

**Terms of Reference (ToR) for appointing  
Agency for Creating Awareness Videos and Disseminating  
them on Social Networks (for FMC's 'The Bamboo Link' App and Website)  
Tender No. FMC/EU/21-22/FMC/EU/22-23/001  
BL-6.5**

The Tender is available at <https://fmc.org.in/tender/> Please apply by 9th May, 2022 (till 5.30 PM). Please note that the financial quote (password protected) and technical quote (password protected) must be electronically submitted at [euprocurement@msmefoundation.org](mailto:euprocurement@msmefoundation.org) and in original with signature and seal in a separate envelope clearly mentioning “**For appointing Agency for Social Media Management & Digital Marketing for FMC's 'The Bamboo Link' App and Website**” at the below mentioned address, FMC shall open the financial quote, once the technical evaluation stage is completed. The Technical Bid will provide (i) Credentials of the bidder agency (Brochures, website link, Testimonials by the client(s) of similar work done, (ii) Undertakings and Supporting documents as per the requirements explicitly mentioned in this ToR in **Annexure II QUALIFICATION PARAMATERS** (iii) Methodology including plan of action, deliverables over the project duration (iv) Proposed team composition along with their brief profiles mentioning their qualifications/ experience in number of completed years, core area of expertise & type of clients handled. The technical and financial bids are to be placed in different envelopes clearly mentioning “Technical Bid” and “Financial Bid” on the top. The agency will be selected following QCBS method with 70% weightage to quality and 30% to cost. For any query, please email at [amit.tyagi@msmefoundation.org](mailto:amit.tyagi@msmefoundation.org).

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**Hard copies to be sent to the following address:**

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**Project: Promote Bamboo MSME Clusters for Sustainable Development (B4SD)**

## **SECTION I**

### **1. PROJECT BACKGROUND:**

The Foundation for MSME Clusters (FMC) has been implementing a project: 'Promoting MSME Bamboo Clusters in India' in 9 states (Viz: Assam, Arunachal Pradesh, Meghalaya, Mizoram, Tripura, Odisha, Chhattisgarh, Jharkhand & Madhya Pradesh) in India with the

overall objective of promoting bamboo as sustainable resource and generate green jobs. The project is designed to help the local community and other stakeholders collaborate for the promotion of green economy, sustainable growth, economic prosperity and poverty reduction in the MSME sector along with mitigation of climate change.

Specific objectives of the project are as follows:

1. Support enterprise development for sustainable supply of bamboo products and generate improved livelihoods
2. Promote select new bamboo products among high potential buyers
3. Sustain and upscale local initiatives through community-led multi-stakeholder development models
4. Promote sustainable linkages between financial institutions and local enterprises.
5. Strengthen policy dialogue and dissemination of proven development models relevant for bamboo sector

By making bamboo products go mainstream, FMC also wishes to impact two much needed aspects – assist in mitigating climate change & help in creating a greener economy. But there is a lot of misinformation on the internet and among consumers regarding the durability, aesthetics and potential uses of bamboo vs any other material. This perception has to be changed in order to create a market for Bamboo products in India. The typical urban consumer wants products that are contemporary, high on design, luxurious, aesthetically appealing and durable all at the same time. And all these needs can well be met by a versatile material such as bamboo.

## **2. THE BAMBOO LINK (TBL) – APP & WEBSITE:**

2.1 FMC recognizes this immense potential of bamboo and has embarked on a pathbreaking initiative to bring the entire bamboo sector together on a single platform through a mobile App and website called The Bamboo Link. The development and propagation of ‘The Bamboo Link’ (TBL) is one of the key initiatives undertaken under the project. These efforts of FMC and this one-of-a-kind App called The Bamboo Link (TBL) needs to be highlighted in the right manner on the appropriate platforms to create awareness and to truly uplift the bamboo sector in India and raise its profile.

The Bamboo Link enables access to need based technical and managerial information, inputs, insights and guidance for bamboo manufacturing, technologies, and marketing. From a B2B perspective, TBL facilitates the exchange of knowledge and information among various stakeholders within the bamboo sector to create economic/business opportunities, exchange ideas, develop products and technologies, and instigate policy discussions to aid actions on sustainable industrial development. At the same time from a B2C viewpoint, it will be accessible for any average consumer who wishes to know more about Bamboo or be a part of the ecosystem. TBL will be launched by mid-June 2022.

## **3. ROLE OF SOCIAL MEDIA & DIGITAL MARKETING:**

2.2 With the help of social media communication and awareness creation through digital campaigns, FMC plans to boost the bamboo sector in India by promoting all aspects of the project and provide visibility to key stakeholders with the help of a comprehensive communications strategy that will take into account the multi pronged nature of the project.

Keeping this goalpost in mind, FMC desires to engage a credible professional agency as a “Social Media Management & Digital Marketing Agency” on a monthly payment basis to utilize the popular social media platforms for dissemination of information and create awareness about The Bamboo Link App and Website and other initiatives in the Bamboo sector. The ultimate aim is to create a large user base of bamboo experts, architects, artisans, traders, suppliers, institutions etc. who download the App onto their devices and actively become a part of the online bamboo community that drives dynamic exchange of knowledge, creates business opportunities for all stakeholders, which ultimately contributes to artisan’s revenue.

In this context, RFP is invited from credible professional Agencies. For this purpose, scope of work to be taken care of by the agency has been broadly spelt out in Section II.

### **2.3 Duration of Engagement:**

Service agreement for a 5.5-month period of May 16<sup>th</sup>, 2022 - October 31<sup>st</sup>, 2022.

**2.4 AGENCY PRESENCE:** Delhi (NCR)/Mumbai

### **2.5 PAYMENT T&C:**

A monthly payment which will be inclusive of Agency retainer fee will be made to the Agency for carrying out the various campaign related media buying & social media activities.

The budget for creation of awareness videos and dissemination on social network is will not exceed INR 22 lakh inclusive of all taxes such as GST inclusive of contingencies/emergency.

## **SECTION II**

### **SCOPE OF WORK / DELIVERABLES**

#### **1.1 INTRODUCTION**

The professional agency engaged for the work shall manage the Social Media platforms, Create atleast 5 awareness videos, create Digital Marketing Campaigns, Facebook Ads & Google Ads (for App Installs/Downloads and Website Registrations) for dissemination of information and creating awareness about The Bamboo Link platform and its features and services while simultaneously highlighting FMC’s efforts in the Bamboo sector. It will also use The Bamboo Link social media handles to introduce other key assets created by FMC such as bamboo educational skill videos on the YouTube channel of FMC and will also be subsequently available & integrated on the TBL platform. These assets are provided as under;

1. You tube channel of FMC for entrepreneurship educational/ skill development (~ 13??/40 videos in 5 Indian languages) (<https://www.youtube.com/playlist?list=PLJwVFRdDsQLEdfZSJU5egbknaNg9FR2Y8>),
2. Cluster Observatory (<https://clusterobservatory.in/>),
3. Art-hi-shan (<https://fmc.org.in/art-hi-shan/>),
4. Virtual Exhibition Platform (<https://vep.fmc.org.in/>),
5. Community Radio Station content ([https://drive.google.com/drive/folders/1fj3qv5yWGMTF\\_EP\\_VkufYxk8HSIRV0uP?usp=sharing](https://drive.google.com/drive/folders/1fj3qv5yWGMTF_EP_VkufYxk8HSIRV0uP?usp=sharing)),
6. Business plans for various bamboo-based enterprises
7. One stop knowledge base for start-ups (<https://www.letsstartup.net/business-plans/>),
8. Policy papers relevant to bamboo and/or MSME development (<https://fmc.org.in/publications/>),
9. Publications (<https://fmc.org.in/publications/>),
10. Case studies on bamboo-based enterprise development ([https://drive.google.com/drive/folders/1fj3qv5yWGMTF\\_EP\\_VkufYxk8HSIRV0uP?usp=sharing](https://drive.google.com/drive/folders/1fj3qv5yWGMTF_EP_VkufYxk8HSIRV0uP?usp=sharing)) etc.

The agency must have in-house production facility. All the requirements for executing this project, such as manpower, tools, creative content, creative video etc. will have to be met by the bidder. Agency must have a strong expertise in these works. The entire data will also be stored / archived by the bidder firm and has the responsibility to provide it to FMC, regularly.

## **1.2 SCOPE OF WORK**

### **1.2.1 Communications Outreach Strategy:**

- Work with FMC's designated Project Leader along with Communications Consultant (already appointed) in rolling out the communications strategy plan that builds on the key priorities of FMC, particularly The Bamboo Link platform and FMC's various digital assets mentioned under Section 1.1 from S.No. 1 to 9.
- Conceptualize and develop social media campaigns and promotional/advertising strategy and suggest tools to execute the same.
- Creating atleast 5 awareness videos and disseminating them on social networks for the Bamboo Link App and Website.
- Strengthen profile of FMC and The Bamboo Link App and Website
- Create a strong voice with influencers to endorse the work undertaken by FMC in the Bamboo Sector.
- Highlight key news on various stakeholders, FMC's partners in the Bamboo project, investment intents, announcements and approvals across all priority areas in the Bamboo sector.
- Popularize The Bamboo Link App on Google Play Store & App Store.
- Popularizes various audio episodes developed and broadcasted by various community radio stations on Facebook, YouTube.

- Create content and popularize business plans, opportunities and achievement of the project.

### 1.2.2 Social media:

#### i. Social Media Handles:

The Agency will be responsible for managing The Bamboo Link's Accounts/Handles/Channels on Twitter, Facebook, YouTube, Instagram, LinkedIn, WhatsApp, Quora etc. and actively drive at least 5 key social media platforms which may emerge as successful channels to drive FMC's objectives for The Bamboo Link within the contract period.

#### ii. Facebook, Instagram, YouTube & Google Ads:

The Agency will be responsible for managing The Bamboo Link's Ad Accounts and Channels on Facebook, YouTube, Instagram, LinkedIn, WhatsApp, etc. and actively engage in successful Google Ad campaign creation (display/banner/pop up Ads/YouTube video Ads) and engage in Media Buying to drive FMC's objectives for The Bamboo Link within the contract period.

#### iii. Online Amplification and Social Media Campaigns:

Providing amplification of Digital Marketing, Communication and Messaging through planning and execution of Digital Marketing activities across both Paid Media and Non-Paid media avenues on Digital and Mobile campaign.

Conceptualize, design and execute at least 3 digital campaigns (Social Media Campaigns, App Install Ads and Website Registration) and three innovative strategies on the basis of overall TBL's social media plan.

#### iv. Brand Recall:

Assist the FMC team in creating a prominent brand language, give unified tonality and personality to the two aspects of FMC's communication goals– digital B2C communication & B2B targeted The Bamboo Link and FMC's various digital assets mentioned under Section 1.1 (S.No. 1-9).

#### v. Minimum Project Deliverables:

- From the generated B2B following and impact, drive interest towards The Bamboo Link portal to generate entrepreneur interest for architects, builders, interior decorators, policy makers, large scale procurement agencies, etc.
- Link communication material used in social media with TBL to help the viewers get information that they are looking for.
- Creation of relevant blog spot and forums wherein the participation of targeted audience can be invoked.
- Ensure that the viewership over social media site of the "The Bamboo Link" increases substantially and its reach increases within a period of 60 days from the date of start of operation.

- During the contract period the agency should be able to achieve a total social media reach (organic and paid combined) of at least 70 lakh people for The Bamboo Link.
  - Achieve an overall Social Media Follower Base of 50K
  - Achieve a approx. 70:30 share in urban to rural mix of social media views & followers
  - During the contract period the agency should be able to achieve a minimum average of 5,000 App Downloads and Website Registrations each (through organic and paid activities combined) for The Bamboo Link.
  - Enhanced viewership of youtube videos on Bamboo and others – at least 10 Lacs additional viewership with an average of 3 minute viewership each.
  - All publications related to bamboo and others – increased downloads by 5000 - Business plan, case studies, E Pathshala.
  - Number of match makings through intelligent content – TBL and other associate websites like fmc.org.in, clusterobservatory, VEP etc. Need to be defined by the bidder.
  - Social Media Content creation for uploading for atleast 6 months beyond the project duration
- vi. New Look, Posting Frequency, Campaigns, Updates and Engagement with users:
- Give all TBL's Social Media Platforms a new look regularly by putting up new creatives in line with overall theme/strategy approved by FMC for the period of engagement.
  - Daily informative and promotional updates: One post/update every day on Facebook and Instagram (posts and stories), and 3 times a week on LinkedIn and Twitter, and create atleast one discussion forum on Quora every week.
  - Develop and roll out a WhatsApp messaging strategy for The Bamboo Link business number.
  - Promote and increase viewership of the existing YouTube video content (skill & educational videos) created by FMC as part of its efforts in the Bamboo sector via repackaged videos that should be posted everyday on The Bamboo Link's Youtube channel as well as other social media channels and digital campaigns.
  - The content and Ad campaigns should be in the form of relevant text, photos, audio, videos, reels, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with FMC.
  - Publicize all cultural events, festivals and national holidays on all the social media platforms.  
Create relevant tagging & linkages of content on all platforms.
- vii. Query Management, Media Tracking and Reporting:
- All the queries received on all platforms must be replied to and addressed within 24 working hours in consultation with FMC.
  - Moderation of all platforms should take place with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
  - Use a good industry standard monitoring tool (like Hootsuite, Buffer, Semrush, Brandwatch, 33Across or similar monitoring tool) for analyzing comments / remarks

about The Bamboo Link in various online media like e- newspapers, e-magazines, blogs, social media platforms at national & international level.

- The agency must submit) “Effectiveness Analysis Report” to FMC on the effectiveness of the social media roll out strategy as per frequency decided by FMC. The agency must submit a detailed analysis on the steps undertaken for overall promotion of The Bamboo Link on the Social Media Platforms and the results achieved. The components of the report would include:
  - 1.Social presence analysis:
    - Social channel analysis (only The Bamboo Link)
    - Social Traffic analysis
    - Fan / follower growth
    - Comparative Instagram/FB/YouTube/Twitter/LinkedIn/Quora Engagement Analysis
    - Content Analysis of the most engaging type of post which led to success on brand

page

- Engaging Post
- Social Page Analysis
- 2. Buzz Report:
  - Share of voice
  - Source Analysis
  - Trend analysis
  - Topic analysis
  - Sentiment & Perception analysis
- 3. Influencer Report:
  - Influencers Identified
  - Influencers Score
  - Influencers Reached
  - Amplification by Influencers
- 4. Providing feedback on best practices in marketing and promotion on Social Media as and when required by FMC.

viii. Key Influencer Program:

- Conceptualizing, planning and executing a “Key Influencer Program” on all of The Bamboo Link’s Social Media platforms. The Influencer program will aim at engaging/profiling top 30 influencers/experts/scientists in the Bamboo industry and will also focus on blogs & forums and other social channels.
- The program will need to generate content for social channels and blogs, web listings, directory submissions etc and spread awareness about The Bamboo Link’s Social Media campaigns.

viii. Social Media Monitoring Program:

- Planning and executing a “Social Media Monitoring Program” on all of The Bamboo Link Social Media platforms.

- The program will undertake monitoring across 150-200 keywords primarily related to the Indian bamboo sector which will serve as both predictive and reactive in approach for the Social Media strategies. The key Languages to be monitored will be Hindi and English.

ix. Miscellaneous work:

- Other related and miscellaneous work includes providing monthly strategic inputs for creative campaign writing.
- Any other works entrusted by FMC for sensitizing the people through social media Platform.
- To ensure that viewing and uploading on the managed Social Media sites (i.e. Twitter, Facebook etc.) is smooth and uninterrupted.

1.2.3 Creative designing and repackaging:

- a) Assist The Bamboo Link's content and design team in Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, video footages, images, cartoons, smart art, animations, story board etc. design on various bamboo sector related subjects; FMC's activities in the bamboo sector as well as bamboo industry related schemes, programs, policies etc.
- b) Assist The Bamboo Link's content and design team in Repackaging of the content (videos and photographs) into suitable formats (video packages, reels, YouTube shorts and others) depending on the messaging platform, topics for posting, creatives for FB or Instagram Ads etc. On average repackaged videos of 30-40 seconds are expected as deliverables for video/reels posting and 15 seconds for FB and Instagram Ads.
- c) Uploading of repackaged and creative content on various social media platforms such as Instagram, Twitter, Facebook, LinkedIn and YouTube.
- d) Above is to be done without any infringement of Intellectual Property Rights (IPR).

1.2.4 Making the uploaded content viral / virility of content:

Agency would be responsible in making the Social Media content viral on the internet and other social media sites.

1.2.5 Storage of Content:

- a) The Agency will be responsible for Storage of raw footages/ images/audio content and processed content (video packages/image creatives) etc. for the purpose of archive in digital formats.
- b) Availability of archive content should be for at least 180 days.
- c) The Agency will submit the archived content to FMC within specified time via a secure and dedicated OneDrive/GoogleDrive Link as well as a USB Pen Drive.
- d) Creatives/Photos/Video/Audio Bank with cataloguing needs to be developed consisting of at least 100+ Creatives/Photos of high quality and high-resolution aesthetic work of relevant activities and events.



#### 1.2.6 Pre and Post establishment support:

The agency should provide technical support 24 x 7 for maintenance of the various Social Media Platforms through in-house staff.

#### 1.2.7 Development of Strategy for Crisis Communication:

In the event of unforeseen occurrences, which may have potential of creating negative perception about The Bamboo Link or FMC's activities, the Agency will have to take proactive steps to help FMC representatives communicate effectively using various media vehicles and channels as deemed fit.

#### 1.2.8. Manpower Requirement:

At-least two social media experts should be assigned to The Bamboo Link during the duration of the project. They should have the requisite qualifications & experience (**as mentioned in point 6 of Annexure II**) and will be responsible for managing Social Media Platform/Accounts of The Bamboo Link. In addition, they would be responsible for providing support to The Bamboo Link design and content team in creation of graphic design, online design, and visualization of Social Media platform.

#### 1.2.9 Performance Review and Reporting:

The agency will submit a process of Performance Review on a monthly basis which will be appropriated and suitably amended (if required) and implemented. The agency should suggest the number of Reports eliciting periodicity, format and content of such report which should help FMC to know the exact position of the efforts undertaken.

#### 1.2.10 Data Security and Prevention of Fraud:

The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

#### 1.2.11 Project related Key Procedural Terms and Conditions:

- The Agency selected is not supposed to use its name, logo or any other information/ publicity on content published on social media platforms of The Bamboo Link or FMC.
- The Agency must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and applications instantly.
- All material, art work used in management of Social Media Network will be property of FMC. Content shared online must be copyright protected.
- All creatives will be property of FMC and its Intellectual Property Rights (IPR) will vest with FMC.
- The timeline/schedule of deliverables will be decided as and when the requirement /task activities arise. Bidder should complete the job/activities as and when asked by FMC.

## Annexure II

### QUALIFICATION PARAMATERS

1. The agency must have an experience of at least 3 years in Social Media Network management along with creation of content and videos and must have completed projects worth Rs.25 lakhs for private sector, large corporate/organizations, government agency such as Centre/State Govt, PSUs, etc. (Agency should provide copies of the work orders of Social Media activities.) in the previous financial year. The bidder will provide credible evidence to support the same.
2. The agency must have an in- house production facility for production and editing of contents in all forms. (Agency should provide an undertaking on letter head)
3. The agency must have an in-house tools/applications/Software Development & management Team which has developed Social media tool and apps that runs on PCs and mobile devices. (Agency should provide undertaking of in-house technical capability on letter head)
4. Agency supporting/ promoting any of the following content either in digital/physical format will be treated negative for business and debarred during the assessment stage or any time later:
  - a) Anti-National Content
  - b) Pornographic & Trafficking Content
  - c) Political Association
  - d) Malicious Content
  - e) Content Hurting Religious Sentiments
  - f) Promoting Piracy in any form(Agency must provide undertaking on letter head)
5. The agency must have expertise of running social media campaigns on Twitter, Instagram, Facebook, YouTube, LinkedIn etc. (Agency should provide self-certified copy of Images having run Social media campaigns)
6. The agency must dedicate at least two social media experts for management of social media platform in English & Hindi of The Bamboo Link and coordination purposes. (Agency should provide undertaking for deployment of two no. Social media managers in the letter head also)

The experts should be Graduate/Post Graduate in any discipline with at least 3 years of experience in Content Management for websites/social Media Account management and excellent skill in written & spoken English & Hindi, good working knowledge of MS Office/Excel, Social Media management tools/applications, ability to collaborate with stakeholders, & to perform under deadlines in a process-oriented

multi-task activities etc., The experts must be well versed in graphic designing tools and have experience in graphic design/online design, visualization in multi-media activities in reputed organization.

Note: Emphasis will be on good creative team having expertise in Infographics and content writing.

7. At least 10 Team members who are permanent employees of the agency, having been on the payroll for a minimum of 2 years.
8. The software/tools etc. used by the Agency should be original and not pirated.
9. The Agency should have a presence/local office in Delhi – NCR region or Mumbai.

### Annexure III

#### . Evaluation of Proposals

Technical Evaluation Committee (TEC) formed by FMC will evaluate both technical & commercial bids. Bidders who have qualified Pre-Qualification Eligibility Criteria of this RFP document shall be evaluated and scored by the Technical Evaluation Committee based on the basis of technical evaluation criteria mentioned in table below, assessing each bidder's ability to satisfy the requirements set forth in the document. The minimum marks for qualifying through the technical evaluation round are 70 out of 100 (QCBS 70-30).

#### 1.1 Eligibility & Pre-qualification Criteria

The bidders are required to meet the below mentioned eligibility criteria:

Sr. No	Parameter	Max. Marks	Required Document
1	Company Competence (Refer below table for detailed point system)	10	Audited Financial Statement/Auditor Certificate to be submitted.
2	Number of full time employees	10	Self-Attested Certificate

3	Overall Relevant experience in Digital marketing services including social media management, digital promotions & online influencer programs globally for Corporates and for Government /PSU in Last 5 Years	20	Proof of experience in the form of client citations/work orders to be submitted
4	Qualifications, experience and skill sets of the team proposed to be associated exclusively for current requirement by FMC	20	CV of the Proposed team and Composition of team
5	Presentation by bidders, to explain Approach & Methodology including but not limited to the following:- <ul style="list-style-type: none"> <li>· Proposed brand vision and digital marketing strategy presented for The Bamboo Link by FMC.</li> <li>· Proposed Strategy (Cost effective &amp; Viable)</li> <li>· Content Development Strategy</li> <li>· Innovative ideas and suggestions</li> </ul>	40	Methodology and Approach, Detailed Project Plan, Quality of service etc
	Total Points/Marks	100	
	Cut off Points for Qualifying	70	

Relevant Documents as specified above should be attached.

The offer should be for entire work and not for part of the work.

The price quoted should be all inclusive and not open ended.

NOTE: Proposals not conforming to the above requirements shall be rejected.

Sr. No	Pre-Qualification Criteria	Supporting Document

1	The bidder must be a company registered in India under the Companies Act, and should be atleast three years old.	Certificate of Incorporation.
2.	Bidder should have an average annual turnover of Rs. 25 lacs. Or currency equivalent during the last 3 financial years from Social media management/campaign/branding/Design and developing of ads Films for advertisement in national channels	Copy of audited financial Statements for last 3 financial years. Certificate from CA for revenue from IT components segment
3.	Bidder should have experience of Digital marketing in areas of Social Media Management/ Digital Advertising /Creative Content Production for any large corporate entity/ Ministry/State/ Central Govt. / UT Administration/ Semi-Government Organization/ PSU/Reputed limited Firm in the last 5 years.	Copy of Work Orders
4.	Bidder should have minimum 10 full time employees (and dedicated 2 employees for FMC's The Bamboo Link Project) working on Creative Content Production / Social Media Management. (Refer Annexure II)	Self-Attested Certificate (signed by Company Secretary/ HR Department) to ensure rolls of the company
5.	Joint ventures or Consortiums are NOT allowed to bid or meet the above eligibility criterion. Bidder should bid on own strength and meet all eligibility	Self-Attested Declaration on company letter head (signed by Authorized Signatory)

	Criteria	
6.	The bidder shall submit a self-declaration for being not under legal action for corrupt or fraudulent practices (blacklisted) by any Ministry/State/ Central Govt/ UT Administration/ Semi-Government Organization/ PSU	Self-Attested Declaration on company letter head (signed by Authorized Signatory)
7.	The bidder should have a valid GSTN.	Copy of the certificate of GSTN.

### 1.3 Detailed Marking System

1.	<p>Company Competence: (Refer Annexure II)</p> <p>Annual Turnover - Bidder's average annual turnover for the 2018-2019, 2019-2020 and 2020-2021. Audited Financial Statements/ Auditor's certificate to be submitted.</p> <p>&lt;25 lacs - Disqualified Between 25-75 lacs (5 Marks) Greater than 75 lacs (10 Marks)</p>	10
2.	<p>Number of full time employees working on Social Media Management services</p> <p>Less than 10 - Disqualified Above 10 (5 Marks)</p>	5

3.	Experience of Digital marketing in areas of Social Media Management/ Digital Advertising /Creative Content Production in any Ministry/State/ Central Govt. / UT Administration/ Semi-Government Organization/ PSU/Reputed Private limited Firm in the last 5 years. (Refer Annexure II)  5 Marks per project, up to maximum of 4 Projects.	20
4.	Qualifications, experience and skill sets of the team proposed to be associated exclusively for current requirement by FMC (Refer Point 7 – Annexure II)	20
4.1	Qualification (As mentioned in Annexure II)	5
4.2	Relevant Experience	10
4.3	Skill Set (As mentioned in Annexure II)	5
5	Technical Presentation	40
5.1	— Demonstration of Previous developed contents/designs /add/videos /short films/	20
5.2	— Proposed brand vision and digital marketing strategy	10
5.3	— Content Development Strategy	5
5.4	— Innovative ideas and suggestions specific for The Bamboo Link App/Website	5

**NOTE:**

- A) The documents required as proof for technical marking must be submitted as client citations or work orders or letter of declaration signed by the client or Contracting Agency.
- B) Bidder should give presentation (approx. duration of 30 Minutes) with respect to above technical evaluation criteria after opening of the Technical Bid.

**1.4 Evaluation and Comparison of Bids**

**Evaluation and comparison of bids will be done as per parameters defined in Annexure III and will be based on documents and evidence required as per the annexure. Please read Annexure III carefully before responding to the ToR.**

Technical bid evaluation will be completed prior to any financial bid is being opened. Any condition of the Bidders sent along with the bids, if any, shall not be binding on FMC and liable to be rejected. Bids will be evaluated by an Evaluation Committee formed by FMC.

Bids shall be evaluated on a Quality and Cost Based Selection (QCBS) basis. Bids shall be ranked according to their combined technical score (St) and financial score (Sf) using the formula (T = the weight given to the Technical bid = 70%; P = the weight given to the Financial bid = 30%; T + P = 100%): S (Final Score) = St x T + Sf x P. Contract will be awarded to the Bidder scoring highest Final Score (S).

#### **1.4.1 Technical Bid Evaluation:**

Only those Bidders who have fulfilled the pre-qualification criteria will be evaluated further. The cut-off marks for short-listing based on the technical evaluation is 70% of total marks. Based on the bid evaluation, only technically qualified Bidders scoring equal to or more than cut-off marks shall be short-listed for evaluating their financials bids. Consequent on evaluation, if less than two Bidders qualifies the technical evaluation, the authority at its discretion may relax the norms for technical evaluation.

Bid marks (Stm) shall be assigned to each bid on the basis of following evaluation Matrix.

Technical Bid Score: The Technical; Bid Score 'St' of the Bidder shall be derived as under:

$St = (Stm / SH)$ , where

St is the Technical Bid Score

Stm = Total Technical bid marks of the bidder under consideration

SH = Highest total technical; bid marks amongst all evaluated bids.

#### **1.4.2 Evaluation of Financial Proposal:**

Financial bids of only the short-listed Bidders shall be opened. A date, time and venue will be notified to all Bidders for announcing the result of evaluation and opening of Financial Bids. Before opening of the Financial Bids, the list of prequalified Bids along with their technical scores will be read out. The lowest evaluated financial quote (Fm) will be given the maximum financial score of 100 (one hundred) points.



The financial scores (Sf) of the other Financial Proposals will be computed as per the formula:  $Sf = 100 \times Fm/F$ , in which Sf is the financial score, Fm is the lowest financial quote and F is the financial quote under consideration.

The rates mentioned in the financial bid are to be mentioned in words as well as in figures. In case of any deviation, the rate quoted in words will be accepted.

The rates mentioned in the financial bid should be inclusive of taxes, duties, levies etc.

## 2. Evaluation of Performance

Sr. No.	Key Performance Indicators (KPIs)	Minimum Criteria
1	Social Media Ads and Google Ad Campaigns	Minimum 3 every month.
2	Creative Content Generation (Visual & text)	The frequency shall be on a continuous daily basis
3	The agency should increase the reach on Facebook, Instagram, YouTube, Twitter & LinkedIn	Reach 70 L people by Oct 31 <sup>st</sup> , 2022.
4	The agency should increase the follower base on Facebook, Instagram, YouTube, Twitter & LinkedIn	Achieve a overall Social Media Follower Base of 50K by Oct 31 <sup>st</sup> 2022
5	Share in urban to rural mix of social media views & followers	Achieve a approx. 70:30 share in urban to rural mix of social media views & followers
6	App Downloads and Website Registrations	

		Minimum 5,000 App Downloads & Website Registrations
7	Populating, publishing and updating of content on a 24*7 basis	The frequency shall be on a continuous daily basis
8	Content should be posted on Facebook & Instagram	Minimum Once a Day
9	Content should be posted on Twitter & LinkedIn	Minimum 3 times a Week
10	Relevant interactions on Quora	Minimum One per week
11	WhatsApp messaging activities	Minimum 50 everyday
12	<p>Cross Collaborations a month (under 20000 following)</p> <p>Example-(cross collaboration related to bamboo sector related awareness, bamboo material awareness, sustainability &amp; climate change, rural empowerment, artisan feature, skill development showcase, initiatives taken by various stakeholders in bamboo sector etc. This could be collaborative posts, blog, Ads or article.)</p>	Minimum 1 every month
13	<p>Cross Collaboration on a national level (Higher following influencers)</p> <p>Example-(cross collaboration related to bamboo sector related awareness, bamboo material awareness, sustainability &amp; climate change, rural empowerment, artisan feature, skill development showcase, initiatives taken by various stakeholders in bamboo sector etc. This could be collaborative posts, blog, Ads or article.)</p>	Minimum 1 every 2 months

14	Quizzes and Polls	On a daily basis starting 2nd month engagement and onwards
15	Influencer Programme	Aim at engaging/profiling top 30 (at least 5-6 per month) influencers/experts/scientists related to the Bamboo industry and will also focus on blogs & forums and other social channels
16	Regular Visual content and posts (includes creating fresh content as well as editing and repackaging existing content created by FMC)	<ul style="list-style-type: none"> <li>— Curate minimum 25 Visual (Jpeg &amp; gif's, video) per month. Number could increase depending on nature of post e.g. carousel or standalone image.</li> <li>— Publish minimum 100 posts per month (carousel, reels, videos, quiz, polls etc. cumulative of all platforms)</li> <li>— Minimum 4 video posts per month Quantity can increase on requirement basis</li> </ul>
17	Major social media messaging Campaigns or Viral messaging ideas	Minimum 1 every 2 months

Important metrics for consideration are: total reach, likes per month, increase in users/followers per month, list of positive comments per month, list of negative comments per month, Average likes per post. In case of any specific contest/campaign, Analysis would be based on pre-defined parameter of Impact.

### 3. Deliverable Timelines

The selected agency will be required to submit the comprehensive strategy for promotion of The Bamboo Link within 10 days from the effective date of the contract. This strategy document and other initiatives would be taken up for defining each assignment and the timelines will be agreed upon for each of such assignment. The selected agency will be required to extend all the support required to meet the intended objectives of the comprehensive strategy. The selected agency will be required to adhere to the service levels for each of the deliverable agreed with FMC under this engagement, as under-

Delivery Related Service Level Agreement Criteria								
Explanation – The deduction mentioned in this table shall be made from the next due payment to the Selected Agency								
Sr. No.	Description	Baseline	Lower Performance		Material Breach		Basis of Measurement	Remarks
		Metric	Metric	Deduction	Metric	Late Delivery Deduction		
1	Submission of comprehensive strategy	Ten days from the effective date of contract	Two days after the due date	Rs. 1,000 per day	> 5 days of delay after the due date	Rs. 5,000 per day till 10 days. Post 10 days Material Breach conditions shall be invoked	Dates for submission of deliverable as mentioned in the contract	For the purpose of this SLA, submission of deliverable would mean formal Submission b

								Selected Agency Deliverable should have acceptable level of quality standards
2	Submission of deliverables as per assignment under the comprehensive strategy	Agreed days from the deciding date	Two days after the due date	Rs. 1,000 per day	> 5 days of delay after the due date	Rs. 5,000 per day till 10 days. Post 10 days Material Breach conditions shall be invoked	Dates for submission of deliverable as agreed for each assignment	For the purpose of this SLA, submission of deliverable would mean formal submission by Selected Agency Deliverable should have acceptable level of quality standards

#### 4. Implementation Timeline

Milestone	Deliverables	Action Owner	Timeline
I	<ul style="list-style-type: none"> <li>— Inception Report</li> <li>— Preparation &amp; Submission of detailed plan of action</li> </ul>	Bidder	T + 10 days
II	Content Creation & Deployment, promotion and branding activity	Bidder	T+ 150 days (Continuous Work)
III	Updating, Maintenance, New Content Creation	Bidder	T+ 150 days (Continuous Work)