



**Office of the
Chief Public Relations Officer
Eastern Railway
Kolkata**

Name of Work : Engagement of Agency for Social Media and Content Analysis Services for Eastern Railway.

Value of work : Rs. (24,00,000) /- excluding GST

Value of work : Rs. 28,32,000/- including GST

Earnest Money : Rs. 56,640 /- to be submitted in the form of Demand Draft in favour of FA & CAO, Eastern Railway

E-Tender Notice No : PR/760/PS/SOCIAL MEDIA/AGENCY SELECTION/PT-I, 2024-26

Cost of tender form : Nil

Method of Submission : Manual

Download Tender Document/ Form Website :

<https://er.indianrailways.gov.in/>

Tender Submission Start Date : 29.11.2024 at 12:00 Hrs.

Tender Submission End Date : 20.12.2024 at 12:00 Hrs.

Tender Bid Opening Date : 20.12.2024 at 14:00 Hrs.

**Tender Form
and
Terms & Conditions for Engagement of Agency for Social
Media and Content Analysis Services**

Submission of Filled In Tenderers Document : From 29.11.2024 to 19.12.2024 (from 11:00 hrs. to 18:00 hrs.) on all working days except Saturday & Sunday and holidays. The tender submission will be closed at 12:00 hrs. on 20.12.2024. Sealed tender complete in all respect to be submitted at the Office of the Chief Public Relations Officer, Eastern Railway, 3 Koilaghat Street, Kolkata – 700001.

EASTERN RAILWAY

TENDER (BID) FORM

Tender No. PR/760/PS/SOCIAL MEDIA/AGENCY SELECTION/PT-I, 2024-26

Mandatory details to be filled by Advertising Agencies while submitting their offers :	
NAME OF THE FIRM (TENDERER) :	
PAN No :	
GST No :	
CONTACT NO (LANDLINE & MOBILE) :	
FAX NO. :	
E-MAIL ADDRESS OF THE AGENCY :	
REGISTERED OFFICE ADDRESS :	
ADDRESS ON WHICH CORRESPONDENCE REGARDING THIS APPLICATION FORM SHOULD BE DONE :	
NAME OF PROPRIETORS / PARTNERS :	
DETAILS OF EMD (EARNEST MONEY DEPOSIT) SUBMITTED:	
BANK NAME & ACCOUNT NO. :	
BANK SECURITY CODE (IFSC) NO. :	

**The President of India
Chief Public Relations Officer,
Eastern Railway,
3, Koilaghat Street,
Kolkata-700 001.**

Sir,

Sub: Selection for social media & content analysis services for Eastern Railway.

1. I/We have gone through the terms and conditions enumerated by the Railway Administration for Engagement of Agency for Social Media and Content Analysis Services. I/We do hereby offer my/our rates and agree to abide by all the terms and conditions corrected with the latest printed/advance correction slips, if any.

2. I/We also agree to keep this tender open for acceptance for a period of **45 days** from the date fixed for opening the same and extend the validity period beyond **45 days** from time to time as and when required and in default thereof, I/We will be liable for forfeiture of my / our Earnest Money. I/ We offer to do the work for Eastern Railway, at the rates quoted and hereby bind myself /ourselves to complete the work in all respects from the date of issue of letter of acceptance of the tender.

3. I/We hereby tender the percentage rate in abstract summary at **Annexure - II** duly based on the schedule given at **Annexure -I** for Engagement of Agency for Social Media and Content Analysis Services.

4. Until a formal agreement is prepared and executed, acceptance of this Bid shall constitute a binding contract between us and Railways subject to Modifications, as to be mutually agreed and indicated in the letter of acceptances of My / Our for this work/ Services.

Signature (S) of the Witnesses	Signature of the bidder/s
Witness -1	Address of the Agency:
Witness - 2	Dated:

NOTE TO TENDERERS

1. Canvassing or recommendations from any source to Influence the process of tendering by Eastern Railway will lead to automatic disqualification and the tender of such agency is liable to be summarily rejected/will not be considered.

2. All the documents to be submitted by agency with all pages signed by authorized signatory.

3. Tender forms in the prescribed form will be available in the Eastern Railway's website of <https://er.indianrailways.gov.in/>.

4. The Railway reserves the right to cancel the tender without assigning any reason thereto.

5. Incomplete and conditional tenders will summarily be rejected.

6. Special Attention to Tenderers

The tender documents duly completed in all respects shall be submitted physically.

All offers shall be submitted before the time and date of closing of tender.

Railway reserves the right to reject conditional tenders summarily without assigning any reasons whatsoever. Tenderers shall note that conditional/alternate offer will not be considered and will be summarily rejected, even though such condition makes them a lowest tenderer.

Tenderer(s) may carefully note that his/her/their Contract Agreement for this work is liable to be terminated at any time later, in case any of the information furnished by them is found to be untrue or any adverse points come to light subsequently. The decision of Railway in this regard shall be final and bindings.

7. Non-compliance with any of the conditions set forth herein above is liable to result in the tender being rejected.

8. The tenderer has to quote only at par/ below/ above in % in the Schedules.

GENERAL CONDITIONS

Scope of Work

- Carrying out the work of Engagement of Agency for Social Media and Content Analysis Services for a period of 24 months or engagement of agency as per Model Document of Railway Board for Selection of Social Media Agency by Zonal Railways, whichever is earlier.
- Every Quarter, the agency is required to provide and submit all news articles and TV programmes monitored during the quarter in a Hard Drive.
- The hard drive for last quarter should be delivered in the first week of the first month of every quarter.
- Every month, the agency is required to provide and submit the Number of Infographics, Number of Video Clips, Number of Social Media Input, Number of follower in Twitter, Facebook, YouTube, Instagram etc. other social media, if any, in a hard drive within first week of the month.
- Further details described at **Annexure-III**.

General Conditions of the Contract

- Tender submitted by the Firm will be in the firm's name signed on behalf of the firm by the authorized person. In case of partnership firm, the names of all the partners with their full postal address should be furnished with the tender. If the firm is registered under the Indian Partnership Act. 1932, the registration number of the firm should also be given. The partner who is signing the tender form should hold Power of Attorney in his/her favour to act for and on behalf of the partnership firm. In case of Joint Hindu family, the Manager expressly as such Manager must sign the tender and affix the photograph on the tender form.
- Except where specifically stated otherwise in the Tender Document this Tender / Contract shall be govern by the" General Conditions of Contract for Services – Indian Railways" with latest Amendment as available time to time.

Care in Submission of Bid

- Before submitting a bid, the bidder shall be deemed to have satisfied by actual inspection of the site and locality of the services, that all conditions liable to be encountered during the delivery of the services are taken into account and that the rates enters in the bid forms are adequate and all-inclusive to accord with the general terms and conditions of the bid for the delivery of services to the entire satisfaction of the railway.
- When the service is bidden for by a firm or a company of contractors, the bid shall be signed by the individual legally authorized to enter into commitments on their behalf.
- Railway shall not be bound by any power of attorney granted by the bidder or by changes in the composition of the firm made subsequent to the execution of the contract. It may, however, recognize such power of attorney and changes after obtaining proper legal advice, the cost of which will be chargeable to the contractors.

1. Execution of Contract Documents

1. a. The successful bidder will have to start the subject work within seven days from the date of issue of letter of acceptance. The bidder whose bid is accepted shall be required to appear in person at the office of concerned Department / Office and execute the contract document at the quickest after receipt of notice issued by the Railway that such documents are ready and failure to do so shall constitute breach of agreement affected by the acceptance of the bid in which case the Railway may determine that such bidder was abandoned the contract thereupon the bid and acceptance thereof shall be treated as cancelled and the railway shall be entitled to forfeit the full amount of performance guarantees for the bid available with the Railways.

1.b. The Railway Shall be entitled to determine and terminate the contract at any time should, in the Railway's opinion, the cessation of work becomes necessary owing to paucity of funds of on any others cause. However, a notice regarding termination of contract shall be served 7 days prior to the date of termination.

1.c. Form of Contract Documents

Every contract shall be complete in respect of the document it shall so constitute. Not less than 3 copies of the contract document shall be signed by the competent authority and the contractor-one copy given to the contractor, one copy for the finance department and one copy for the contract manager. The form of contract document shall be provided in the tender/bid documents for every individual work.

2. Submission of the Tender Form

2.a. Tenderers should comply with all the tender requirements and to be submitted by 12:00 hrs. on 20.12.2024.

2.b. Tenders submitted in other than prescribed form will not be accepted.

3. Opening of the Tender

3.a. Opening of tender at **14:00 hrs. of 20.12.2024** in the presence of Railway officers and the tenderers of their authorized representatives.

3.b. Eligibility: The Firm should have similar kind of work experience in any Government Organization of Repute within last five years. Concerned Credentials duly signed by the authorized representative of the organization / firm to be submitted. The offer of the firms not having the required eligibility will not be evaluated.

4.Tender Evaluation

4.a. Single Packet System.

4.b. Financial Bid: Price bid offer of the bidder / Firm will be considered submitted in the prescribe format as per annexure –II in a separate sealed envelope.

Validity of the Tenders

5. The tender offer is valid for a period of **45 days** from the date of opening of the tenders. The Railway Administration reserves the right to seek the extension for the validity of tenders at its discretion, if necessary. Further the Railway Administration reserves the right to accept/negotiate with the tenderer(s).

6. The tenderer shall keep the offer open for a minimum period of **45 days** from the date of opening of tender, within which period the tenderer cannot withdraw his offer subject to the period being extended further if required by mutual agreement from time to time. Any contravention of the above condition will make the tenderer liable for forfeiture of due.

7. The Railway Administration reserves the right to reject the tender without assigning any reason and is not bound to accept the lowest bid only. The tenderer can't withdraw his offer before the Railway Administration accepts or rejects the same or before **45 days** from the submission of the tender whichever is earlier.

8. a. Value of the tender : The estimated value of the tender is **Rs. 28,32,000/- (Rupees: Twenty Eight Lakhs Thirty Two Thousands only) including GST @ Rs. 1,18,000/- (Rupees One Lakh Eighteen Thousands only) per month including GST(18%).**

8. b. Contract Period : The contract will be for a period of 2 (two) years i.e. 24 months.
(N.B.:- The Contract will valid for a maximum period of Twenty Four months or engagement of agency for Social media services as per Railway Board's 'model documents for Selection of Agency for Social Media Services by Zonal Railways' whichever is earlier.)

8. c. Bill Payment : Payment will be made on monthly retainer basis.

9. Performance Guarantee & Security Deposit

9.1. The successful bidder shall have to submit a performance guarantee within 21 days from the date of issue of Letter of Acceptance (LOA). Extension of time for submission of PG beyond 21 days and up to 60 days from the date of issue of LOA may be given by the authority who is competent to sign the contract agreement. However, a penal interest of 12% per annum shall be charged for the delay beyond 21 days i.e. from the 22 days after the date of issue of LOA. In case the Agency fails to submit the requisite PG even after 60 days from the date of issue of LOA, the contract shall be terminated duly forfeiting EMD and other dues, if any payable against that contract. The failed Agency shall be debarred from participating in re-tender for that work. In case, 60 day is a bank holiday or office closure should be considered as a last day for submission of PGs. Decision of authority competent to sign the contract agreement would be final in case of any dispute.

9.2. The successful bidder shall submit a Performance Guarantee (PG) in any of the following forms, amounting to 5% of the contract value.

(i) Demand Drafts and Guarantee Bonds. These forms of Performance Guarantee could be either of the State Bank of India or of any of the Nationalized Banks.

(ii) Also Fixed Deposit Receipt (FDR) for a period of 24 months from the date of award of the contract with auto renewal facility in favour of Financial Advisor & Chief Accounts Officer, Eastern Railway, Kolkata (free from any encumbrance) may be accepted

(iii) The Performance Guarantee shall be submitted by the successful tenderer after the Letter of Acceptance has been issued, but before signing of the contract agreement. This PG shall be initially valid up to the stipulated date of completion plus 60 days beyond that

9.3. The Performance Guarantee (PG) shall be released after physical completion of the work based on the "Completion Certificate" issued by the competent authority stating that the Agency has completed the work in all respects satisfactorily. The Performance Guarantee however, be released only after expiry of the maintenance period and after passing the final bill based on 'No Claim Certificate' from the Agency.

9.4. The Successful bidder has also to submit Security Deposit amounting to 5% of the Contract Value. For the Successful bidder the Earnest money deposit will be adjusted against the security deposit. However the unsuccessful bidder earnest money deposit amount will be refunded in due course as per extent procedure.

10. The Railway Administration reserves the right for deduction of Railway dues from the agency's Performance Guarantee on the following grounds:

10. a. The penalty imposed for violation of any of the tender conditions.

10. b. Any amount, which Railway becomes liable to the Government/third party on account of any default of the agency or his/her representative.

10. c. Any payment/fine made under the order/judgment of any Court/Consumer Forum/Sales Tax Tribunal /Trade Tax Tribunal or law enforcing or any person working on their behalf.

11. The successful tenderer shall be liable to pay all kinds of taxes including GST, and other tax/taxes, to be levied time to time, if any.

Penalty Clauses

12. The Eastern Railway's Public Relations Office reserves the right for deduction of Railway's dues from empanelled Agency's pending bills or from security amount on the following grounds:-

(i) A fine of Rs. 1,000/- per occasion per person be imposed on the Agency for the absent of its deployed staff for the subject work. Such recurrence for more than 24 times during the whole contract period will be viewed seriously and CPRO reserves the right to terminate the contract without assigning any further reasons.

(ii) A warning/fine of Rs. 500/- per occasion will be imposed on the Agency for any minor mistake while executing the work by its deployed staff. These warnings/fines are restricted up to 05 (Five) occasions during the contract period, beyond which CPRO reserves the right to terminate the contract without assigning any further reasons.

(iii) In case of any major mistake committed by the staff deployed by the Agency while executing the work, which will hamper and tarnish the image of Railways in the public domain, CPRO reserves the right to terminate the contract without assigning any further reasons and notice.

(iv) Any amount which the Railway becomes liable to pay to the Govt./third party for any of the fault of the empanelled agency or any of its servants/agents.

(v) Any payment/fine made under the order/judgment of any court/ consumer forum or any Law enforcing agency or any person working on behalf of the same for any of the fault of the empanelled agency or any of its servants/agents.

13. Any addition/alteration/change/modification/review and extension can be made to this agreement only with the mutual consent of the Agency and the Railway administration as per schedule of powers applicable on Eastern Railway.

14. Arbitration

14.1. In the event of any dispute or difference of opinion arising out of this agreement or any special condition of contract or in connection with this agreement, the same shall be referred to the sole arbitration of a Gazetted Railway Officer appointed by the General Manager, Eastern Railway. The Gazetted Officer appointed as arbitrator however will not be one of those who had an opportunity to deal with the matter to which the contract relates or who in the course of their duties as Railway servants have expressed views on all or any of the aspects of the matter under dispute or differences.

14.2. The award of the arbitrator shall be final and binding on the parties to this contract subject to aforesaid, the arbitration & conciliation act. 1996 and the rules made there under or any statutory modification thereon for the time being in force shall be deemed to apply to the arbitration proceeding under this clause. The venue of arbitration shall be the place from which the acceptance note is issued.

14.3. Apart from the conditions mentioned above, other conditions mentioned in ER's Standard General Conditions of Contract and General Conditions of Contract for Services issued by Ministry of Railways.

SPECIAL CONDITIONS

- 1.** Eight (08) staff shall be deployed by the Agency for carrying out the work of Social Media Management, TV Monitoring and Preparing of News Clippings Pad.
 - (i)** One (01) staff for Social media using multimedia designing in terms of Graphs/tables/Display pictures etc, boosting the image of Railways.
 - (ii)** Two (02) staff for Social Media Monitoring and mitigating issues raised through Social Media.
 - (iii)** One (01) for preparing various reports & compilation of news clippings.
 - (iv)** One (01) staff for TV monitoring and to send news/clippings of ER related news.
 - (v)** Rest three (03) staff to scan ER/AR related news from Newspaper/ E-Paper and prepare GM's News clipping pad and also scan the news for onward transmission.
- 2.** The Agency shall prepare the required Multi-Media design for presentation of like graphs/tables, designs etc. with their own resources. No separate payment shall be made towards such activity. posts in Social Media
- 3.** The Agency shall post the content on Social Media / translation only after due verification by Publicity Section and approved by PROs/CPRO beforehand.
- 4.** The staff deployed by the Agency should work in CPRO's office as per the working hours of the office. They should work beyond working hours of the office, as per the day to day need.
- 5.** The Agency shall ensure that the work is undertaken regularly by the nominated staff to carry out the Social Media Management work on all the days of the month including Sundays & Holidays
- 6.** It shall be the responsibility of the Agency to arrange necessary rest/leave to his/her employees and on any specific day, the minimum prescribed contract staff shall remain present for the work. No additional payment shall be made for working on holidays/Sundays.
- 7.** No over time will be claimed by the Agency for their staff for working beyond the office hours. Sundays and holidays.
- 8.** The Agency shall provide 02 (two) high end computers along with required software and UPS for day to day use by their staff. Work station, Electrical arrangements will be arranged by the PR department Emergency Internet facility to the computer peripherals will be provided by the agency concerned.
- 9.** The Agency shall comply with all the provisions of Contract Labour (Regulation & Abolition) Act 1970 any subsequent amendments thereof and the rules made there under, Agency will indemnify the Railway administration of any loss and damages suffered due to violation of its provisions.
- 10.** The Agency shall comply with the provision of Workmen's compensation Act. 1923, Contract Labour (Regulation & Abolition) Act. 1970 and other laws of state regarding the employment/ wages etc. and the amendments made to thereof and rules made there under.
- 11.** The Agency shall ensure that all employees/persons engaged/authorized by him/her for carrying the work, behave properly with Railway officers and staff. In the event of any misbehavior, Agency shall immediately withdraw such employee/person from the work.
- 12.** The successful tenderer shall be required to submit copy of Aadhar card/Voter ID of the staff proposed to be deputed for this work.

13. The Agency shall ensure that no damages to the Railway property takes place due to any act of workmen, while carrying out the work under this Contract. If any damage occurs due to contract staff, it shall be made good by the Agency and the cost of such damages shall be from the CC bills/PG of the Agency. Negligence of be recovered

14. Name, Address, Photograph & other particulars of staff being deputed shall be submitted by the Agency in advance and the staff should be issued with Identity Cards by the Agency.

15. The Agency shall not claim any Right for any privileges such as Passes etc. from Railway Administration, for their outsourced staff.

16. If the Work is stopped for any reason, it shall be the responsibility of the Agency to make alternate arrangements and ensure un-interrupted services.

17. The staff deputed by the Agency fails to turn up for duty on working days and Sundays/holidays, a penalty of Rs. 1,000/- per occasion, per person, will be imposed. The same will be deducted from the Agency through the bill submitted for payment.

18. The decision of CPRO/ER shall be final in case of any dispute arising out of and in the course of execution of contractual obligations and the Agency shall abide by the decision given.

Work Diary

19. It is the responsibility of the Agency to indicate the details of works carried out daily in the Work Diary and it shall be jointly certified by both this office nominated representative & the Agency's representative while processing the monthly bill/payment. The extracts of this work book will form part of the monthly bill for verification/imposing of any penalty thereof.

Payment

20. The Agency shall submit their Monthly Bills in **Triplicate** for the work executed in the previous month on or before 5th of the following month to the CPRO/ER along with the work done statements of each of the staff deployed, which shall be forwarded to Hqs. Accounts duly certified for arranging payment.

21. The monthly bill claimed is certified by the Agency representative and counter signed by CPI SPI and also certified by PRO after fulfilment of the terms and conditions of the agreement.

22. Railways shall not be liable to pay any charges other than the rate agreed for 24 months.

23. The Railways reserves the right to disallow a part or full payment against any bill, if any of the terms of contract are violated.

24. The Railways shall make the payment on satisfactory completion of the work, as per the Agreement.

25. Bank account: The tenderer shall furnish the particulars of name of bank, account no., bank code and branch etc., along with the tender in the mandatory form enclosed.

26. Bill passing authority: Financial Advisor & Chief Accounts Officer, Eastern Railway, 17, Netaji Subhas Road, Fairlie Place, BBD Bagh, Kolkata-700 001.

TAXES

27. The Advertising Agency is fully responsible for of **GST** and other taxes/charges raised by any of the Central Government/ State Government/Local Bodies in respect of the Agency's working related with Railways. South Eastern Railway shall not be liable to pay any such taxes/charges and the Advertising agency shall deal with any correspondence related to this with the concerned Authorities.

28. Payment shall be arranged by the FA&CAO/ER on NEFT for which the Agency shall submit NEFT form duly filled in as per the enclosure.

29. Any statutory levies imposed by the State or Central Government from time to time during the currency of the contract, shall be borne by the Agency.

30. Income tax, Surcharge on IT etc., as applicable from time to time will be deducted from the bills of the Agency.

Termination of contract

31. The Railway Administration shall be entitled to terminate the contract at any time should in the opinion of the Railway, cessation of work becomes necessary owing to paucity of funds or for any other reason whatsoever by giving 7 (seven) days' notice to the Agency. The Agency is payment to the extent of work actually done to the Railway. Notice in writing from the Railway for such termination and reasons thereof shall be the conclusive evidence.

32. The Railway Administration will terminate the contract, if the work executed by the Agency is consistently unsatisfactory.

33. The contract can be terminated before completion of contract period by the CPRO/ER due to any administrative reasons with proper notice to the Agency.

34. The Railway Administration, apart from levying a fine of Rs. 1,000/- per occasion per person for the absenteeism of its deployed staff, will terminate the contract without assigning any further reasons for the absenteeism beyond 12 times during the entire contract period.

35. The Railway Administration, apart from warning/levying a fine of Rs.500/- per occasion for any minor mistake while executing the work by its deployed staff, will terminate the contract without assigning any further reasons for the minor mistakes beyond 05 times during the entire contract period.

36. The Railway Administration reserves the right to terminate the contract without assigning any reasons and notice in case of any major mistake committed by the staff deployed by the Agency while executing the work, which will hamper and tarnish the image of Railways in the public domain.

Indemnity Clause

37. The agency shall keep Eastern Railway indemnified for loss and damages arising out of the non- fulfilment of this agreement by the Advertising Agency.

Force Majeure

38. If at any time during the continuance of this contract, the performance in whole or in part by either party of any obligation under this contract shall be prevented or delayed by reason of any war, hostility, acts of public enemy, civil commotion, sabotage, serious loss or damage by fire, explosions, epidemics, strikes, lockouts or acts of God including heavy rains (hereinafter referred to "events") provided, notice of the happening of any such event is given by either party to the other within 15 days from the date of occurrence thereof, neither party shall by reason of such event, be entitled to Signature of the tenderer terminate this contract nor shall either party have any claim for damages against the other in respect of such non-performance or delay in performance, and works under the contract shall be resumed as soon as practicable after such event has come to an end or ceased to exist and the decision of the Engineer as to whether the works have been so resumed or not shall be final and conclusive, PROVIDED FURTHER that if the performance in the whole or in part of any obligation under this contract is prevented or delayed by option terminate the reason of any such event for a period exceeding 60 days, either party may at its option terminate the contract by giving notice to the other party.

Annexure-I

SCHEDULE: Engagement of Agency for Social Media and Content Analysis Services for a period of 24 Months (2 years).

Sl No.	Description of Item	Unit	Estimated Rate	Qty	Estimated Total Value Tender for 24 months
1.	PR Management including posting of ER related news in Web and Social Media (including Twitter, Face book etc). The required Multi-Media design to post the publicity material in terms of Graphs/Tables/Displays also to be carried out. The work has to be carried out as per the instructions of CPRO PRO/CPI, all the days of the month including on Sundays & Holidays. Monitoring of ER Social Media Handles on round-the-clock basis. In addition to the above, any other design related work instructions of CPRO/PRO/CPI shall be carried out. (One staff with experience in web related working and conversant with coral draw, adobe photo shop, in-design etc.) Detailed as per Annexure-III	Month	₹1,00,000/- (Rupees One Lakh Only) Excluding GST 08 staff (for entire works)	24 Months (Twenty Four)	₹28,32,000/- (Rupees Twenty Eight Lakhs Thirty Two Thousands only) Including GST 18%
2.	Screening and Scanning of Hard copy & e- Paper of SER jurisdiction for GM's Press Clipping Pad on regular basis and uploading the same in web site & net. Detailed as per Annexure-III (Three staff with experience in computer and good command over English, Hindi and Bengali languages)				
3.	Monitoring of News channel as per the given list which include immediate WhatsApp alert and clippings to nominated officials as per the news requirement. The list of the Channels may include other regional and national channels as per the requirement, which will be intimated as per situation demand. Pendrive of recorded clippings to be provided by the agency concerned as and when asked. An archive of clipping in soft copy to be maintained for future references. Detailed as per Annexure-III (One staff with experience in computer and good command over English, Hindi and Bengali languages)				
4.	Establishment, Newspaper, Stationary, Net Connection, Electronic Gadgets etc.				

Payment Terms: Every Month, based on the work dairy and certification of satisfactory completion of Work by nominated Supervisor/Officer.

Annexure-II**Price Bid Format**

(To be submitted in a separate sealed cover inside the main sealed cover)

Name of Work : Engagement of Agency for Social Media and Content Analysis Services for Eastern Railway.

Duration :- Two Years (24 months)

(Total Lump Sum Yearly Cost to be Mentioned)

SN	Item Name	Proposed Quantity	Unit of Measurement	Base Price per unit exclusive of GST (in Rs.)	Total Price inclusive of GST (in Rs.) (in Figures)	(C) Total Price per annum inclusive of GST (in Rs.) (in Words)
1	Annual Cost covering the complete scope of work	1 (1 year)	Lump Sum			
2.	Total Price /Cost for Two (2) Years inclusive of GST				(in figures)	(in words)

(The Annexure- C should contain cost of all services following provision of list of deliverables as in Annexure-A and scope of work, manpower deployment as in Annexure-B etc.)

ESTIMATED AMOUNT**TENDERER'S OFFER RATE
ON PAR / EXCESS / LESS %
IN FIGURES & WORDS**

As per enclosed schedule ₹/- including GST (For Two Years Period).
(Rupees : IN WORDS)

TENDERES TO NOTE

1. Tenderers are requested to quote only percentage of their rates **inclusive of all taxes in comparison with the Estimated Rates. No separate percentage to be indicated towards taxes.**
2. Tenderers should not quote their rates for all the items in percentage separately.
3. Percentage quoted in figure and words if differ, the percentage quoted in words will be considered correct.

SIGNATURE OF TENDERER
WITH OFFICE STAMP/SEAL

NOTE

1. If the Tenderer is intended to quote his/her/their rates on at par with the estimated rates, he/she has/they have to write RATE ON PAR.
2. If the Tenderer is intended to quote his/her rates ABOVE percentage of the estimate rates, he has to write + (Plus) %.

If the Tenderer is intended to quote his/her rates BELOW percentage of the estimate rates, he/she has to write – (Minus)%

Scope of Work

❖ **SOCIAL MEDIA:**

- (a) Social media monitoring, preparation and uploading of info-graphics, video publicity contents, press releases, train running information etc. in various social media handles of Eastern Railway including twitter, Facebook, YouTube, Instagram as per requirement of Eastern Railway.
- (b) Develop posts/contents for ER's social media handles to achieve more likes sharing and good publicity.
- (c) Increasing likes & followers for Eastern Railway's Social Media handles.
- (d) Scanning of social media posts, comments, notifications etc. related to passengers complaints, grievances, suggestions etc. received in social media handles of ER, e.g. Twitter handle & Facebook page etc. on round the clock basis and forwarding the same for redressal to the concerned unit/deptt. on round the clock basis. Such posts to be informed to the nominated officials of PR Deptt. Via WhatsApp instantly for advice on actions required and to act accordingly.

❖ **MEDIA MONITORING:**

- (a) Screening of hard copies of all prominent newspapers and magazines published from Kolkata on daily basis and arrange to select and prepare clippings of news and display advertisements pertaining to ER as well as Indian Railways. The said news clippings should be physically cut and pasted on paper of A4 size. The name of the concerned newspapers/magazines and date of publication should be clearly endorsed for each news clipping for preparation of GM's Press Clipping Pad and onward transmission to Railway Board. A soft copy to this effect to be prepared every day in due time.
As and when advised, hard copies of news and advertisements published in newspapers published from other areas in ER's jurisdiction should also require to be compiled.
- (b) Screening of e-papers on daily basis and soft & hard copies of railway related news published in the e-papers to be provided.
- (c) Screening of e-papers in ER's jurisdiction viz. Ranchi, Deoghar, Bhagalpur, Bardhaman, Siliguri, Asansol versions of different newspapers for taking print out of news items related to ER and Indian Railways to include them in the Press Clipping Pad for kind perusal of GM as well as for transmission to Railway Board. The soft copies also to be provided.
- (d) Bengali news so screened and collected would be translated in English in verbatim or as synopsis as per direction of CPRO/Sr. PRO/PROs for GM's Press Clipping Pad and transmission to Railway Board.
- (e) A soft copy of the news clippings so prepared will also to be made and transmitted the same to CPRO/PROs for selection via WhatsApp before preparation of final set of hard copies and soft copies of selected news clippings for onward transmission to Railway Board and for preparation of press clipping pad for GM's perusal.
- (f) A synopsis of all the news clippings in print & electronic media and social media contents to be made in a prescribed format.

The soft copy also to be uploaded in the Google drive for Railway Board's perusal after approval of competent authority.

- (g) The news clippings collected & compiled as above should be delivered to this office in a file on daily basis within 9.00 a m everyday along with the required soft & hard copies.

❖ **MONITORING OF ELECTRONIC MEDIA:**

Round the clock monitoring of electronic media viz. audio-visual news channels, web based news channels. Recording and preparation of news clippings, video clippings or any other railway related telecast/broadcast in such channels. Such news clippings should be archived and sent to CPRO/Sr. PRO/PROs via WhatsApp for taking advice on further action.

Such recording of news clippings of electronic media to be supplied in a CD and will also require uploading in social media when advised.

- ❖ To develop a system for tackling of wrong posts in social media and web-based media and dealing with wrong propaganda and lodging of cyber complaints, if necessary.
- ❖ Agencies will have to deploy their own manpower and gadgets/resources like computers, printers, scanners, internet connectivity for performing all these jobs. The manpower deployed for such works should be competent enough to accomplish the task.
- ❖ Any other new work related to above items, as and when required/directed by CPRO/Sr. PRO/PROs.

Annexure- IV**List of Newspapers to be scanned by the firm performing the subject one for preparing daily news clipping pad.**

Place/District	Name of Newspaper	Language
Asansol	Banga Express	Hindi
Asansol	Akbar – E – Mashriq	Urdu
Barddhaman	Bartaman	Bengali
Barddhaman	Sanmarg	Hindi
Durgapur	Ganashakti	Bengali
Howrah	Samagya	Hindi
Howrah	Sham Ki Jhalak	Hindi
Kolkata	Ananda Bazar Patrika	Bengali
Kolkata	Bartaman	Bengali
Kolkata	Ei Samay	Bengali
Kolkata	Pratidin	Bengali
Kolkata	Aajkal	Bengali
Kolkata	Ganashakti	Bengali
Kolkata	Duranta Barta	Bengali
Kolkata	Arthik Lipi	Bengali
Kolkata	Dainik Statesman	Bengali
Kolkata	Ekdin	Bengali
Kolkata	Jugashankya	Bengali
Kolkata	Sukhabar	Bengali
Kolkata	Din Darpan	Bengali
Kolkata	Times of India	English
Kolkata	Statesman	English
Kolkata	Millenium Post	English
Kolkata	Echo of India	English
Kolkata	Telegraph	English
Kolkata	Morning India	English
Kolkata	Darpan of India	English
Kolkata	Economic Times	English
Kolkata	Indian Express	English
Kolkata	Hindu	English
Kolkata	Financial Express	English
Kolkata	Business Standard	English
Kolkata	Sanmarg	Hindi
Kolkata	Vishwamitra	Hindi
Kolkata	ChhapteChhapte	Hindi
Kolkata	Prabhat Khabar	Hindi
Kolkata	Prakash	Hindi
Kolkata	Yuva Shakti	Hindi
Kolkata	Arthik Dhara	Hindi
Kolkata	Jansatta	Hindi
Kolkata	Prabhu Rashtra	Hindi
Kolkata	Parikshit	Hindi
Kolkata	Sutrakar	Hindi
Kolkata	Info India	Hindi
Kolkata	Bharat Mitra	Hindi

Kolkata	Rajasthan Patrika	Hindi
Kolkata	Akbar – E – Mashriq	Urdu
Kolkata	Akkas	Urdu
Kolkata	Al Momin	Urdu
Kolkata	Awami News	Urdu
Siliguri	Uttar Banga Sangbad	Bengali
Siliguri	Bartaman	Bengali
Siliguri	Ganashakti	Bengali
Siliguri	Echo of India	English
Siliguri	Statesman	English
Siliguri	Janpath Samachar	Hindi
Siliguri	Sanmarg	Hindi
Siliguri	Dainik Jagran	Hindi
Siliguri	Akbar E Mashriq	Urdu
Deoghar	Indian Punch	Hindi
Deoghar	Swet Patra	Hindi
Deoghar	Prabhat Khabar	Hindi
Dhanbad	Dainik Jagran	Hindi
Dhanbad	Hindustan	Hindi
Bhagalpur	Prabhat Khabar	Hindi
Bhagalpur	Dainik Jagran	Hindi
Bhagalpur	Hindustan	Hindi
Bhagalpur	Dainik Bhaskar	Hindi
Bhagalpur	Ang Bharat	Hindi
Bhagalpur	Nayi Baat	Hindi
Asansol	Banga Express	Hindi
Bardhaman	Bartsaman	Bengali
Bardhaman	Sanmarg	Hindi
Patna	Times of India	English
Patna	Aaj	Hindi
Ranchi	Morning India	English
Ranchi	Times of India	English
Ranchi	Hindustan	Hindi

N.B- The list of Newspapers is not exhaustive and may vary from time to time. Leading digital newspapers carrying Railway related news should also to be scanned as and when required.

TV CHANNELS TO MONITOR

The firm should monitor Railway related news in all leading TV channels/ FM Radio channels telecast / broadcast of West Bengal Bihar and Jharkhand.

The number of channels may be increased as per the requirement with due intimation to the agency concerned in case of any special programme or incident viz. Minister's visit, Accidents, Disruption in train services etc.

**FORMAT FOR BID SECURITY DECLARATION TO BE SUBMITTED BY TENDERER
ALONGWITH THE TENDER DOCUMENTS**

**IT IS MANDATORY TO SUBMIT THE BID SECURITY DECLARATION ALONG WITH
THE OFFER OTHERWISE OFFER SHALL BE SUMMARILY REJECTED.**

I/We. M/s _____(Name of Bidder)
am/are aware that I/ We have been exempted from submission of Bid Security/Earnest Money
Deposit in lieu of this Bid Security Declaration. I/We understand and accept that if I/We
withdraw my/our bid within bid validity period or if awarded the tender and on being called
upon to submit the Performance Guarantee/Performance Security fail to submit the same
within the stipulated time period mentioned in tender documents or on being called upon to
sign the contract agreement fail to sign the same within stipulated period mentioned in tender
documents, I/We _____(Name of
Bidder) i.e. the bidder shall be banned from submission of bids in any Works/Service Tender
issued by Indian Railways for a period of 12 months from the date of such banning done on
e-platform IREPS.

SIGNATURE OF TENDERER
WITH OFFICE STAMP/SEAL

MANDATE FORM FOR EFT/NEFT

1. Particulars of the Party

i) Name:

ii) Address:

iii) Phone No.

Mobile

Fax No.

iv) Income Tax Pan No.

v) E-mail Id :

2. Particulars of Bank Account:

i) City:

ii) Bank Name:

iii) Branch:

iv) Bank Address:

v) Bank Tel No.

Fax No.

vi) Bank MICR Code (9 Digit):

vii) Bank IFS Code:

viii) Bank Account No:

ix) (Please enclosed a cancelled bank cheque)

x) Account Type: (Savings/Current/Cash Credit):

3. Certified that the particulars furnished with reference to Bank Account are correct and the bank guarantees to honor all EFT/NEFT advices/reports as per RBI Regulations.

Bank's Seal

Signature of the authorized Official of the Bank

4. Declaration by the Party:

I/We hereby declare that the particulars given in this mandate form are correct and complete. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information, the user institution i.e. FA & CAO, E. Railway, Netaji Subhas Road, Fairlie Place, BBD Bagh, Kolkata will not be held responsible.

Date:

Signature of the Party with Stamp