

Reference No. QCI/PPID/0721/042

Request for Proposal

Social Media Management for Safaimitra Suraksha Challenge 2021



QUALITY COUNCIL OF INDIA

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Introduction

Quality Council of India (QCI)

The Quality Council of India (QCI) is a pioneering experiment of the Government of India in setting up organizations in partnership with the Indian industry.

The mandate of QCI is to lead nationwide quality movement in India by involving all stakeholders for emphasis on adherence to quality standards in all spheres of activities primarily for promoting and protecting interests of the nation and its citizens.

To achieve this, QCI is playing a pivotal role in propagating, adoption and adherence to quality standards in all important spheres of activities including education, healthcare, environment protection, governance, social sectors, infrastructure sector and such other areas of organized activities that have significant bearing in improving the quality of life and well-being of the citizens of India.

1. Background

As a prelude to encouraging cities to improve urban sanitation and eradicate the practice of manual scavenging, Minister of Housing and Urban Affairs (MoHUA) has started the National competition of 'Safaimitra Suraksha Challenge'. MoHUA proposes to conduct the first edition of Safaimitra Suraksha Challenge to rank all cities under Swachh Bharat Mission-Urban (SBM-U).

The mission which is being implemented by Ministry of Housing and Urban Affairs (MoHUA) and covers all statutory towns/Urban Local Bodies (ULBs) to achieve the following objectives:

- i. Elimination of open defecation,
- ii. Eradication of Manual Scavenging,
- iii. Modern and Scientific Municipal Solid Waste Management,
- iv. Effect behavioural change regarding healthy sanitation practices,
- v. Generate awareness about sanitation and its linkage with public health,
- vi. Capacity Augmentation for ULB's, by creating an enabling environment for private sector participation in CAPEX (capital expenditure) and OPEX (operation and maintenance)

The Prohibition of Employment as Manual Scavengers and their Rehabilitation Act, 2013 deals with two distinct aspects –

- (a) manual scavenging
- (b) hazardous cleaning

The Act defines hazardous cleaning as manual cleaning of a sewer or a septic tank without the protective gear, cleaning equipment, and observance of safety precautions prescribed under the Rules. It is an offence to directly or indirectly employ or engage any person for hazardous cleaning. Thus, violation of the aforementioned safety precautions is an offence under the Act (Section 7), even in cases when hazardous cleaning does not result in death or serious injuries. This prohibition applies to individual persons as well as local authorities and agencies.

Safaimitra Suraksha Challenge focuses on the following:

- i. The thrust on mechanised cleaning of sewers and septic tanks
- ii. Availability of proper protective gears
- iii. Creation of conducive eco system through trained workforce, 24*7 helpline and enforcement mechanisms.

2. Project Objective:

- i. Create Brand Awareness
- ii. Increase
 - o No. of Followers
 - o Post Impressions
 - o Mentions
 - o Overall engagement
 - o Citizen Satisfaction
- iii. Do sentiment analysis
- iv. Monitor Citizen Feedback
- v. Enhance Positive brand perception

3. Scope of Work:

Management of social media posts on all 4 platforms and providing deliverables as mentioned below for the five Social Media Platforms of Safaimitra Suraksha Challenge (Facebook, Twitter, Instagram, LinkedIn, Youtube & any other).

4. Deliverables:

- a. Managing and scheduling the posts on 4 social media platforms for the duration of the contract period to increase the overall page reach and impressions significantly.
- b. Content dissemination strategy detailing the following:
 - i. Theme of the campaign
 - ii. Number of campaigns to be run
 - iii. Number of posts in a day (which may change depending on the campaign being run):
 1. 3-5 posts a day for Facebook, Twitter and Instagram, including daily updates
 2. 1 story a day on Instagram
 3. 1 article in every 2-3 days for LinkedIn on innovation and best

practices (A total of 18 during the contract period)

- c. Sending daily page and post impressions in the format provided by the Ministry since the start and till the end of the project (all 7 days)
- d. Adaptation of crowd sourced content into posts to be shared for sharing further through Secretary/Minister or any other senior official's Twitter account, when asked by the Ministry.

5. Team of Human Resource

The agency will share the resumes of the people working on the project and a dedicated SPOC will be allotted for the project. The team may be required to visit office at times and shall be available for the same when asked for.

6. Vendors Responsibilities

- a. Conceptualizing campaigns & developing content on various themes
- b. Posting of social media content on all social media platforms (Facebook, Twitter, Instagram, LinkedIn & Any other as instructed by Ministry) as per decided content calendar
- c. Content Calendar to be shared at the beginning of every week involving
 - Creative/Post to be put up
 - Platform to be posted on
 - Time of the post
 - Content for the caption to go along with the creative/post
 - Hashtags to be used
 - Handles to be tagged
 - Creatives, GIFs/Videos/Stories/User Generated Content for the posts of the week to be delivered at the beginning of the week (at least 3 days advance) before posting it on social media as all the posts have to be run through the ministry for their approval, subject to a maximum of 3 revisions*
 - 18 articles of 300 words during the contract period, to be delivered one in every 2-3 days,subject to a maximum of 3 revisions*
 - Retweets and Reposts to be notified to QCI on real-time basis
 - Spot Marketing creatives/posts to be delivered on real-time basis
 - Any addition or change in daily updates to be notified to the client on real-time basis.
 - Reposting content of different ULBs in the form of stories and posts on real-time basis
 - Sharing of TVC over social media account
- d. Strategy for paid promotion to be discussed and approved in advance and to be posted only after prior approval from Ministry of Housing and Urban Affairs and QCI.
- e. Paid Promotion (Facebook, Instagram, YouTube & Any other media channel)
- f. Social Media Listening
 - a. Weekly Report

- b. Sentiment Analysis and Reports
- g. Reposting content of different ULBs in the form of stories and posts highlighting the best and innovative practices followed by those cities/ULBs.
- h. Instagram to have a theme-based grid with chosen colours from the colour palate which is to be decided beforehand.
- i. Different theme-based campaigns such as (not limited to):
 - Creating Awareness among the citizens and local authorities to inform them how this manual scavenging is hazardous for the health of septik/sewage tank cleaners.
 - Informative campaign for the technical parameters, its legal implications and complaint portals if not complied with of Safaimitra Suraksha Challenge.
 - Campaigns showcasing the change brought about by ULBs/cities over the years for their Safaimitras in terms of mechanized cleaning, security gear, empowerment of Safaimitras, etc.
 - Campaigns highlighting success stories of ULBs by highlighting their work.
- j. Engagement of Influencers on pro-rata basis.

7. Key Highlights

- The Challenge must focus extensively on creating citizen awareness on this critical issue and preventing 'hazardous cleaning' of sewers and septic tanks and promote their mechanized cleaning.
- It must highlight the importance of safety and dignity of sanitation workers, which is at the core of the Swachh Bharat Mission-Urban (SBM-U).
- Ministry aims to create a sense of awareness and competition among the ULBs and thus intend to track region wise 'Hashtag' campaigns. A discussion and plan will be required in that direction.

8. Note:

- The revisions mentioned herein do not include the revisions to be made according to the instruction of the Ministry of Housing and Urban Affairs
- Resources allocated (Off-site, and would be available as and when required, and mutually agreed upon by both the parties, for face to face/virtual meetings at a mutually agreed upon place)

9. Paid Promotion: Digital Media buying Strategies

Objective: To maximize the overall outreach

Deliverables:

Facebook and Instagram ads	Static and Video ads (created specifically)
Facebook and Instagram boosted posts	Static/Gifs/video etc. posts (boosted through paid promotion)

YouTube ads	Video ads (created specifically)
Music Streaming Service platform ads	Banner & Audio ads (created specifically for regional targeting)
Google ads	As per the standard format

- ✚ The Challenge focuses extensively on creating citizen awareness on this critical issue and preventing ‘hazardous cleaning’ of sewers and septic tanks and promote their mechanized cleaning.
- ✚ It highlights the importance of safety and dignity of sanitation workers, which is at the core of the Swachh Bharat Mission-Urban (SBM-U).
- ✚ Ministry aims to create a sense of awareness and competition among the ULBs and thus intend to track region wise ‘Hashtag’ campaigns. A discussion and plan will be required in that direction.
- ✚ Content to be created in English & Hindi
- ✚ The revisions mentioned herein do not include the revisions to be made according to the instruction of the Ministry of Housing and Urban Affairs
- ✚ Resources allocated (Off-site, and would be available as and when required, and mutually agreed by both the parties, for face to face/virtual meetings at a mutually agreed upon place) *Campaign Duration: ~2 months*

10. Other Terms and Conditions:

1. The applicant should have technically qualified and well experienced strong in-house resource base including the script writers, research team etc.
2. The applicant must be a legal entity registered anywhere in India.
3. The applicant must have a valid GST Registration Certificate in India
4. The applicant must have proven track record of minimum 2 years in social media management and similar activities.
5. The applicant must have the ability to coordinate with QCI professionals in conceptualizing and getting the desired inputs on screen.
6. The applicant must not sub-contract the work to other agencies.

11. Pre-qualification Criteria

S. No	Requirement	Documents
1	The Agency should be a registered entity (Partnership/Company/Society) with minimum 3 years of existence on the day of the submission of bid.	<ul style="list-style-type: none"> • Certificate of Incorporation / Registration • PAN Card • GST Registration Certificate

2	The average annual turnover of the agency for each financial year 2017-18, 2018-19 and 2019-20 should be at least 75 lakhs	Balance Sheets & documents certified by CA
3	The agency must have an experience of at least 3 years in Social Media network management and must have completed at least four projects worth each for Centre/State Govt, PSUs, Private Brands.	Copies of the work orders/sanction order of Social Media activities
4	Should have a local office in Delhi/NCR region	Documentary evidence
5	The Agency should not have been black listed by Central or State Governments & PSUs	Self-Declaration

EVALUATION OF BIDS

The Bidders shall be short listed after the evaluation of their Technical Bids. Financial bids of only such shortlisted bidders will be opened. The final selection of the bidders shall be done on Quality Cost Based System (QCBS) with 70% weightage to the technical parameters and 30% weightage to the financial parameters. Contract shall be awarded to the bidder with the highest QCBS Score i.e. the H1 Bidder.

Evaluation shall be done by a committee constituted for evaluation by the QCI based on the below given criteria (but not limited to):

- a) Understanding of Scope of Work
- b) Proposed Social Media Plan for the Project
- c) CV's of professionals (creative team having expertise in infographics and content writing) to be deployed in the project
- d) Relevant experience in online Social Media Management for Government/ PSUs/ Private Sector/ Brands
- e) A 20-minute presentation on technical proposal showcasing the experience, understanding of the project requirement, technical expertise etc.

PRESENTATION

As a part of Evaluation of proposals submitted by the applicants, QCI reserves the right to seek further information or a presentation from the Organizations for evaluation purposes. QCI may call for such information/presentation at a short notice.

AMENDMENTS TO RFP

At any time prior to the last date for receipt of applications, QCI may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the RFP document by an amendment. In order to provide prospective applicants

reasonable time in which to take the amendment into account in preparing their proposals, QCI may at its discretion extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the RFP.

REJECTION OF APPLICATION

The application is liable to be rejected if:

- a) Not in prescribed forms and not containing all required details.
- b) Not properly sealed and signed as per requirements.
- c) Received after the expiry of due date and time.
- d) Missing of any supporting document(s) with the Proposal.

DISCLAIMER

- a) The QCI shall not be responsible for any late receipt of applications for any reasons whatsoever. The applications received late will not be considered and returned unopened to the applicant.
- b) The QCI reserves the right
 - i. To reject any/all applications without assigning any reasons thereof.
 - ii. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the QCI without assigning any reasons thereof.
 - iii. To include any other item in the Scope of work at any time after consultation with applicants or otherwise

NO SUBLETTING ASSIGNMENT

There must be no further subcontracting without prior written consent of QCI.

MAINTENANCE OF CONFIDENTIALITY

The agency must not divulge any confidential information and assure that reasonable steps are taken to provide for the safe custody of any and confidential information in its possession and to prevent unauthorized access thereto or use thereof. The agency must not, without the prior written consent of QCI, disclose any confidential information of QCI or any government department or relating to any ministry or any other party. In giving written consent to the disclosure of confidential information, QCI may impose such conditions as it thinks fit, and the agency must comply with these conditions. Confidentiality clause shall survive for a longer period of one year after the termination of contract or contract expiry period.

SUBMISSION OF TECHNICAL BID:

The technical bid should contain the following details:

- Signed & stamped Pre-qualification documents, Annexure-I and Annexure-II
- Details of past relevant experience for online social media campaign
- Bidder's knowledge / experience vis-à-vis scope of the assignment
- Infrastructure facilities for In-house team and capability for technical development, content preparation, creative development, online monitoring and responding.
- CV's of at least 3 professionals (creative team having expertise in infographics and content writing) to be deployed in the project
- Any other detail that the bidder may like to provide.

SUBMISSION OF FINANCIAL BID:

S. No.	Product Description	Total Cost	Cost inclusive of taxes
1	Consolidated price for services as detailed under scope of work		
2	Estimate for Paid Promotion		

SUBMISSION DETAILS

Interested parties may send the technical and financial bid in two separately sealed envelopes inside a larger sealed envelope super-scribing "Engagement of agency for Social Media Management of Safaimitra Suraksha Challenge 2021" to Deputy Director (Accounts), Quality Council of India, 2nd Floor, Indian Council for Child Welfare Building, 4 Deen Dayal Upadhyay Marg, New Delhi-110002 latest by July 9, 2021, 5 PM

For further queries, you may please contact the below-mentioned persons:

For technical queries: Mr. Akash Agarwal: akash.agarwal@qcin.org,

For any other queries: Mr. Kanika Sethi: kanika.sethi@qcin.org