. A person capable of carrying out the above activities and with an imaginative/innovative aptitude should be made available for 2-3 hours per day at the office of DIT, Manipur to prepare / modify the Action Plan as necessary. |
| 5     | Any Other methods  | Additional channels/ media can also be proposed with an innovative Plan of Action  |

**Technical Bid Evaluation Criteria**

| Sl.no | Particulars  | Maximum marks   |
|-------|--|-----------------|
| 1.    | Turn over: Annual average turnover of bidder in the last 3 financial years (FY 2013-2014, 2014-2015, 2015-2016)<br><br>Between 10-15 lakhs : 2 marks<br>Between 15-20 lakhs : 4 marks<br>Between 20-25 lakhs : 6 marks<br>Between 25-30 lakhs : 8 marks<br>More than 30 lakhs : 10 marks | 10 marks        |
| 2.    | No. of similar works completed for the last five financial years<br><br>2 : 5 marks<br>3 : 10 marks<br>4 : 15<br>5 or more : 20  | 20 marks        |
| 3.    | Powerpoint Presentation on the Action Plan with special emphasis on IT and Social Media before a Committee   | 20 marks        |
|       | <b>Total</b>   | <b>50 Marks</b> |



**Financial Bid**

**A:**

| Sl. no       | Particulars  | Offer Price (in Rs.) |
|--------------|--|----------------------|
| 1            | Telecast of 30 sec Video Clips on e-District on ISTV and Impact TV. The Video Clips should be different for different times of the day and also change on a monthly basis. There will be a total of 9 Video Clips. |                      |
| 2            | Message on e-District through SMS on all the Mobile Service Providers in Manipur. The message should be changeable on the request of DIT   |                      |
| 3            | Radio Jingles on e-District  |                      |
| 4            | Leveraging IT and Social Media for spreading awareness of e-District Project and the services available.   |                      |
| <b>Total</b> |  |                      |

**B:**

| Sl. no | Particular                                      | Offer Price (in Rs.) |
|--------|---|----------------------|
| 1      | Any other method of aware : A brief description |                      |

Note: All prices should be inclusive of taxes, service charge etc. as applicable.

**Form 1: Particulars of the Bidder**

| <b>SI<br/>No.</b> | <b>Information Sought</b>  | <b>Details to be Furnished</b> |
|-------------------|--|--------------------------------|
| <b>A</b>          | Name and address of the bidding Company.                                   |                                |
| <b>B</b>          | Incorporation status of the firm (public limited / private limited, etc.). |                                |
| <b>C</b>          | Year of Establishment.   |                                |
| <b>D</b>          | Date of registration.  |                                |
| <b>E</b>          | Details of company registration.   |                                |
| <b>F</b>          | Details of registration with appropriate authorities for service tax.      |                                |
| <b>G</b>          | Name, Address, email, Phone nos. and Mobile Number of Contact Person.      |                                |

**Form 2: Letter of Proposal**

To: <Location, Date>

<Name>  
<Designation>  
<Address>  
<Phone Nos.>  
<Fax Nos.>  
<email id>

**Subject:** Submission of the Technical and Financial bid for <Name of the Firm>

Dear Sir/Madam,

We, the undersigned, offer to provide Media Plan Works to the Department of Information Technology, Government of Manipur on <Name of the Firm> with your Tender Document dated <insert date>. We are hereby submitting our Proposal, which includes this Technical bid and the Financial Bid sealed in a separate envelope.

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

We agree to abide by all the terms and conditions of the Tender document.

We hereby declare that we are not insolvent, in receivership, bankrupt or being wound up, our affairs are not being administered by a court or a judicial officer, our business activities have not been suspended and we are not the subject of legal proceedings for any of the foregoing.

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

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

Location:

Date: