

# **Unique Identification Authority of India**



**Request for Proposal  
For  
Selection of Social Media Agency**

**AADHAAR**

Offers are invited from reputed and experience Agencies/  
Firms/Consortium for working with UIDAI

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## Data Sheet

S.No	Particular	Details
1.	Document Reference Number	A-11016/29/2012-UIDAI
2.	Date of Issue of Request for Proposal	January 14 2016
3.	Pre-bid Clarification received by email	Queries may be sent to <a href="mailto:harish.verma@uidai.net.in">harish.verma@uidai.net.in</a> by January 25 2016
4.	Last Date & Time for Submission of Technical and Financial	February 05 2016 12.00 PM
5.	Date & Time for opening of proposals Technical Financial	February 05 2016 12.05 PM February 29 2016 12.00 PM
6.	Earnest Money Deposit	INR 3,00,000(Rs. Three Lakh Only)
7.	Address for Bid Submission	Unique Identification Authority of India Government of India 3rd Floor, Tower II Jeevan Bharati Building Connaught Circus New Delhi – 110001
8.	Website	<a href="http://www.uidai.gov.in">www.uidai.gov.in</a>
9.	Method of Selection	<p>Quality cum Cost Based Selection</p> <ul style="list-style-type: none"> <li>● To qualify technically, a Proposal must secure minimum Technical Score of 70. Only technically qualified proposals shall be considered for Financial Bid Opening.</li> <li>● The Technical and Financial Scores secured by each Bidder will be added using weightage of 70% and 30% respectively to compute a Composite Bid Score.</li> <li>● The Bidder securing the highest Composite Bid Score will be adjudicated as the most responsive Bidder for award of the Project.</li> <li>● In the event the Composite Bid Scores are tied , the Bidder securing the highest Technical Score will be adjudicated as the most responsive Bidder for award of the Project</li> </ul>

# Section 1: Invitation for Proposal

## 1.1. Introduction

### About UIDAI:

The Unique Identification Authority of India (UIDAI), an attached office of the Department of Electronics and Information Technology, Government of India was established in January, 2009 initially as an attached office of the Planning Commission with a mandate '*To empower residents of India with a unique identity which can be verified and authenticated instantly in an easy, electronic and cost effective manner and is robust enough to eliminate duplicate and fake identities*'.

UIDAI is empowering residents of India by enabling them to have a unique Identity number termed **Aadhaar** based on individual unique biometrics and demographic details. Aadhaar is a 12-digit random unique number obtained through the process of de-duplication involving biometrics. Aadhaar process of **Authentication** enables an individual to verify and authenticate his identity instantly with service provider anywhere, anytime in the country.

For a country's growth to be truly transformational, it needs to be accompanied with inclusion of all particularly poor and marginalised sections of the society in the process of socio and economic development. Enabling access of poor residents to economic development and including them in the financial mainstream is a challenge primarily due to absence of an identity document that is accepted across all domains.

Absence of easily verifiable and nationally portable identity contributes to exclusion, as the person is unable to prove his/her identity, which actually proves to be the biggest barrier preventing the individual from accessing benefits and subsidies. The benefits of a mechanism that uniquely identifies a person and ensures instant identity verification are obvious. A digital identity can transform the delivery of social welfare programs by making them more inclusive.

Aadhaar plays a critical role in enhancing inclusion and enabling access to such benefits and welfare delivery, where it not only empowers the individual with an ID, but a digital ID which can be used to prove their identity online, and on real time basis. Aadhaar is the first on scale Digital ID service of the world, which is formless and paperless. With more than 90 crore Aadhaars issued, it is the largest biometric program in the world, making India a global leader in biometric technology. The target of universal enrolment is likely to be achieved in coming months.

## **1.2. Goals and Objectives**

- i. To raise awareness about Aadhaar, its usage and benefits.
- ii. Highlight role of Aadhaar in e-Governance.
- iii. Make people aware about various services and schemes that are linked to Aadhaar and also the services and Schemes that can utilise Aadhaar for delivery of services and benefits.
- iv. Widening UIDAI's reach among different communities on social media and online platforms.
- v. To create a simple and user-friendly system for exchanging ideas and feedback on services online.
- vi. To allay the apprehensions, misconception if any, prevailing amongst people and portray Aadhaar and its usage in proper perspective.
- vii. To inform people online about new policies, initiatives and opportunities for the people through the usage of Aadhaar.

## **1.3. INVITATION TO BIDDERS/CONSORTIUM OF BIDDERS**

The invitation is for selection of a Firm/ Agency/ Consortium to carry out Social Media activities for UIDAI.

- I. The Request for Proposal can be downloaded from [www.uidai.gov.in](http://www.uidai.gov.in) under Tender Section.
- II. UIDAI may, at its own discretion, extend the date for submission of proposals. In such a case, all rights and obligations of UIDAI and Bidders/ Consortium of Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.
- III. All Banker's Cheque/ Demand Draft should be in Indian Rupees and from any Nationalised/ Scheduled Bank in favour of PAO, UIDAI (Payable at New Delhi).

## **Section 2: Instruction to Bidders / Consortium of Bidders (ITB)**

### **2.1. Conflict of Interest**

- i. The selected Firm/ Agency/ Consortium should provide professional, objective and impartial service and hold UIDAI's interest paramount.
- ii. The selected Firm/ Agency/ Consortium shall not deploy former employees who have served UIDAI in last six months.
- iii. The selected Firm/ Agency/ Consortium shall not downstream or outsource any part of the scope of work.
- iv. Non disclosure of such an association will lead to termination of Agency's contract.

### **2.2. Validity of Proposal**

The following will be considered for the validity of the proposals deemed submitted:

- I. Proposal shall remain valid for a period of 120 days from the date of opening of Proposal.
- II. UIDAI reserves the right to reject a proposal valid for a shorter period as non – responsive.
- III. In exceptional circumstances UIDAI may solicit the Bidder's consent to an extension of the period of validity. The request and the response thereto shall be made in writing.

### **2.3. Right to Accept or Reject any Proposal**

UIDAI reserves the right to annul the Request for Proposal process, or to accept or reject any or all the proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Bidder(s) or any obligation to inform the affected Bidder(s) of the ground of such decision.

### **2.4. Fraud & Corruption**

It is required that the Bidders / Consortium of Bidders submitting Proposal and Agency selected through this Request for Proposal must observe the highest standards of ethics during the process of selection and during the performance and execution of the Work Order.

For this purpose, definitions of the terms are set forth as follows:

- I. **“Corrupt practice”** means the offering, giving, receiving or soliciting of anything of value to influence the action of UIDAI or its personnel in Work Order executions.
- II. **“Fraudulent practice”** means a misrepresentation of facts, in order to influence selection process or the execution of the Work Order, and includes collusive practice among Bidders / Consortium of Bidders (prior to or after Proposal submission)
- III. **“Unfair trade practice”** means supply of devices different from what is ordered on, or change in the scope of work.
- IV. **“Coercive practice”** means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the selection process or execution of the Work Order.

UIDAI will **reject** a proposal for award, if it determines that the Bidder recommended for the award, has been determined to have been engaged in corrupt, fraudulent or unfair trade practices.

UIDAI will declare a Firm/ Agency/ Consortium ineligible, either indefinitely or for a stated period of time, for awarding the Work Order, if it any time determines that the Firm/ Agency/ Consortium has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing the Work Order.

## **2.5 Clarifications & Amendment to Request for Proposal**

- I. During the process of evaluation of Proposals, UIDAI may, in its discretion, ask Bidders / Consortium of Bidders for clarification on their proposal. The Bidders / Consortium of Bidders are required to respond within the prescribed time frame.
- II. UIDAI may for any reason, modify the Request for Proposal from time to time. The amendment(s) to the Request for Proposal would be clearly spelt out and the Bidders / Consortium of Bidders may be asked to amend their proposal due to such amendments.

## **2.6. Earnest Money Deposit (EMD)**

- I. The Bidder shall furnish an Earnest Money Deposit (EMD) amounting to Rupees 3,00,000 (Rs. Three Lakh Only) along with Technical Bid in **Envelop 1**.
- II. The EMD shall be in Indian Rupees and shall be in the form of Bankers Cheque or Demand Draft from any of the Nationalised/ Scheduled Bank in favour of “PAO, UIDAI” payable at New Delhi.

- III. The earnest money of the unsuccessful Bidders/ Consortium of Bidders shall be refunded on request by the Bidder after final award of the Work Order.
- IV. EMD of the successful Bidder will be released after the Bidder signs the final agreement and furnishes the Performance Bank Guarantee (PBG). The PBG will be 10% of the amount stated in the Work Order.

### **2.7. Preparation of Proposal**

The Bidder must comply with the following instructions during preparation of Proposals:

- I. The Bidder is expected to carefully examine all the instructions, guidelines, terms and condition and formats of the Request for Proposal. Failure to furnish all the necessary information as required by the Request for Proposal or submission of a proposal not substantially responsive to all the requirements of the Request for Proposal shall be at Bidder's own risk and will be liable for rejection.
- II. The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or overwriting shall be valid only if they are initialled by the authorized person signing the Proposal.
- III. The proposal shall be in indelible ink and shall be signed by the Bidder or duly authorized person(s). The letter of authorization shall be indicated by written power of attorney and shall accompany the proposal.
- IV. In addition to the identification, the envelopes containing the Proposals shall mention the name and address of the Bidder to enable the proposal to be returned in case it is declared late pursuant and for mailing purposes.
- V. Proposals received by facsimile shall be treated as defective, invalid and rejected.
- VI. Only detailed proposals complete in all respect and in the forms indicated shall be treated as valid.
- VII. No Bidder is allowed to modify, substitute, or withdraw the Proposal after its submission.

### **2.8. Pre-bid Clarification by email**

A prospective Bidder, requiring a clarification on the Request for Proposal shall notify UIDAI via email to the address specified in the Data Sheet by January 25, 2016. The mail will be responded to within 48 hours of receipt (except in the case where e mail is received on Saturday/Sunday)



## 2.9. Submission of Proposal

Bidders/ Consortium of Bidders shall submit their Proposals at the office address on or before the last date and time for receipt of proposals mentioned in the Data Sheet.

- Proposal shall be submitted in two parts. Each part should be separately bound with no loose sheets. Each page of all parts should be page numbered and in conformance to the eligibility qualifications should be clearly indicated using an index page. The proposals should not contain any irrelevant or superfluous documents.
- Bidder shall be required to submit 2 hard copies (1 Original + 1 Duplicate) of the complete proposal. The detailed presentation of 3 case studies as mentioned in Sec 2.12 (Table Sl. No.3a) must be submitted in soft copy as well.
- Every page of the documents shall be submitted by the Bidder must be duly signed by the authorized signatory of the Firm/ Agency along with the Agency's seal.

The two parts of the Proposal should be as per the following:

1. **Technical Proposal (Envelope-1)**-The envelope containing Technical Proposal comprising of Form 1P (Covering Letter), Form 2P (Bidder Organisation Details), Form 1T (Technical Form), Form 2T (Details of Similar Assignments), Form 2TA (Client Case Study Evaluation) and Power of Attorney for Lead Member of Consortium) shall be sealed and superscripted "*Technical Proposal-Selection of Social Media Agency*".
2. **Financial Proposal (Envelope-2)**-The envelope would have Form 1C (Covering Letter) and Form 2C (Financial Proposal Format) and shall be sealed and superscripted "*Financial Proposal –Selection of Social Media Agency*".

**Envelope 1 & 2 should be put together in a single envelope along with other relevant documents.**

## 2.10. Evaluation of Proposals

The bid will be opened as per the schedule mentioned in the Data Sheet. Authorised representatives of the Bidders/ Consortium of Bidders may be present during the Bid Opening if desired. UIDAI may constitute Evaluation Committee to evaluate the Proposals submitted by Bidders/ Consortium of Bidders for a detailed scrutiny. Subject to the terms mentioned in the Request for Proposal, a two stage process as explained below will be adopted for evaluation of Proposal submitted by the specified date and time.

## 2.11. Eligibility

Scrutiny of the Proposals for eligibility will be done to determine whether:

- The Bidders / Consortium of Bidders meet the eligibility criteria defined as under:

Sl.No.	Criteria	Documentary Evidence
1.	The Firm/ Agency (All members/ agencies in case of Consortium) should be registered entity with minimum 3 years of existence on the day of submission of bid. In case of consortium the lead agency/ firm shall be the bidder	<ul style="list-style-type: none"> <li>• Certificate of Incorporation/ Registration</li> <li>• PAN Card</li> <li>• Service Tax Registration Certificate</li> </ul> In case of a consortium all members should provide documentary evidence
2.	The Firm/ Agency (all members put together in the case of a Consortium) should have a minimum cumulative turnover of INR 5 Crore during the last three financial years	Certified copies of financial statements duly audited by applicants ' statutory auditors for immediately preceding 3 financial years, i.e. 2014-15, 2013-14 & 2012-13
3.	In last three years, Firms/ Agency (Any member of the Consortium) must have completed/ in progress minimum 3 separate projects of Social Media management in Government or Private Sector. Each of these projects should have a Fee Value of Rs.25 lakh or more	Work Order/ Client Completion Certificate
4.	The Firm/ Agency (Any member of the Consortium) must have minimum 20 experienced professionals on its payroll as permanent employees in the area of Social Media Monitoring and Management	Self-certified list of all such professionals along with name, date of joining, etc. (in case of consortium all members should sign self-certification)
5.	The Firm/ Agency (All members of the Consortium) should not have been blacklisted by the Central/ State Governments & PSUs	Self Certification (in case of consortium all members should sign self-certification)

- Please check that relevant documents as specified above have been attached.
- EMD is as per requirement.
- The offer is for the entire work as defined under scope of work.

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

## 2.12. Evaluation of Technical Proposal

The Technical Evaluation shall be based on the parameters and weightage as mentioned in the Table below:

**NOTE: The Technical Proposal must not include any financial information failing which the Proposal will be rejected.**

Sl.No	Parameters	Maximum Score
1.	Relevant experience in online Social Media Monitoring and Management for Government/ PSU/ Private Sector (At least 3 projects of different clients, in the last 3 years) (5 marks for each project of the value of INR 25 lakh or above)	30
2.	Team members who are permanent employees of the agency, having been on the payroll for a minimum of 1 year before the date of bid and who are to be deployed at UIDAI: <ul style="list-style-type: none"> <li>• Project Manager – BE/BTech/MBA – Total Experience 10 years of which at least 4 years should be in Social Media (10 marks)</li> <li>• Community Manager – Any Graduate – Total Experience 5 years of which at least 2 years should be in Social Media (5 marks)</li> <li>• Graphic Designer – Graduate with Diploma in Web Designing - Total Experience 5 years of which at least 2 years should be in Social Media (5 marks)</li> </ul>	20
3a.	A detailed presentation on the work done for the three clients (as mentioned in Sl.No.1): <ul style="list-style-type: none"> <li>• Each client's per day social media interaction volumes</li> <li>• Response matrix followed and Turnaround Time for the three clients</li> <li>• Engagements Levels of Content (monthly average) – Computed as %age of (Total no. Of engaged Fans/Followers) vis-a-vis (Total no. of Fans/Followers) - (Relevant supporting screen shots to be submitted as proof)</li> <li>• Most successful campaign carried out for each of the three clients – case studies</li> </ul> <p>Note: <b>Bidder will need to score at least 14 marks out of 20 marks as mentioned above, failing which the bidder shall be disqualified from further bidding process(Refer to Form 2T &amp; Form 2TA)</b></p>	20
3b.	On-site visit to the Client/Agency's premise for live	10

	demonstration of the day-to-day social media operations <b>(Refer to Form 2T &amp; Form 2TA)</b>	
<b>4.</b>	Strategy, Strength, Approach & Methodology etc. Including but not limited to the following: <ul style="list-style-type: none"> <li>• Proposed brand vision and digital marketing strategy.</li> <li>• Proposed strategy (Cost effective and viable)</li> <li>• Content Development Strategy</li> <li>• Proposed usage of Social Media Monitoring and Management tools, applications and mobile devices</li> <li>• Comments on the scope of work</li> <li>• Innovative ideas and suggestions</li> </ul>	20

- Evaluation Committee may, at its discretion, call for additional information from the Bidder(s). Such information has to be supplied within the given time frame, otherwise the Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of Bidders / Consortium of Bidders and the proposal is likely to be rejected. Seeking clarifications cannot be treated as acceptance of the Proposal.
- If considered necessary, the Evaluation Committee may also invite short-listed agencies for making a presentation on their Strategy, Strength, Approach & Methodology for executing UIDAI's social media activities
- For verification of the information submitted by the Bidders/ Consortium of Bidders, the Committee may visit Bidder's office at its own cost. The Bidders/ Consortium of Bidders shall provide all the necessary documents, samples and reference information as desired by the Committee. The Bidders/ Consortium of Bidders shall also assist the Committee in getting relevant information from the Bidders/ Consortium of Bidder's references, if desired.
- For calculating the Technical Score (TS) the individual scores, the individual scores, as per respective weight ages specified above will be summed up. In order to qualify technically, a Proposal must secure minimum TS of 70.
- Only Technically qualified Proposals shall be considered for Financial Bid Opening.

### **2.13. Evaluation of Financial Proposal**

Financial proposals of only those firms who are technically qualified shall be opened publically on the date and time specified in the Data Sheet, in the presence of Firm's representatives who chose to attend. The name of the Firm, their technical score (if required) and their financial proposal shall be read out aloud.

UIDAI will correct any computational errors. While correcting computational errors, in case of discrepancy between a partial amount and the total amount (inclusive of taxes) or between words and figures, the former will prevail.

After opening of financial proposals, appropriate selection method shall be applied to determine the Firm who will be declared winner and be eligible for award of the work. The method of selections is described in the Data Sheet and Section 2.10, Section 2.11, Section 2.12 and Section 2.13. This selected consultant will then be invited for negotiation, if considered necessary.

#### **2.14. Payment Terms**

No advance payment would be admissible. The annual contract value will be paid in 4 equal quarterly instalments, at the end of each quarter, against agency's invoice in triplicate being submitted along with such supporting documents as may be prescribed, and subject to

- Service Level Agreement (SLA) deductions, if any, as prescribed under Section 3, subsection 'D'- (SLA).
- Attendance of Personnel & SLA for defaults therein
- Achievements as per Deliverables and adherence to Timelines as prescribed under Section 3

## **Section 3: Scope of Work & Deliverables**

### **A. Scope of Work**

The scope of work for the Agency would comprise Social Media Management for UIDAI on turnkey basis including, but not limited to following activities:

#### **1. Strategy Formulation:-**

The Agency to formulate a result oriented comprehensive social media promotion strategy for UIDAI.

#### **2. Creation and maintenance of Social Media Platforms for UIDAI:-**

- i. The agency shall create and subsequently maintain the official Facebook Page, Twitter Profile, You Tube Channel, Google plus, LinkedIn and Instagram including any other social media platform during the course of contract and hence set up a complete social media networking management system for UIDAI and manage the same by deploying requisite number of persons with requisite qualifications and skill sets.
- ii. The Agency would develop and upload on various social media platforms, creative content or adapt the already available creatives. The content includes but not limited to banners, videos, infographics, graphics, cartoons, animation etc.
- iii. The activities listed under this sub-section will have to be executed at periodic intervals, the frequency of which will be decided by UIDAI.

#### **3. Dissemination of message through Social Media outlets of UIDAI:-**

- i. The Agency would be responsible for enhancing reach of messages and other Schemes of UIDAI on various social media platforms through paid and non paid media so that the content would reach to the last mile on internet domain in real time basis.
- ii. The content will be initially drafted in two languages (English & Hindi) and extended to other Indian languages as per need.
- iii. Regularly upload posts on chosen social media platforms.
- iv. Regularly post original blog/ articles related to Aadhaar and its usage.
- v. While creating content, platform limitations should be given due care (e.g. -140 character limitation on Twitter).
- vi. Compilation and coordination of Aadhaar news, events and community involvement postings within social media.
- vii. Select and upload images that increase curiosity amongst people.
- viii. Design creative piece in accordance with campaigns and adapt them to platforms.
- ix. Curate topics on relevant Hash(#) tags on digital platform

- x. All activities listed under this sub-section are continuous activities and will be executed at the intimation of UIDAI from time-to-time.

#### **4. Conversation Management:-**

- i. Set up monitoring services based on pre defined goals.
- ii. Monitoring to be done using proper tracking mechanism to track conversations relating to Aadhaar.
- iii. To tap existing or initiate newer conversations on regular basis.
- iv. Run Hash(#) tag based discussions with Twitter/Facebook users, frequently

#### **5. Influencer Marketing:**

- i. Use influencers from society/ social media and invite them to be endorsers.
- ii. Maintain a rapport with digitally influential people having a large follower base.
- iii. Target influencers for building up a positive mindset amongst policy/ decision makers.

#### **6. Viral Promotion on Internet:**

The agency must formulate and operationalise viral projects for UIDAI that will provide maximum brand impact in minimal time. For this purpose, the agency must create effective viral messages, designs/ creatives for social media sites, internet/ you tube.

#### **7. Response Management:-**

- i. The agency shall provide accurate, complete, polite and prompt feedback mechanism to user via social media platforms. The agency shall gather inputs from users and respond back to his service request. User interaction would initially be done in Hindi and English only to be extended to other languages subsequently on need based basis.
- ii. The agency would also moderate the sites to avoid spam, advertisements and inappropriate content.
- iii. The agency is also expected to track on social media networks for key words related to business in particular, and respond to them in a big way to initiate positive conversations on social media sites.

#### **8. Monitoring and Reporting:**

- i. Tracking conversations, links and blogs about UIDAI, Aadhaar and issues / topics relating thereto.
- ii. Tracking sentiments-Positive, Neutral or Negative.
- iii. Use effective third party tracking tools to track the progress of each network.
- iv. Reporting any discrepancy in sentiments
- v. Channelizing and drafting a plan to work out and neutralise negative sentiments

- vi. Submit effectiveness analysis reports to UIDAI on a weekly or monthly basis, as required.
  - vii. The agency would employ requisite analytical and software tools.
9. The agency must integrate social media with the official portal (web based) and vice versa
10. The agency shall ensure that the content and activities on social media platforms do not restrict accessibility of the platform on various mobile devices and different browsers.
11. The agency must mark all electronic content (text, photo, video or otherwise) as copy right of UIDAI, wherever applicable; and monitor and report unauthorised use. This responsibility includes but is not limited to the following activities:
- i. Content sanitization, formatting and uploading
  - ii. Use of SEO friendly clean permalink structure
  - iii. Tagging and categorisation of posts and articles
  - iv. Feedback mechanism to accept and display hierarchical user comments
  - v. Develop and update the FAQ bank based on user feedback

### **12. Early Warning System: -**

The Agency will be expected to employ an Early warning system as part of the software being used for Social Media, which will monitor various platforms and detect anomalies, segregate activities into problematic and non-problematic based on various keywords and give an informed forecast. Based on above forecasting and signalling, incidences should be highlighted, which may have a negative impact on the Aadhaar brand.

### **13. Customer Relationship Management software:**

The agency would be responsible for customisation of CRM software tool available in the market to meet the social media monitoring and management for UIDAI. Broadly the software tool would include the following:

- i. Customisation of dashboard through creating Graphical user interface (GUI) which will enable a comprehensive and user friendly interaction on various Social Media platforms through a single interface.
- ii. This software tool would facilitate various online events management including but not limited to Twitter Conference, Online contests, polls, competitions, Google+ hangouts.
- iii. This software tool would be able to publish the content on various social media platforms and social media users/accounts.
- iv. The software tool would be able to monitor individual social media user/account, monitor social media sentiments, monitor and track overall trends on various social media platforms and generate reports in various formats like graphs, charts etc.
- v. This software tool would be able to perform like search engine, which will work as web crawler and social media crawler both and would be able to search various hash – tags, keywords across the social media platforms.



- vi. This software tool would be able to generate activities, based on various trends, analytics, keyword etc.
- vii. This software tool would be able to segregate responses of various social media platforms and manage to reply to those accordingly.

#### **14: Archival Set Up:**

Agency would be responsible for storage of content and data by means of online/offline archival support. The archived content should be available for at least 180 days to be made available to UIDAI at short notice.

#### **15. Other anticipated activities but not limited to:-**

- i. Manage and act on all related opportunities.
- ii. Distributing press releases , media announcements to on line media
- iii. Conducting personal follow up on outreach via e mail
- iv. Utilising social media tools to support day to day image building efforts
- v. Mean and methods of Social Media Audit

#### **Additionally the Bidder needs to provide for the following:**

- i. The bidder should position three dedicated members as mentioned in Section 2.12 (Table Sl. No 2) at the UIDAI HQ, New Delhi for the duration of the contract.
- ii. The bidders should arrange their own laptops/Computers/ internet, software etc. UIDAI shall provide only space, furniture & electricity for operations.

#### **NOTE:**

- i. The selected Agency shall be actively involved in Content Creation & Management for a period of 1 year or such extended period thereafter and all such content created will be the property of UIDAI.
- ii. The Agency must also understand that the operation of Social Media Platforms fall under the purview of Right to Information Act,2005 and therefore, must answer any queries only after consultation with UIDAI.
- iii. The Agency would be responsible to ensure compliance with IT Act and IT Amendment Act of 2008 and rules framed thereunder particularly Information Technology (reasonable security practices and procedures & sensitive personal data or information) Rules 2011, Information Technology (Intermediary guidelines) Rules, 2011.
- iv. UIDAI is ISO 27001 certified organisation and Agency need to adhere to reasonable security practices and procedures as per ISO 27001.

- v. The Social Media Platforms content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc, failure of any one of which shall be considered an incomplete execution of work order.
- vi. All Intellectual Property displayed on the social media platforms shall belong to UIDAI and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with UIDAI. The agency will be required to sign a Non-Disclosure Agreement at the start of the contract and will also be responsible for complete Knowledge Transfer (including Documentation, creative content, etc.) at the end of the contract period.
- vii. UIDAI Social Media team will provide relevant (basic information/ pictures/ approvals) content as available from time to time.

**B. Timelines & Deliverables:**

The following is an indicative list of deliverables and milestones for the Agency, assuming that the engagement starts at time T (Issuance of Work Order)

<b>Sl. No.</b>	<b>Deliverable</b>	<b>Timelines</b>
1.	Preparation & Submission of Detailed Plan of Action	T + 7 days – To be revised monthly basis
2.	Content Creation and Dissemination	Monthly Calendar to be shared at least 15 days in advance for each platform. A minimum of 1 post per day for each platform (or as required by UIDAI)
3.	Campaign Management	One campaign per month across platforms for user engagement.
4.	Regular Monitoring and Response Management	To be done on day-to-day basis. Turnaround time of 2 hours for standard queries (as defined by UIDAI) and 24 hours for special case queries
5.	MIS Reports	To be submitted by third day of every month or as and when desired by UIDAI, indicating the activities remaining/ completed and progress of scheduled tasks/ activities.

\* Formats for delivering reports as mentioned in table above can be modified & will be approved by UIDAI from time to time.

**C. Milestones & Performance Evaluation:**

- i. The follower base on all Social Media platforms should increase exponentially. Consistency in reach of the messages should be maintained. The grown in follower base on two key platforms are as under. More platforms will be added to this matrix as UIDAI's Social Media Engagement grows:

Quarter	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
Facebook: Fan Base	20,000	60,000	1,20,000	2,00,000
Twitter: Follower base	5,000	10,000	15,000	20,000

ii. Turnaround Time (TAT):

Sl No.	Deliverable	TAT
1.	Content Calendar	By 15 <sup>th</sup> day of every month for the next month
2.	User responses	2 hours for standard queries (as defined by UIDAI) and 24 hours for special case queries (Average of all user responses should be computed in a quarter)
3.	Other content/creative requests	24 hours
4.	Reports request	6 hours

**D. Service Level Agreement (SLA):**

Sl. No.	Deliverable	Severity Level 1	Severity Level 2	Severity Level 3
1.	Preparation & Submission of Detailed Plan of Action	Delay of 1-2 days	Delay of 3-5 days	Delay of more than 5 days
2.	Content Creation and Dissemination	Delay of 1 day	Delay of 1-2 days	Delay of more than 2 days
3.	Campaign Management	Delay of 2 days	Delay of 2-4 days	Delay of more than 4 days
4.	Regular Monitoring and Response Management	Delay of 4 hours	Delay of 6 hours	Delay of 8 hours
5.	MIS Reports	Delay of 1 day	Delay of 1-2 days	Delay of more than 2 days
6.	Non-Deployment of personnel (unauthorised absence)	Absence of 1 day	Absence of 2 days	Absence of 3 day

Sl. No.	Severity Levels	Definition	Penalty
1.	<b>Level 1</b>	For single violation in a quarter	0.5% of the quarterly invoice raised
2.	<b>Level 2</b>	For single violation in a quarter	1% of the quarterly invoice raised
3.	<b>Level 3</b>	For single violation in a quarter	2% of the quarterly invoice raised

**An increase in the number of violations of any level will attract higher Severity Levels viz.4-6, which are defined in the table below:**

Sl. No.	Severity Levels	Definition	Penalty
4.	<b>Level 4</b>	For two-four instances of any Level-violation	Penalty of respective level levied on each instance + 1% of the quarterly invoice raised
5.	<b>Level 5</b>	For five-six instances of any Level-violation	Penalty of respective level to be levied on each instance + 4% of the quarterly invoice raised
6.	<b>Level 6</b>	For more than six instances of any Level-violation	Penalty of respective level to be levied on each instance + 8% of the quarterly invoice raised

**Note:** Total Penalty that will be levied for violations of timelines as per SLA will be subject to a maximum of 20% of the quarterly invoice raised.

## Section 4: General Terms & Conditions

**NOTE Bidders / Consortium of Bidders should read these conditions carefully and comply strictly while submitting the Proposals**

- i. Rate shall be written both in words and figures. There should not be errors and / or over-writings and corrections, if any, should be made clearly and initialled with dates. The rates should mention elements of the service charges or any other charges separately.
- ii. Agency shall not assign or sublet the Work Order or any substantial part thereof to any other agency, nor can the agency have arrangement with other company for bidding purpose.
- iii. Rates quoted will be valid upto one 120 days from the issue of bid date.
- iv. In the event of any loss /damage to UIDAI, the Bidder shall be liable to make good such loss found. No extra cost on such shall be admissible.
- v. Direct or indirect canvassing on the part of the Bidder or his representative will lead to disqualification.
- vi. If a Bidder imposes conditional bids are liable to summary rejection.
- vii. UIDAI reserves the right to accept or reject one or all bids without assigning any reasons and accept bid for all or anyone. UIDAI also reserves the right to award the work to more than one company.
- viii. The Agency shall not use any Govt. Emblems and/or UIDAI logo in any unauthorized, illegal or inappropriate way which may deceive the public to believe unsolicited, unauthorized content. The said logos emblems shall be used only in such manner as to provide credibility to the authentic web pages/applications/ platforms belonging to the UIDAI.
- ix. The Agency shall also monitor the virtual space for any individual or organization which may be operating platforms/applications/web pages/websites and deceiving the public to believe that they are in anyway associated with the UIDAI. Upon discovery of such entity, the Agency shall provide necessary information of such entity to the UIDAI for immediate prosecution.
- x. The Agency must maintain uniformity while uploading of content on the platform. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platform instantly.
- xi. The Agency's contract is liable to be immediately terminated if it is found responsible for uploading any defamatory, seditious, gender prejudiced or obscene content. The Agency shall promptly remove any content of the aforementioned malicious nature uploaded by a member of the public, and inform UIDAI of the same to provide UIDAI with the opportunity to prosecute such an individual or group.
- xii. No interest shall be paid by UIDAI on PBG.
- xiii. The PBG shall be refunded within two months after the satisfactory completion of the work.

- xiv. Termination: The Work Order can be terminated at any time by the UIDAI , if the services are not up to satisfaction after giving an opportunity to the selected Agency of being heard and recording of the reasons for repudiation.
- xv. Liquidated Damages: In case of delay in supply of services to be provided within the prescribed period in the Work Order, liquidated damages will be charged, as per the SLA (Section 3, subsection 'D').
- xvi. Recoveries: Recoveries of liquidated damages shall be from Vendor's quarterly invoice(s) and/or PBG available with UIDAI. In case recovery is not possible recourse will be taken under Delhi PDR Act or any other law in force.
- xvii. UIDAI may enforce forfeiture of PBG (in full or part) in the following cases:
  - a. Failure of agency to perform satisfactorily despite repeated warnings and consistent failure to improve services.
  - b. Breach of contract terms and conditions especially those relating to IPR, Knowledge Management, etc.
  - c. Any other circumstance at the sole discretion of UIDAI.
- xviii. If the Agency requires an extension of time in completion of the work order period on account of occurrence of any hindrance, he shall apply in writing to the authority, which has placed the supply order, for the same immediately on occurrence of the hindrance but not after the stipulated time. The case will be examined and permission in writing will be necessary for the Bidder.
- xix. Service Delivery period may be extended with or without liquidated damages if the delay in the services is on account of hindrances beyond the control of the Bidder.
- xx. If any dispute arises out of the Work Order with regard to the interpretation, meaning and breach of the terms of the Work Order, the matter shall be referred to Arbitration by a sole Arbitrator to be appointed by DG&MD, UIDAI.
- xxi. All legal proceedings, if necessity arises to institute, by any of the parties needs to be lodged in courts situated in Delhi.

## **Section 5: Opening of Proposal**

- i. Technical Proposals shall be opened as per Data Sheet at UIDAI Office in the presence of Bidders/ Consortium of Bidders or their authorized representatives who choose to attend the opening of Bids.
- ii. The date of opening of Financial Bid will be intimated to the technically qualified Bidder/ Consortium of Bidders in due course.
- iii. The Evaluation Committee shall determine whether the Financial Bids are complete, unconditional and free from any computational error.
- iv. The cost indicated in the Financial Bid shall be treated as final and reflecting the total cost of services.

## **Section 6: Award of Work**

- i. Work shall be awarded to the Bidder with the highest cumulative score calculated as per the method provided in Data Sheet in terms of the aforementioned terms and conditions and decision of UIDAI shall be final & binding.
- ii. UIDAI reserves the right to accept or reject any or all the proposals assigning any reason.
- iii. UIDAI also reserves the right to call for additional information from the Bidders/Consortium of Bidders.
- iv. Notification on Award of Work for Bidder shall be made in writing to the successful Bidder. The successful bidder will sign a contract with UIDAI for a period of one year post which UIDAI will issue a work order for one year.
- v. After the expiry of the initial one year, the work order/contract may be extended for a further period of 6 months (subject to a maximum of 2 such extensions) at UIDAI's sole discretion depending upon agency's satisfactory performance, at the same terms and conditions.



## Section 7: Proposal Formats

UIDAI invites the Proposals from Firms /Agencies /Consortium for “Social Media Management“. Bidders/ Consortium of Bidders are required to submit Proposals in the formats as given under:

S.No.	Form	Description
<b>Forms</b>		
<b>1.</b>	<b>Form-1P</b>	<b>Covering Letter</b>
<b>2.</b>	<b>Form-2P</b>	<b>Bidder’s Organization Details</b>
<b>Technical Form</b>		
<b>1.</b>	<b>Form-1T</b>	<b>Technical Form</b>
<b>2.</b>	<b>Form-2T</b>	<b>Details of Similar Assignments</b>
	<b>Form-2TA</b>	<b>Client Case Study Evaluation</b>
<b>Financial Form</b>		
<b>1.</b>	<b>Form-1C</b>	<b>Covering Letter</b>
<b>2.</b>	<b>Form-2C</b>	<b>Financial Proposal Format</b>
<b>Power of Attorney for Lead Member of Consortium</b>		

## **7.1 Form-1P: Covering Letter**

**[Bidders/ Consortium of Bidders are required to submit the covering letter as given here on their letterhead]**

To,

**Shri Harish Lal Verma  
Deputy Director (Media),  
Unique Identification Authority of India  
Department of Electronics and Information Technology (DeitY)  
Ministry of Communications & Information Technology (Government of India)  
Tower II, 3<sup>rd</sup> Floor, Jeevan Bharti Building  
Connaught Circus, New Delhi-110001**

**Sub: Proposal for Selection of Agency for Social Media Management**

Dear Sir,

1. We, the undersigned, having carefully examined the referred Request for Proposal, offer to provide the required services, in full conformity with the said Request for Proposal.
2. We have read all the provisions of Request for Proposal and confirm that these are acceptable to us.
3. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
4. We agree to abide by this Proposal, consisting of this letter, our Technical and Commercial Proposals, the duly notarized written power of attorney, and all attachments, for a period of 120 days from the date fixed for submission of Proposals as stipulated in the Request for Proposal and modifications resulting from Work Order negotiations, and it shall remain binding upon us and may be accepted by you at any time before the expiration of that period.
5. Until the formal final Work Order is prepared and executed between us, this Proposal, together with your written acceptance of the Proposal and your notification of award, shall constitute a binding Work Order between us.
6. We declare that we do not have any interest in downstream business, which may ensue from the Request for Proposal, prepare through this assignment.
7. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation or misinterpretation contained in it may lead to our disqualification.
8. We understand you are not bound to accept any proposal you receive, not to give reason for rejection of any proposal and that you will not defray any expenses incurred by us in bidding.

9. Banker's Cheque/Demand Draft No. .... dated .....drawn on  
.....for Rs. 3,00,000/- is enclosed towards EMD.

Yours faithfully,

Date

Signature

Designation

## 7.2. Form -2P: Bidder's Organization / Consortium Details

Organization and Financial information (on official letter head)

Details of the Organization	
Name	
Date of Incorporation /Establishment	
Date of Commencement of Business	
Address of the Headquarters	
Address of the Registered Office in India	
Area of expertise with respect to this project	
Contact Details (name, address, phone no, and email)	

Financial Information (All Figures in Lac)			
	FY 2014-15	FY 2013-14	FY 2012-13
Revenue In INR			
Any other information			

All Bidders shall provide the details in the format above.

In case of a Consortium:

Regarding role of each Member should be provided as per table below

S.NO.	Name of Bidder	Lead Member /Consortium Member	Roles & responsibilities

### 7.3. Form – 1 T: Technical Form

S. No.	Item	To be Labeled as :
1.	Relevant experience in online Social Media Management for Government /PSU (Last 3 Years)	<b>Label as 1T 'A'</b>
2.	Relevant experience in online Social Media Management for Private Sector (Last 3 Years)	<b>Label as 1T 'B'</b>
3.	Strategy, Strength, Approach & Methodology etc. Including but not limited to the following: <ul style="list-style-type: none"> <li>• Proposed brand vision and digital marketing strategy.</li> <li>• Proposed strategy (Cost effective and viable)</li> <li>• Content Development Strategy</li> <li>• Proposed usage of Social Media Monitoring and Management tools, applications and mobile devices</li> <li>• Comments on the scope of work</li> <li>• Innovative ideas and suggestions</li> </ul>	<b>Label as 1T 'C'</b>
4.	Team Composition :Details of the Team identified to Work with UIDAI': <ol style="list-style-type: none"> <li>(i) Name of Team Member</li> <li>(ii) Designation</li> <li>(iii) Work being handled</li> <li>(iv) Qualifications</li> <li>(v) Number of years of experience</li> <li>(vi) Total experience</li> <li>(vii) Number of years spent in the Agency</li> </ol>	<b>Label as 1T 'D'</b>

#### 7.4. Form 2T: Details of similar Assignments

Assignment name:	Country	
Location with Country :	Professional Staff Provided by Company	
Name of Client	No. of Support Staff	
Address & Contact details of client :	Duration of Assignment:	
Start Date:	Completion date:	Approx. Value of Services( INR):
Name of associate resources	No. of Months of Professional Staff provided by Associate resources:	
Name of senior staff involved and functions performed		

## Form 2TA – Client Case Study Evaluation

S. No.	Criteria (to be submitted for each of the 3 best client projects)	Marks
1.	Client's per day social media interaction volumes	5
	Response Matrix followed + Turn Around Time	5
	Engagement Level of Content - determined on monthly average for 1 quarter. [Monthly Engagement to be computed as the % age of (Total no. of engaged Fans/ Followers) vis-a-vis (Total no. of Fans/ Followers)] <i>Note: Supporting Screenshots to be submitted as proof</i>	5
	Case study on the most successful campaign (with screenshots and volumes achieved)	5
2.	On-site visit to the agency's or its client's premises for live demonstration of day-to-day social media operations.	10

***Note: Bidder will need to score at least 14 marks out of 20 marks as given in S. No. 1 in the above table, failing which, the bidder shall be disqualified from further bidding process.***

## **7.5. Form 1C: Covering letter**

**[Bidders/ Consortium of Bidders are required to submit the covering letter as given here on their letterhead]**

To,

**Shri Harish Lal Verma  
Deputy Director (Media),  
Unique Identification Authority of India  
Department of Electronics and Information Technology (DeitY)  
Ministry of Communications & Information Technology (Government of India)  
Tower II, 3<sup>rd</sup> Floor, Jeevan Bharti Building  
Connaught Circus, New Delhi-110001**

Sub: Financial Proposal for Selection of Agency for Social Media Management

Dear Sir,

Enclosed herewith is our Financial bid for Selection of our Agency for Social Media Management as per the Request for Proposal.

We agree to abide by the offer for 120 days from the date of opening of the Financial Proposal and after signing of Work Order our offer shall remain binding upon us till completion of the project.

We understand that UIDAI is not bound to accept the lowest offer and it reserves the right to reject any or all offers without assigning any reason.

Yours faithfully

**Date**

**Signature**

**Designation**



## 7.6. Form 2C: Financial Bid Format

Item	Cost	
	Amount in words	Amount in Figures
Costs of Financial Proposal (including all other taxes)		
Service Tax		
Total cost of Financial Proposal (including service Tax)		

Service tax would be payable at the applicable rates as may be in force from time to time.

**For Financial Evaluation, the total fee for the period will be considered.** This Fixed Annual Fee will cover costs/expenses of the Social Media Agency for undertaking work as detailed in the Scope of Work.

Break-up of cost for each of the items or work listed in the Scope of Work are to be submitted on a separate sheet of paper. This break-up of individual costs will **not** be considered for financial evaluation.

## 7.7. Power of Attorney for Lead Member of Consortium

(on a Stamp Paper of relevant value ) Power of Attorney

Whereas the Unique Identification Authority of India (“the Authority”) has invited applications from interested parties for “Social Media Management (the “Project”)

Whereas, ....., ....., ..... And (collectively the “Consortium”) being Members of the Consortium are interested in applying for the Project in accordance with the term and conditions of the Short Tender Document and other connected documents in respect of the Project , and Whereas, it is necessary for the Members of the Consortium to designate one of the Lead Member with all necessary power and authority to do for and on behalf of the Consortium, all acts, deeds and things as may be necessary in connection with the Consortium’s bid for the Project and its execution.

### **NOW THEREFORE KNOW ALL MEN BY THESE PRESENTS**

We, .....having our registered office at .....,M/S.....having our registered office at ....., M/s..... having registered office at ....., and .....having our registered office at ....., (hereinafter collectively referred to as the “Principals”) do hereby irrevocably designate, nominate, constitute, appoint and authorize M/S.....having its at ....., being one of the Members of the Consortium, as the Lead Member and true and lawful attorney of the Consortium (hereinafter referred to as the “Attorney”).

We hereby irrevocably authorise the Attorney (with power to sub-delegate) to conduct all business for and on behalf of the Consortium and any one of us during the bidding process and, in the event the Consortium is shortlisted for award or awarded the concession/work order , during the execution of the Project and in this regard, to do on our behalf and behalf of the Consortium , all or any of such acts, deeds or things as are necessary or required or incidental or the prequalification of the Consortium and submission of its bid for the Project, including but not limited to signing and submission of all applications, bids and other documents and writings, participate in applicants and other conferences, response to queries, submit information / documents , sign and execute Work Orders and undertakings consequent of dealings with the Authority , and / or any other Government Agency or any person , in all matters in connection with or relating out of the Consortium’s bid for the Project and / or upon award thereof till the Concession Agreement is entered into with the Authority.

AND hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant ot and an exercise of the powers conferred by this Project.

Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us/Consortium.

IN WITNESS WHEREOF WE THE PRINCIPALS ABOVE NAMED HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS .....DAY OF .....2013

For.....  
(Signature)  
.....  
(Name & Title)

For .....  
(Signature)  
.....  
(Name & Title)

Witnesses:

- 1.
- 2.

.....  
(Executants)  
(To be executed by all the Members of the Consortium)

**Notes:**

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.

Also, wherever required, the Applicant should submit for verification the extract of the charter documents and documents such as board or shareholders' resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.

For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued.