

## **EOI NOTICE**

### **Invitation for Expression of Interest in continuation of the EOI dated 23.08.2017**

**EOI reference No. BECIL/IT/SM/2020-21/01, Date: 18.09.2020**

Broadcast Engineering Consultants India Ltd. (BECIL) is a ISO 9001:2015, ISO/IEC 20000:2012 and ISO 27001:2013 certified, Mini Ratna public sector enterprise of Government of India under Ministry of Information & Broadcasting established on 24th March, 1995 for providing consultancy services and turnkey solutions of International Standards in the field of Broadcast Engineering. These includes Radio & TV, transmission and production technology including Community Radio, the specialized areas of Terrestrial and Satellite and wire line (cable TV) Broadcasting, IT related services including Audio-Video Systems, Access Control & CCTV based surveillance system etc.

**The following is EOI tentative schedule and critical dates:**

- |                                     |                                |
|-------------------------------------|--------------------------------|
| <b>a. Issue of EOI notification</b> | <b>: 18.09.2020</b>            |
| <b>b. Submission of proposals</b>   | <b>: 15:00 Hrs, 24.09.2020</b> |
| <b>c. Opening of technical bids</b> | <b>: 15:30 Hrs, 24.09.2020</b> |

BECIL reserves the right to amend the EOI tentative schedule and critical dates.

EOI document can be downloaded from the website [www.becil.com](http://www.becil.com)

**EOI reference No. BECIL/IT/SM/2020-21/01, Date: 18.09.2020**

**Invitation for Expression of Interest in continuation of the EOI dated  
23.08.2017**



**BROADCAST ENGINEERING CONSULTANTS INDIA LTD**

**Head Office: 10-B Ring Road, IP Estate, New Delhi-110002**

**Tel: +91 11 23378823 Fax: 91 1123379885**

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## **1. General**

## **Invitation for Expression of Interest in continuation of the EOI dated 23.08.2017**

### **1.1 EOI Schedule and Critical Dates as below:**

- |                              |   |                              |
|------------------------------|---|------------------------------|
| a. Issue of EOI notification | : | <b>18.09.2020</b>            |
| b. Submission of proposals   | : | <b>15:00 Hrs, 24.09.2020</b> |
| c. Opening of technical bids | : | <b>15:30 Hrs, 24.09.2020</b> |

**NOTE:** BECIL reserves the right to amend the EOI tentative schedule and critical dates.

### **1.2 Intent of Request for Proposal**

Broadcast Engineering Consultants India Ltd. (BECIL) is a ISO 9001:2015, ISO/IEC 20000:2012 and ISO 27001:2013 certified, Mini Ratna public sector enterprise of Government of India under Ministry of Information & Broadcasting established on 24th March, 1995 for providing consultancy services and turnkey solutions of International Standards in the field of Broadcast Engineering. These includes Radio & TV, transmission and production technology including Community Radio, the specialized areas of Terrestrial and Satellite and wire line (cable TV) Broadcasting, IT related services including Audio-Video Systems, Access Control & CCTV based surveillance system etc.

### **1.3 Procedure for submission of bids**

1.3.1 **The proposal is to be submitted via E-mail at [itprojects@becil.com](mailto:itprojects@becil.com) on or before 24.09.2020 at 15:00 hours** with the E-mail subject as "Invitation for Expression of Interest in continuation of the EOI dated 23.08.2017".

1.3.2 Bid responses must be addressed and submitted at the following address: -

**The Chairman and Managing Director,  
Broadcast Engineering Consultants India Limited,  
56-A/17, Block-C, Sector -62, Noida -201307 (U.P.)**

1.3.3 Bids should be received before **15:00 hours on 24.09.2020**. Late bids will not be considered. It shall be responsibility of the bidder to ensure that the bid has been received on time and at proper place before the deadline. Bids submitted through fax and e-mails will not be considered.

1.3.4 All bids are to remain valid for a period of 06 (six) months from the last date of submission.

1.3.5 At any time prior to the last date in respect of bids, BECIL may for any reason whether at its own initiative or in response to a clarification requested by prospective bidder/bidders modify the EOI by an amendment which shall be notified through the official website of BECIL [www.becil.com](http://www.becil.com) and will be binding on the bidders. Therefore, it is advised that the

prospective bidders frequently visit the website and take note on any amendments during the bid process.

- 1.3.6 BECIL reserves the right to alter/ modify the scope of work mentioned in this EOI Document at any state of the bidding process and contract.
- 1.3.7 Bidder shall specifically confirm their agreement on compliance to all paras as specified in different sections of EOI. Any non-compliance/ deviation should be clearly mentioned para-wise.
- 1.3.8 BECIL reserves right to seek clarifications on the already submitted documents; however, no fresh documents shall be accepted.
- 1.3.9 Conditional bids shall NOT be accepted on any ground and shall be rejected straightway. If any clarification is required, the same should be obtained before submission of the bids.
- 1.3.10 All pages of the bid being submitted must be signed by the authorized signatory, stamped and sequentially numbered by the bidder irrespective of the nature of content of the documents.
- 1.3.11 The bidders will bear all costs associated with the preparation and submission of their bids. BECIL will, in no case, be responsible or liable for those costs, regardless of the outcome of the tendering process.
- 1.3.12 Tender process will be over after the issue of Letter of Intent to the selected agency.

#### **1.4 Eligibility Criteria**

- 1.4.1 Eligibility Criteria are given in the Proforma-I: Eligibility Criteria and it must be filled up.
- 1.4.2 Documentary evidence for compliance to each of the eligibility criteria must be enclosed along with the bid.
- 1.4.3 If the bids are not accompanied by all the requisite supporting documents, the same would be rejected.

#### **1.5 General Terms and Conditions**

##### **1.5.1 Scope of Work**

The scope of work and the work schedule along with the payment terms will be finalized as per the exact content of the work being awarded to BECIL. However, the scope of work of the projects would broadly be in lines with the scope of work mentioned in **Section I of the EOI document.**

### 1.5.2 Tender Fee & Registration Fee

- a. **Tender Document Fee of INR 2,000/- (Indian Rupees Two Thousand Only)** is payable by each bidder only by RTGS, NEFT and IMPS. No other mode of payment will be accepted. The detail of bank account of BECIL is enclosed as **Anexxure-2**. The bidders shall be required to upload the scanned copies of transaction of payment of Tender Document Fee including e-receipt (**clearly indicating UTR No. & EOI reference i.e. EOI-IT** must be entered in the remarks at the time of online transaction of payment, failing which payment may not be considered) at the time of bid submission.
- b. Each bidder is required to submit **INR 50,000/- (Indian Rupees Fifty Thousand only) as Registration fee**, payable by each bidder only by RTGS, NEFT and IMPS. No other mode of payment will be accepted. The detail of bank account of BECIL is enclosed as **Anexxure-2**. The bidders shall be required to upload the scanned copies of transaction of payment of Registration Fee including e-receipt (**clearly indicating UTR No. & EOI reference i.e. EOI-IT** must be entered in the remarks at the time of online transaction of payment, failing which payment may not be considered) at the time of bid submission.
- c. Bids without Tender Document Fee and Registration Fee will be rejected without seeking any clarification.
- d. Registration fee of such bidders, who will be disqualified or not empaneled by BECIL will be returned back without any interest on the fee.

### 1.5.3 Penalty

- a. If at any future point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligation, BECIL may take a decision to cancel the contract with immediate effect, and / or debar the bidder from bidding prospectively for a period as decided by the BECIL or take any other action as deemed necessary.

## 1.6 Special Terms & Conditions

### 1.6.1 Bid Opening

All the bids received before the last date of bid submission will be opened on 31.08.2020 at 15:30 hours at BECIL Bhawan, C-56, A/17, Sector-62, Noida-201301, U.P.

### 1.6.2 Bid Evaluation

No enquiry shall be made by the bidder(s) during the course of evaluation of the tender, after opening of bid, till final decision is conveyed to the successful bidder(s). However, the Committee / its authorized representative and office of BECIL can make any enquiry / seek clarification from the bidders, which the bidders must furnish within the stipulated time else the bids of such

defaulting bidders will be rejected

**a. Pre-Qualification Evaluation**

- I. The Bidders are requested to furnish documents to establish their eligibility (indicating the reference page number in the bid against the proofs submitted) for each of the items given in **Proforma-I: Eligibility Criteria**. If a bid is not accompanied with all necessary documents, it may be summarily rejected.
- II. Upon verification, evaluation/ assessment, if in case any information furnished by the Bidder is found to be false /incorrect, their bid will be summarily rejected and no correspondence on the same shall be entertained. Submission of false/forged documents will lead to blacklisting of agency for a minimum period of 3 years from participating in BECIL tenders.

**b. Technical Bid Evaluation**

- I. A duly constituted Tender Evaluation Committee (TEC) will shortlist Technical Bids on the basis of technical parameters as indicated in the tender document.
- II. At any time during the evaluation of the Technical Bids, the TEC may ask the bidder(s) to provide a live demonstration / presentation of the work experience submitted in the form of the technical bid.
- III. TEC will examine the bids to determine whether they are complete, whether required information have been provided as underlined in the bid document, whether the documents have been properly signed, and whether bid documents are generally in order.
- IV. BECIL has the option to ask the agency for a technical presentation in a short notice.

**1.6.3 Empanelment of Agency (ies)**

Empanelment for the EOI shall be initially for a period of 1(One) year, which can be extended through mutual consent for 2(Two) more years. All empanelled agencies must honor all tender conditions and adherence to all aspects of fair trade practices in executing the purchase orders placed by BECIL on behalf of its clients. Failing this, BECIL will stop further participation of such vendor for three years in BECIL tendering process and/ or take any other suitable actions.

**1.7 Bidder Information (dully filled by bidder)**

1.	Name of Agency	
2.	Full Address of agency	
3.	Year of establishment	
4.	Status of the firm (Company/ Firm/ Proprietary)	



5.	Whether registered with the registrar of Companies /registrar of firms. If so, mention number and date.	Registration no:- Date:-
6.	Whether an assessee of income tax. If so, mention permanent account number. Furnish copies of income tax clearance certificate.	PAN No:
7.	Annual turnover of the company in last three financial year i.e. FY 2016-17,2017-18,2018-19, Furnish copies of audited balance sheet	<b>Turn over</b> FY-2016-17:- FY-2017-18:- FY-2018-19:-
8.	Status and details of disputes/ litigation/ arbitration, if any.	
9.	Name, Designation and address of the officer to whom all references shall be made regarding this EOI	Name: Designation: Address: Mobile: Email: Fax:
10.	Contact details of Authorized signatory in reference to this EOI	Name: Designation: Address: Mobile: Email: Fax:

**Place:**

**Date:**

**Signature of the Bidder**

### **1.8 BECIL Obligations**

BECIL reserves the right to accept any bid, reject any or all bids and to annul the bidding process at any time prior to the award of the contract without there by incurring any liability to the affected bidder/bidders or any obligations to inform to the affected bidder/bidders of the grounds for BECIL's action. Bidders are however free to address their queries on bidding conditions, bidding process and/or rejection of their bid by addressing appropriate communication addressed to CMD, BECIL for requisite information.

### **1.9 Indemnity**

- a. The selected agency shall indemnify the BECIL/Client against all third party claims of infringement of patent, trademark/copyright or industrial design rights arising from the use

of the supplied software/ hardware/manpower etc. and related services or any part thereof.

- b. BECIL/ Client stand indemnified from any claims that the hired manpower / agency's manpower may opt to have towards the discharge of their duties in the fulfillment of the work orders.
- c. BECIL/ Client also stand indemnified from any compensation arising out of accidental loss of life or injury sustained by the hired manpower / agency's manpower while discharging their duty towards fulfillment of the purchase orders.

#### **1.10 Force Majeure**

- a. For the purposes of the work order under this EOI, "Force Majeure" means an event which is beyond the reasonable control of a Party, is not foreseeable, is unavoidable and not brought about by or at the instance of the Party claiming to be affected by such events and which has caused the non-performance or delay in performance, and which makes a Party's performance of its obligations hereunder impossible or so impractical as reasonable to be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other extreme adverse weather conditions, strikes, lockouts or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by Government agencies.
- b. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of the acceptance of the work order under this EOI, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder.
- c. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services in respect of the work order under this EOI.
- d. The failure of a Party to fulfil any of its obligations hereunder shall not be considered to be a breach of, or default in respect of the work order under this EOI in so far as such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all possible precautions, due care and all measures, with the objective of carrying out the terms and conditions of the Contract.

#### **1.11 Arbitration - Settlement of Disputes**

##### **a. Amicable Settlement**

Performance of the work orders under this EOI shall be governed by the terms and Conditions of the EOI, in case of dispute arise between the parties regarding any matter under the work order; either Party may send a written Notice of Dispute to the other Party. The Party receiving the Notice of Dispute will consider the Notice and respond to it in writing within fifteen (15) days after receipt. If that Party fails to respond within fifteen (15) days, or the dispute cannot

be amicable settled within Thirty (30) days following the response of that Party, then option under clause 1.11 (b) of this work order may be considered.

**b. Arbitration**

In the case of dispute arising upon or in relation to or in connection with the work between BECIL and the agency, which has not been settled amicably, any Party can refer the dispute for Arbitration under (Indian) Arbitration and Conciliation Act, 1996. The Arbitration and Conciliation Act, 1996 and any statutory modification or re-enactment thereof, shall apply to these Arbitration proceedings.

Arbitration proceedings shall be held in India at New Delhi and the language of the Arbitration proceedings and that of all documents and communications between the Parties shall be English.

The decision of the arbitrator shall be final and binding upon both Parties. The expenses of the arbitrator as determined by the arbitrator shall be shared equally by BECIL and the Delivery Partner. However, the expenses incurred by each Party in connection with the preparation and presentation shall be borne by the Party itself. All Arbitration awards shall be in writing and shall state the reasons for the award.

Notwithstanding any references to arbitration, the parties shall continue to perform their respective work / obligation under the Contract.

**1.12 Supplier code of conduct and business ethics**

BECIL is committed to its 'values & beliefs' and business practices to ensure that companies and suppliers, who supply goods, materials or services, will also comply with these principles.

**a. Bribery and corruption:**

Suppliers are strictly prohibited from directly or indirectly (through intermediates or subcontractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

**b. Integrity , indemnity & limitation:**

Suppliers shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with BECIL. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suspension of material facts, such contract shall be voidable at the sole option of the competent authority of BECIL. For avoidance of doubts, no rights shall accrue to the supplier in relation to such business/contract and BECIL or any entity thereof shall not have or incur any obligation in respect thereof. The supplier shall indemnify BECIL in respect of any loss or damage suffered by BECIL on account of such fraud, misrepresentation or suspension of material facts.

**c. Reporting Misconduct:**

Suppliers are required to report any misconduct/violations/improper demands from BECIL employees to the Chief Vigilance Officer/Director (O&M)/CMD. All communication in this regard should be directed only to above as per below mentioned email ids;

Chairman and Managing Director: [george@becil.com](mailto:george@becil.com)

No Communication shall be encouraged to any other authority / external sources in this regards.

### 1.13 Performa I: Eligibility Criteria

S. No.	Specific Requirement	Documentary Proof to be submitted	Compliance (Yes/ No)
I	<b>Registration Details</b>		
	1. <b>Legal Entity</b>		
	Bidder should be a registered company in India and should have been in existence for a minimum of 3 (Three) years as on the date of release of EOI	Copy of Certificate of Incorporation or registration certification	
II	<b>Documentations</b>		
	a. Bidders should not have been blacklisted by any of the State or Central Government organization. Should not have been found guilty of any criminal offence by any court of law.	Undertaking on a non-judicial stamp paper of INR 100/- duly notarized by Notary.	
	b. The Company, its directors and officers should not have been convicted of any criminal offence related to their professional conduct or the making of false statement or misrepresentations as to their qualifications to enter into procurement contract within a period of three years preceding the commencement of the procurement process or not have been otherwise disqualified pursuant to debarment proceedings	Undertaking on a non-judicial stamp paper of INR 100/- duly notarized by Notary.	
	c. Bidder should not have a conflict of interest in the Procurement in question as specified in the bidding documents. Comply with the code of integrity as specified in the bidding document	Self-Declaration / Certification on company letter head	
III	<b>Financial Criteria</b>		
	a. <b>Tax registration</b>		
	The bidder should have registered	Copies of GST, PAN registration certificate	
	a) PAN		
	b) GST		
	Balance sheet of last three consecutive financial years i.e. 2016-17, 2017-18 and 2018-19	Certified by a statutory auditor	
	b. <b>Solvency</b>		
	Should not be insolvent, in receivership, bankrupt or being wound up, not have its affairs administered by a court or a judicial officer, not have its business activities suspended and must not be the subject of legal proceeding for any of the foregoing reasons	Solvency Certificate from Chartered Accountant (CA)	
	c. <b>Business turnover</b>		

		Bidder should have a minimum average annual Turnover of more than <b>INR 70 Lakhs</b> in last three consecutive financial years i.e. FY 2016-17, 2017-18, 2018-19.	Copies of the Audited Balance sheets duly audited by the statutory auditors of the Company.	
<b>IV</b>	<b>Relevant Experience</b>			
	a.	<p>Bidder should have successfully completed similar services with as mentioned under heading – “Section-I - Scope of Work” for Social Media Monitoring and Response Management and other related services of 24x7 function, operation and maintenance for Social Media Communication Hub with <b>one no. of work order of value Rs 80 lakh and above</b></p> <p style="text-align: center;"><b>OR</b></p> <p>Bidder should have successfully completed similar services with as mentioned under heading – “Section-I - Scope of Work” for Social Media Monitoring and Response Management and other related services of 24x7 function, operation and maintenance for Social Media Communication Hub <b>with two or more nos. of work orders of value Rs 50 lakh and above.</b></p>	Work order / Agreement / Completion Certificates copy	
<b>V</b>	<b>Expertise</b>			
	a.	The Bidder should be engaged in similar kind of work in last three year as mentioned in the scope of work under Section-I of this EOI	Work order / Agreement / Completion Certificates copy	

## ***SECTION-I***

### **2. Scope of Work**

## **2.1 Scope of work for monitoring services is as below:**

- Detection – Analyze various activities happening on Social Media
- Decision – Segregation of activities into problematic
- Crawling capabilities for entire social media segment including paid and private media data
- Broker Sub systems – Early warning
- Social Media Trends Monitoring
- Monitoring Social Media Sentiments
- Indicators wise monitoring of Social Media
- Tracking of trends relevant to the Government related activities
- Social Campaigns/Events monitoring
- Listening Tool
- Monitor Social Media Sentiments
- Identifying actionable data
  - Influencer Identification
  - Actionable data Categorization
  - Following Enterprise Routing
  - Following Latest Semantic Analysis
- Social media tracking
- Early Warning system
- Generating the analytical reports
- Generation of reach reports

### **A Early warning system:**

The Services should also include early warning system i.e. a chain of information and communication systems including:

- Sensor – Social Media Monitoring,
- Detection – Analyze various activities happening on Social Media
- Decision – Segregation of activities into problematic and non-problematic based on various keywords such as violence; Holocaust; Riots etc.
- Broker subsystems- Early warning
- Based on above forecasting and signaling, incidences should be highlighted, which may have adverse negative impact on socio-economic fabric of the society. Thus agency would be responsible for trend tracking analysis and early warning system.



## **B Customer relationship management software and services**

The above mentioned services are to be performed through a CRM Software which is to be customized as per the monitoring services requirement and requirement of Client, which will enable Government /Authorities to engage with people at large. Broadly the software tool would include following;

Customization 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

This 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 Message Monitoring – this will help in understanding overall social media response to a message, tweet or data To generate reports in various formats like graphs, charts etc

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 of various hash-tags, keywords across the social media platforms

This software tool would be able to generate reports of the activities, based on various trends, analytics, keywords etc.

- Message/ tweets based reports
- User / accounts based reports
- Keywords based reports
- Daily reports
- Weekly reports
- Monthly reports etc

## **C Archival set-up:**

- Bidder/Agency would be responsible for storage of all the monitoring related content and data by means of Online/Offline archival support with cloud based server (online) and also server location based in Client's communication hub (offline). The archive set-up thus have back up storage / archival and having long-term retention.

## **D Pre and Post establishment support**

- Any kind of support with regard to smooth functioning of items/software development.
- The agency should provide technical and domain expert manpower for support, 24x7

functioning, operation and maintenance of social media communication hub and various Social Media Platforms through in-house staff for entire duration of the contract.

- A team of required professionals & domain expert who are well proficient in Hindi and English language preferably stationed in the premises of client which can be scaled up as per the requirement of Client.
- The team should be well competent to work with the CRM software quoted / provided and to well coordinate with client.

## **2.2 Scope of work for Response Management services is as below:**

- Response based upon the comments received from the user/citizens
- Responses on real time
- Able to maintain multiple accounts for multiple ministries/departments
- Segregate responses of various social media and reply of those messages accordingly
- Doing labeling for each comment and tool based auto labeling mechanism
- Channel based (Social Media platforms) selection
- Reply through multiple accounts in multiple teams environment
- Work Flow mechanism for team management
- Inbox kind of look and feel for response management processing
- Response analysis
- Blog Writer/Content writer
- Developing graphic designs
- Developing e-Books
- Developing animation
- Designing web pages
- Developing Mobile/Smart phone application as per requirement of Clients.
- Creative designing and repackaging of content
- Publishing the content on different social media sites
- Response management
- Enhancing reach of content on Internet and social media sites
- Making the uploaded content viral / virility of content
- Branding, Advertising and Logo designing

#### **A Creative designing and repackaging:**

- Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc design on subject of Government schemes and programs, audio, video and photo editing and policies etc.
- Repackaging of the content (videos and photographs) into suitable formats (video packages and others)
- Uploading of repackaged and creative content on various social media platforms such as Face book, YouTube, blog, twitter etc.

#### **B Enhancing reach of content on Internet and social media sites:**

- Agency would be responsible for enhancement the reach of messages and other schemes of Government on various social media platforms through non-paid means so that the content would reach to the last mile on internet domain in real time basis. The agency should have capability the multiply the reach of content and promote content.
- The agency should be able to develop interesting and innovative content, campaigns, competitions, so as to have proper communication strategy for various s m p to enhance the reach of content in real time basis.
- Creation of Standard pages
  - Content Management
  - Profile Management
  - Social Networking
  - Cross-channel Synchronization
  - Integration with external social media channels
  - Referrals and Sharing

#### **C Making the uploaded content viral / virility of content**

- Agency would be responsible to make the content viral on the internet and other social media sites. This will make the schemes, policies of Government to reach on various social media platforms to the last mile on internet domain in real time basis.
- The agency should have capability the multiply the reach of content and promote content and make it viral to the most
- Enrollment of new digital volunteers and Engagement with existing Digital Volunteers.

#### **D Development of Mobile/ Smart phone application and software:**

- Development of different mobile application and other essential software services as per the requirement of client.
- Creation and customization of mobile / Smart Phone applications (in-house or outsource) as per requirement, for various Mobile Operating Systems.
- Mobile/ Smart phone application registration and popularization on various mobile platforms
- The Integration of mobile/ smart phone applications with popular applications e.g. integration of Clients face book feeds into an Apple app Flip Board.
- Necessary support for various software services e.g. creation of webpage, web- designs, software tools for facilitating online competitions on various social media platforms etc

#### **E Branding, advertisement & logo design:**

- Agency would be responsible for Branding and advertising of Client's various schemes & promotion. The agency will create logo, banners, designs for various Social Media Platforms which will help in brand promotion and brand recall; activities may be classified for advertisement and branding in order to promote content on internet space such as;
  - Internet Advertisement
  - Search engine optimization
  - Email marketing
  - Referral marketing
  - Content marketing
  - Native advertising
  - Search engine marketing
  - Online Branding and Marketing

#### **F Publishing of content**

To publish the content in various platforms and developing the social media apps.

- Content publishing
- Publishing in multiple social media platforms at a time
- Maintaining multiple accounts for multiple platforms
- Scheduling capabilities
- Workflow and architecture for publishing content in various levels

#### **G Software and Services**

The above mentioned services are to be performed through a Software/ tool which are to be

customized as per the monitoring services requirement and requirement of client, which will enable Government /Authorities to engage with people at large. Broadly the software tool would include following;

This software tool would facilitate various online events management such as Twitter Conference, Online Contests, polls, Competitions, Google+ hangout etc.

This software tool would be able to publish the content on various social media platforms and social media users / accounts.

This software tool would be able to segregate responses of various social media platforms and manage to reply of those messages accordingly. Thus flow of activities would be such as;

- Segregation of response
- Analysis of response
- Generation of reports based on response
- Replying on the response based upon the replies recd from Ministries/ Departments

#### **H Archival set-up:**

- Bidder/Agency would be responsible for storage of all the response management services related content, Logo, graphic design and other data by means of Online/Offline archival support with cloud based server (online) and also server location based in Client's communication hub (offline). The archive set-up thus have back up storage / archival and having long-term retention.

#### **I Pre and Post establishment support**

- Any kind of support with regard to smooth functioning of items/software development.
- The agency should provide technical and domain expert manpower for support, 24x7 functioning, operation and maintenance of social media communication hub and various Social Media Platforms through in-house staff for entire duration of the contract.
- A team of required professionals & domain expert who are well proficient in Hindi and English language preferably stationed in the premises of client which can be scaled up as per the requirement of client.
- The team should be well competent to work with the software / tool quoted/provided and to well coordinate with client

### **3. Annexures**

TECHNICAL PROPOSAL SUBMISSION COVERING LETTER

To,  
The Chairman and Managing Director,  
Broadcast Engineering Consultants India Ltd  
C-56/ A-17, Sector - 62,  
Noida-201307 (UP)

Dear Sir,

We, the undersigned on behalf of **(name of the agency)**, wish to submit our offer **(title of project)** in accordance with your Request for Proposal **(EOI reference)** dated **(insert Date)**. We are hereby submitting our Proposal.

We have paid the Tender Document fee of **INR 2,000/-** (Rupees Two Thousand only) with the transaction ref. no. .... dated ..... and Registration fee **INR 50,000/-** (Rupee Fifty only) with the transaction ref. no. .... dated ..... via NEFT/RTGS/IMPS as per the bank details provided in EOI documents.

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

We undertake, if our Proposal is accepted, to start the services with immediate effect or as stipulated in the work order.

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

Yours sincerely,

Authorized Signature [In full and initials and attach authorization to represent the company] Name and Title of Signatory

Name of the firm

Address of the firm

### Bank Details of BECIL:

**a) BECIL mandate form:**

**कापारशन बक**

(सार्वजनिक क्षेत्र का अग्रणी बैंक)

लोधी कॉम्प्लेक्स शाखा

ब्लॉक -11, भू-तल, सीजीओ कॉम्प्लेक्स

फेज -1, लोधी रोड

नई दिल्ली - 110 003

**Corporation Bank**

(A Premier Public sector Bank)

LODHI COMPLEX BRANCH

Block-11, Ground Floor, CGO complex

Phase 1, Lodhi Road

NEW DELHI 110 003

**Mandate Form**

The details for the facilitating the payments are given below:

<b>A</b>	<b>Name of the Beneficiary</b>	<b>BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED</b>
i	Address with Pin Code	C-56/A-17, Sector-62, Noida -201307 (UP)
ii	Permanent Accountat Number	AAACB2575L
iii	(a) Telephone Number with STD Code	120-4177850
	(b) Fax Number	0120 4177879
	(c-) Contract Person	Awadhesh Pandit , AGM (F&A) Mobile Number -8130918866
	(d) E-Mail Address	panditmd@becil.com
<b>B</b>	<b>Bank Particulars</b>	
i	Bank Name	Corporation Bank
ii	Bank Telephone No.with STD Code	011-24369891
iii	Branch Address with Pin Code	CGO Complex, Lodhi Road, New Delhi -110003
iv	Bank E-Mail	cb0371@corpbank.co.in
v	11 Character IFSC Code of the Bank (Either enclosed a Cancelled Cheque or Obtain Bank Certificate as Appended)	CORP0000371
vi	Bank Account Number as Appering on the Cheque Book	565101000065461
vii	Bank Account Type (Tick One)	Overdraft Account
viii	If Others, Specify	

Certified that the particulars furnished above are correct as per our records.

For Corporation Bank

Sr. Manager

लोधी कॉम्प्लेक्स, शाखा, नई दिल्ली

Bank Stamp With Authorised Signatory


Date: 06/07/2018

फोन PHONE 011-24392051,24369891,24361469, फैक्स FAX 011-24363542 ई-मेल E-mail -  
 cb0371@corpbank.co.in

\*हिन्दी का प्रयोग करें यह आसान है।\*



b) BECIL's Cancelled check

 <b>कार्पोरेशन बैंक</b> <b>Corporation Bank</b>	LODHI COMPLEX BRANCH(0371), DELHI - 110003 IFS CODE : CORP0000371	यह लिखत जारी करने की तारीख से तीन महीने के लिए वैध है। The instrument is valid for three months from the date of issue.																				
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रुपये Rupees																						
<i>Cancelled.</i>		अदा करें ₹																				
A/c. No. 565101000065461	A/c No. For NEFT/RTGS/ECS/DBT 565101000065461 For BROADCAST ENGINEERING CONSULTANTS INDIA LTD																					
कार्पोरेशन बैंक की सभी शाखाओं में देय Payable at all branches of Corporation Bank		Authorised Signatory Please sign above																				
⑈023856⑈ 110017007⑈ 201801⑈ 11																						