



Request for Proposal (RFP)  
For  
Engagement of Agency for providing  
**Micro Digital Footprint**  
to  
ANDHRA PRADESH DIGITAL  
CORPORATION LIMITED,  
GOVERNMENT OF ANDHRA PRADESH

(Tender No. APDC/MDF/02/2023)

AP Digital Corporation,  
Next Space, Kunchanapalli  
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Dated: 14 /04/2023

Request for Proposal (RFP) Notice

Request for Proposal (RFP) For Engagement of Agency for providing **Micro Digital Footprint** to ANDHRA PRADESH DIGITAL CORPORATION LIMITED, GOVERNMENT OF ANDHRA PRADESH

APDC invites Proposals from qualified and experienced agencies for providing Micro Digital Footprint to **Andhra Pradesh Digital Corporation Limited**.

Interested Agencies/Bidders, who qualify as per the criteria mentioned in the document, may submit their proposals through the process prescribed by APDC. Your application should reach APDC latest by 27 April 2023 till 5.00 P.M.

Bidder has to submit a fee of Rs. 5,000/- (Rupees Five Thousand only) along with their application. RFP with more details can be obtained from the websites of I&PR department ( <https://ipr.ap.nic.in/> ) and AP Digital Corporation Limited ( <https://apdc.ap.gov.in/> )

Chinna Vasudeva Reddy  
VC & MD  
AP Digital Corporation Ltd.

**FACTSHEET**

<b>1</b>	The method of selection is: QCBS (Weightage of 70 for Technical and 30 for Financial criteria)
<b>2</b>	<ul style="list-style-type: none"> <li>a. Earnest Money Deposit (EMD) - Bidders need to submit an amount of Rs. 2,00,000/- in the form of DD.</li> <li>b. Bid processing fee of Rs. 5,000/- non refundable</li> </ul>
<b>3</b>	Agencies for providing Micro Digital Footprints to AP Digital Corporation Limited
<b>4</b>	Language of Proposal: English
<b>5</b>	The Nodal Agency/ Govt. Departments / Competent Authority will decide upon further increase or decrease of the Scope of Work subject to the terms & conditions of the agreement
<b>6</b>	Taxes: As applicable
<b>7</b>	Opening and presentations
<b>8</b>	Proposals will remain valid for at least 180 days after the last date of submission of bid
<b>9</b>	Agencies/Bidders must submit proposals as per formats specified in this RFP
<b>10</b>	Proposals must be submitted no later than the following date and time: 17:00 hrs. 27 April, 2023
<b>11</b>	The tender document can be downloaded from <a href="https://apdc.ap.gov.in">https://apdc.ap.gov.in</a> or <a href="https://ipr.ap.nic.in/">https://ipr.ap.nic.in/</a>

## **DISCLAIMER**

All information contained in this Request for Proposal (RFP) provided/clarified is in the good interest and faith. Though, adequate care has been taken in the preparation of the RFP document, the interested agencies shall satisfy themselves that the document is complete in all respects. The information published in this document is not intended to be exhaustive. Interested Bidders are required to make their own enquiries and assumptions wherever required.

APDC reserves the right to reject any or all the proposals submitted in response to the RFP document at any stage without assigning any reasons whatsoever. APDC also reserves right to withhold or withdraw the process at any stage with intimation to all who have submitted their proposals in response to the RFP. APDC reserves the right to change/ modify/ amend any or all the provisions of the RFP document without assigning any reason. Any such change would be communicated to the bidders by posting it on the website of APDC (<https://apdc.ap.gov.in/>) and/or Andhra Pradesh I&PR Dept. Website (<https://ipr.ap.nic.in/>). Neither APDC nor their employees and associates will have any liability to any prospective respondent of the RFP or any other person under the law of contract to the principles of restitution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in the RFP document, any matter deemed to form part of the RFP document, the award of the Assignment, the information and any other information supplied by or on behalf of APDC or their employees and RFP respondent or otherwise arising in any way from the selection process for the assignment. APDC or, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessments, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection process.

Information provided in this document or imparted to any respondent as part of RFP process is confidential to APDC and shall not be used by the respondent for any other purpose, distributed to, or shared with any other person or organization.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses with any demonstration or presentation which may be required by the Authority, or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Proposal, regardless of the conduct or outcome of the Selection process.

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## SECTION – I: INVITATION TO RFP

### 1.1 RFP Notice

This document is for “RFP for selection of agency for providing Micro Digital Footprints” of Government Schemes across the Assembly and Parliament constituencies for Andhra Pradesh Digital Corporation, Government of Andhra Pradesh.

The bidder shall be responsible for providing all types of services and updates as mentioned in this document & Scope of Work.

The bidder, who intends to participate in this bid, is required to follow the below mentioned stages:

- Pre-Bid Conference
  - Technical & Financial Bid Submission
  - Opening of Technical Proposal
  - Evaluation of Technical Proposal
  - Presentation & Proof of Concept (PoC) / Solution Demo on proposed Solution, Approach & Methodology
  - Opening of Financial bids of all qualified bidders
- Incomplete/conditional proposals will be treated as non-responsive and will be rejected.
  - The bids must be submitted through the prescribed format explained in this document.
  - APDC reserves the right to reject any or all the proposals in whole or part without assigning any reasons.
  - This RFP document is not transferable.
  - Financial bids of only those bidders who qualify based on evaluation of technical bids will be opened

### 1.2 Datasheet

Sl. No.	Information	Details
1	RFP date of Publishing	14-04-2023
2	Last date for submission of written queries for clarifications to:	19-04-2023 Email ID: apdc.tenders@gmail.com
3	Pre-bid Conference Date and Location	20-04-2023, 3PM APDC, 5th Floor, Next Space Building, Kunchanapalli, Tadepalli (Mandal) Guntur-522501, A.P.
4	Publication of pre-bid clarifications and issue of Corrigendum (if any) To be published at <a href="https://apdc.ap.gov.in">https://apdc.ap.gov.in</a> and <a href="https://ipr.ap.nic.in/">https://ipr.ap.nic.in/</a>	24-04-2023
5	Bid submission start date	14-04-2023
6	Bid submission last date	27-04-2023, 5PM
7	Address for communication	Vice-Chairman & Managing Director, APDC, 5th Floor, Next Space Building, Kunchanapalli, Tadepalli (Mandal) Guntur-522501, A.P

	Contact Person details	R. Srisainadha Reddy (System Administrator) Ph No:7207230966 Mail : apdc.tenders@gmail.com
8	Date and time for Technical Presentation	01-05-2023, 3PM
9	Place, Date and Time for Opening of Financial / Commercial Bids	Will be communicated to the technically qualified bidders later on.
10	Bid validity	180 days from the date of Bid Opening
11	EMD	INR 2,00,000/- through DD
12	Bid Processing fee	INR 5,000/- payable through DD non-refundable
12	Performance Security Guarantee	10% of total bid cost <b>(per month cost )</b> payable in the form of PBG from scheduled banks.

Note:

- APDC reserves the right to change any schedule of bidding process. Please visit website <https://www.apdc.ap.gov.in> and <https://ipr.ap.nic.in/> mentioned in the document regularly for the same.
- Proposals must be received not later than time, date and venue as mentioned in the Fact Sheet. Proposals that are received after the deadline WILL NOT be considered in this selection process.
- The mode of submission of bid is only through sealed and in the format prescribed.
- Any future Corrigenda/Information shall be posted only on the websites <http://www.apdc.ap.gov.in> and/or <https://ipr.ap.nic.in/>.
- Rejected / disqualified bidders would only be intimated post final selection of successful bidder/ completion of Bid process.

## SECTION – II: INSTRUCTION TO THE BIDDERS

### 2.1 Definitions

- 2.1.1. “Applicable Law” means the laws and any other instruments having force of law in India from time to time.
- 2.1.2. “Proposal/bid” means proposal submitted by bidders in response to the RFP issued by Andhra Pradesh Digital Corporation for AP Digital Mission for selection of Service Provider.
- 2.1.3. “Competent Authority” means the Andhra Pradesh Digital Corporation for AP Digital Mission
- 2.1.4. “Committee” means committee formed by the Andhra Pradesh Digital Corporation for AP Digital Mission for the purposes of processing and evaluation of this bid
- 2.1.5. “Contract Value” means the price payable to the selected firm/company under the Contract for the complete and proper performance of its contractual obligations.
- 2.1.6. “Service Provider” / “Agency” means any private or public entity, which will provide the services to Andhra Pradesh Digital Corporation for AP Digital Mission under the contract.
- 2.1.7. “Contract” means the Contract signed by the parties along with the entire documentation as specified in the RFP
- 2.1.8. “Day” means Working day. A period of 24 hours running from midnight to midnight and the calendar day applicable to India
- 2.1.9. “Effective date” means the date from which the contract comes into force and effect.
- 2.1.10. “Government” means State Government of Andhra Pradesh.



- 2.1.11. "APDC" means Andhra Pradesh Digital Corporation Limited, Vijayawada - Andhra Pradesh.
- 2.1.12. RFP for Selection of agency for providing Digital Campaigning services across Assembly and Parliamentary constituencies prescribed by Andhra Pradesh Digital Corporation.
- 2.1.13. "Intellectual Property Rights" means any and all copyright, moral rights, trademark, patent and other intellectual and proprietary rights, title and interest, world-wide, whether vested, contingent or future, including without limitation all economic rights and all exclusive rights to reproduce, fix, adapt, modify, translate, create, derivative works form, manufacture, introduce into circulation, publish, distribute, sell, license, sublicense, transfer, rent, lease, transmit or provide access electronically, broadcast, display, enter computer memory or otherwise use any portion or copy in whole or in part, in any form, directly or indirectly, or to authorize or assign others to do so.
- 2.1.14. "Services" means the work to be performed by the agency pursuant to the selection by APDC and to the contract to be signed by the parties in pursuance of any specific assignment awarded to them by APDC.

## 2.2 Introduction

Government of AP has established Andhra Pradesh Digital Corporation Limited (APDC) for strategically leveraging the Digital Media platforms by building direct Communication with the people, to propagate the vision of the Govt. and to drive AP Digital Mission with the below desired objectives.

- Drive AP Digital Mission
- To build and maintain state of the art Digital Media Infrastructure for effective and efficient digital media planning and execution for GoAP.
- To provide digital solutions to all welfare and developmental programs and to forge a seamless connection between people, Government and institutions.
- To be the State level Nodal Agency with respect to content creation, dissemination, and monitoring for all digital platforms.
- To update public on developmental and welfare schemes of Govt., with focus on creating trust amongst people, Increasing Transparency, and humanizing the brand GoAP.
- To create a feedback system for different welfare schemes, and to facilitate Govt., in understanding the right audience and improve the social mechanism to roll out new programs and schemes.
- To promote Andhra Pradesh as an investment destination, by reaching out to Global audience about Policies of Government and State Economic Affairs through the digital platforms.
- To address the content needs of various Government departments and offer them services to create or improve and market their content.
- To be the central repository of all digital content of the Government.
- To effectively offer digital services with a focus on revenue generation and become self-sustaining.

M/s. AP Digital Corporation Limited, Vijayawada, is the Nodal agency for all State Govt. Departments/Public Undertakings/ Corporations/ Societies/ Local Bodies etc. for advertising on the Social and Digital Media platforms by identifying and selecting suitable advertising agency/s for creating, planning, designing, and releasing the Government advertisements with uniform communication strategy of the Government.

## 2.3 Eligibility Criteria

The bidder(s) who satisfy the following qualification criteria shall be eligible to participate in the bid process. Offers received from the bidder(s) who do not fulfill all or any of the following qualification criteria are liable to be rejected.

SL. No	Basic Condition	Eligibility Criteria	Supporting Documents to be Submitted												
1	Legal Entity	The bidder should be registered entity in India under Indian Companies Act 1956	The copy of certificate of Incorporation issued by the registrar of the Companies or relevant document.												
2	Company Documents	The Bidder should have all applicable Registration certificates viz., Company Registration certificates including GST, card, PF, ESI (if applicable)	1. Copy of PAN Card 2. Copy of GST Registration Certificate												
3	Blacklisting	Bidder should not be blacklisted by any Central / State Government / PSU as of date of submission of this bid.	Self-certified letter by the authorized signatory												
4	Turnover	The Bidder should have average annual turnover of minimum Rs 2 Crore for the last three financial years (2019-20, 2020-21 & 2021-22)	The complete set of audited Financial Statements for financial years 2019-20, 2020-21, 2021-22 to be submitted.												
5	Project Experience	Must have experience in government projects in last 3 years	Copy of Work Order with details of similar work and resource allocation												
		<table border="1"> <thead> <tr> <th>Category</th> <th>Man power</th> <th>No. of projects</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>&gt;=50</td> <td>1</td> </tr> <tr> <td>B</td> <td>&gt;=30</td> <td>2</td> </tr> <tr> <td>C</td> <td>&gt;=15</td> <td>3</td> </tr> </tbody> </table>		Category	Man power	No. of projects	A	>=50	1	B	>=30	2	C	>=15	3
Category		Man power		No. of projects											
A		>=50		1											
B	>=30	2													
C	>=15	3													

## 2.4 Documents Comprising Bid Proposal

The response submitted by the bidder shall comprise the following documents:

- Bid Processing Fee of Rs.5,000/- in form of a DD
- EMD of Rs. 2,00,000/- in form of a DD
- Bid Proposal form
- General Information
- Financial Capability with supporting documents
- Relevant Experience with supporting documents
- Self-Declaration
- All relevant Certification
- Proposal document containing a brief about the organization, its expertise and documentary evidence.
- Financial Proposal

## 2.5 Proposed Products and Services

APDC is looking for agency who have a proven track record in digital product development & services along with manpower to set up social media presence of AP Digital Corporation at micro level in all assembly/parliamentary constituencies, handle micro social media campaigns, create hyper-local

content, conduct community engagement activities, and can provide top notch digital products & services as per requirement, across all the existing (Facebook, YouTube, Twitter, Instagram, ShareChat, Koo etc) and future social media platforms. If your digital agency fulfills the criteria, then do reach out to us in the prescribed format.

All the products, infrastructure and content created throughout this exercise will be regarded as property of AP Digital Corporation. The legal and virtual ownership of the product, infrastructure and content cannot be transferred to any other legal entity. The Agency must ensure the legal right submission and transfer of all such property in every quarter end to the corresponding AP Digital Corporation official. Page handles ownership will be with APDC.

## 2.6 Cost of Bidding

The Bidder shall bear all the costs associated with the preparation and submission of its bid, and APDC will in no case be responsible or liable for these costs, regardless of conduct or outcome of bidding process.

## 2.7 Content of Bidding Document

The Bidder is expected to examine all instructions, forms, terms, and specifications in the bidding documents. Failure to furnish all information required by the bidding documents in format or submission of a bid not substantially responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of its bid.

## 2.8 Pre-Bid Meeting

A prospective Bidder requiring any clarification of the bidding documents may seek clarifications of his/her queries submitted on or before date mentioned in section. APDC will discuss the queries received from the interested bidders in the pre-bid meeting and respond the clarifications by uploading on the website, if deemed necessary. No further clarification whatsoever will be entertained after the pre-bid meeting date.

The bidders are hereby advised to send their queries as per the following format preferably in Excel File, (before the pre-bid meeting):

Bidders Request for Clarification			
Name of the Organization		Name & Position of the Official requesting clarification	Address of the Organization with Phone & Email
Sl. No	Bidding Document Reference	Content of RFP Requiring Clarification	Any Specific Information Required
1			
2			
3			
4			

## 2.9 Amendment to RFP

- At any time prior to the deadline for submission of bids, APDC may, for any reason, whether on its own initiative or in response to a clarification request by a prospective bidder, modify the bidding documents.
- All prospective bidders who have received the bidding documents will be notified of the amendment through website and such amendments will be binding on them.
- To allow prospective bidders reasonable time to consider the amendments while preparing their bids, APDC at its discretion, may extend the deadline for the submission of bids.

## 2.10 Language of Bid

The bid prepared by the Bidder, as well as all correspondence and documents relating to the bid exchanged by the Bidder and APDC shall be in English language only. Supporting documents and printed literature furnished by the bidder may be in another language provided they are accompanied by an accurate translation of the relevant pages in English. For the purpose of interpretation of the bid, the translation shall govern. Information supplied in another language without proper translation shall be rejected.

## 2.11 Bid Security and Earnest Money Deposit

- The Bidder shall furnish, as part of the Bid, a Bid processing fee for the amount of Rs. 5,000/- (Rupees Five Thousand only) which is non-refundable.
- Unsuccessful Bidder's Bid processing fee will not be refunded.
- The Bidder will have to submit a EMD of Rs. 2,00,000/- (Rupees Two Lakhs Only) which is refundable.
- The Bid security may be forfeited at the discretion of APDC, on account of one or more of the following reasons if:
  - a. The Bidder withdraws their Bid during the period of Bid validity.
  - b. Bidder does not respond to requests for work orders
  - c. Bidder fails to deliver the work order, as per the agreed terms.
  - d. Bidder is found to be involved in fraudulent and corrupt practices

## 2.12 Bid Form

The Bid Form is available in this document . Please feel free to furnish any extra details in a white paper, along with the Bid Document, In case the Bid document format is limiting your portfolio.

## 2.13 Bid Price and Currency

- The Bidder shall indicate prices for each product/service of theirs in the prescribed format
- The prices indicated must include Taxes, or any other cost that might be a component of the price
- The rates must be calculated beforehand.
- A detailed pricing is preferred
- The Price quoted must include all the licensed software cost, that might be required to run the product/service
- All the prices should be mentioned in Indian Rupees Only

## 2.14 Validity of Proposal

- Proposals shall remain valid for a period of 180 days (one hundred and eighty days) after the date of selection prescribed in the RFP.
- In exceptional circumstances, APDC may solicit the Agency's consent for extension of period of validity.
- Any request to forfeit the proposal shall be made in written format.

- Bid evaluation will be based on the bid prices and technical bid without taking into consideration the above corrections.

## **2.15 Preparation of Proposal**

- The proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writings shall not be valid.
- The proposal shall be typed or written in indelible ink (if required) and shall be initialed on all pages by authorized representative of the bidder to bind the bidder to the contract. The authorization shall be indicated by Board Resolution/ Power of Attorney and shall accompany the proposal in addition to the identification; the covering letter shall indicate the name and address of the bidder to enable the proposal to be returned in case it is declared late pursuant, and for matching purposes.
- The information submitted must be definitive and specific. Vague terms, incomplete information, counteroffers, and 'uncalled for' correspondence shall not be entertained. Alteration / Rewording / Deletion / Correction of any part in the Tender Document are not permitted. If found in any bid proposal, bid may be liable to be rejected without prior intimation to the bidder.
- Bidder is required to submit the complete proposal along with required forms. The proposal shall be exactly according to the presented formats. The technical response should be concise. Any response not as per the specified format may be liable to be rejected. No marketing literature pertaining to the bidder should be enclosed along with the proposal. If enclosed, it may be treated as disqualification.
- The bidder is expected to examine carefully all instructions, forms, terms and specifications in the Tender document. Failure to furnish all information required in the Tender Document or submission of a proposal not substantially responsive to the Tender Document in every respect will be at the bidder's risk and shall result in rejection of the proposal.

## **2.16 Submission of Proposal**

- Bids and RFP documents along with all the detailed pricing must be submitted with the required processing fees and documents.
- Any personal contact via email, phone or text to any APDC members or employees intended to influence the selection process, will result in cancellation of the bid.

## **2.17 Opening of Bids by APDC**

The Bids/Proposals shall be opened only after the due date and further process shall be communicated by the official email/communication channel of the shortlisted agencies.

## **2.18 Clarification of Financial Proposals**

During evaluation of Proposals, APDC may, at its discretion, ask the Bidder for a clarification of its bid. APDC may also ask for rate analysis of any or all items and if rates are found to be unreasonably low or high, the bid shall be treated as non-responsive and hence liable to be rejected. The request for a clarification and the response shall be in writing and no change in prices or substance of the bid shall be sought, offered or permitted.

## **2.19 Preliminary Examination**

- APDC will examine the bids to determine whether they are complete, whether any computational errors have been made, whether sureties have been furnished, whether the documents have been properly signed, and whether the bids are generally in order.
- Prior to the detailed evaluation, APDC will determine the substantial responsiveness of each bid to the bidding documents. For purposes of these clauses, a substantially responsive bid is one, which confirms to all the terms and conditions of the bidding documents without material deviation.
- Deviations from or objections or reservations to critical provisions such as those concerning performance security, Warranty, Applicable law and Taxes and duties will have deemed to be material deviations. APDC determination of a bid's responsiveness is to be based on the contents of the bid itself without recourse to extrinsic evidence.
- If a Bid is not substantially responsive, it will be rejected by APDC and may not subsequently be made responsive by the Bidder by correction of the non- conformity.
- Conditional bids are liable to be rejected.

## 2.20 Consortium &Sub-Contracting

Consortium and sub-contracting is not allowed for this engagement. The bidding agency has to be a single entity duly registered under the applicable laws of country.

## 2.21 Performance Bank Guarantee (PBG)

All incidental charges what so ever such as premium; commissions etc. with respect to the Performance Bank Guarantee (PBG) shall be borne by the selected agency. The PBG may be discharged / returned by APDC upon being satisfied that there has been due performance of the obligations of the bidder under the work order. However, no interest shall be payable on the security deposit or the performance bank guarantee. The bidder shall submit PBG at the time of agreement. The PBG should remain **valid for a period of 18 months** from the date of issue of work order. The PBG will be 10% (ten percent) of the work order value.

The selected agency shall be responsible for extending the validity date and claim period of the PBG as and when it is due on account of non-completion of the work order. In case the selected agency fails to submit PBG within the time stipulated, APDC at its discretion may cancel the work order placed on the selected agency without giving any notice. APDC shall

invoke the PBG in case the selected agency fails to discharge their work order obligations during the period.

## SECTION – III: EVALUATION PROCESS

APDC will constitute a committee (Proposal /Bid Evaluation Committee) to evaluate the responses of the Bidders. The Purchase Committee constituted by APDC shall evaluate the responses to the RFP and all supporting documents / documentary evidence. Inability of a Bidder to submit requisite supporting documents / documentary evidence within a reasonable time provided to it, may lead to the Bidder's Proposal being declared invalid.

The decision of the Purchase Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of negotiation/ discussion with the Purchase Committee. The Purchase Committee may ask for meetings with the Bidders to seek clarifications on their proposals.

The Purchase Committee reserves the right to reject any or all Proposals on the basis of any deviations contained in them. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

### 3.1. Proposal Evaluation

Initial Proposal scrutiny will be held to confirm that Proposals do not suffer from the infirmities detailed below:

- Submitted in manner not conforming with the manner specified in the RFP document
- Submitted without appropriate EMD as prescribed herein
- Containing subjective/incomplete information
- Submitted without the documents requested in the checklist
- Non-compliant with any of the clauses stipulated in the RFP
- Having lesser than the prescribed validity period.
- Submitted without the Processing fee

#### Pre-qualification Evaluation:

First the Pre-Qualification Proposal Documents will be reviewed/evaluated and only those bidders who qualify the minimum requirements will be eligible for technical evaluation.

The following documents are to be provided for Prequalification evaluation.

- Covering Letter- Annexure 1
- Details of the Applicant /agency (Certified by a Chartered Accountant) - Annexure 2:
- Declaration regarding clean track record - Annexure 3

#### Technical Evaluation Criteria

1. APDC shall evaluate the "Technical Proposal" only for the bidders who meet the pre-qualifications / eligibility requirements.
2. APDC will review the technical bids of the short-listed bidders to determine whether the technical bids are as per the requirements laid down. Bids that are not in accordance with the requirements are liable to be disqualified at APDC's discretion.
3. Each Technical Proposal will be assigned a technical score out of a maximum of 100 marks. Only the bidders who get an overall Technical score of 60% or more will qualify for selection. Failing to secure minimum marks shall lead to rejection of the Bid and the Bidder.
4. The technical qualification criteria are as mentioned below. The Technical evaluation criteria has been divided into 4 ( four) parts.

	Criteria	Max Score	Scoring method

i	Financial Standing – Average turn over in the last three financial years Financial Year(2019-20, 2020-21& 2021-22)	20	Rs < 2 Crores - 8 marks Rs >2 & < 5 Crores - 15 marks Rs >5 Crore - 20 marks			
ii	Project Experience in the last three financial years(2019-20 , 2020-21 & 2021-22)	20	Number of Projects in addition to minimum requirement	Category C	Category B	Category A
				10 Marks		
				Category C	Category B	Category A
			Additional 1 <sup>st</sup> project	5 marks	10 marks	10 marks
			Additional more than 2 projects	5 marks		
	The scoring will be done as per marks indicated here for additional projects.		Sub Total	Max 20 marks		
iii	Manpower on role with digital, creative design capabilities	20	Certificate from the HR Head / Authorized Signatory of the Agency along with the list of personnel (Name, Age, Sex, Qualification & Experience)			
	Between 15 - 30 personnel, 8 marks					
	Between 31 – 50 personnel, 12 marks					
	Above 50 personnel, 20 marks					
iv	Technical Presentation:	40	Based on presentation Parameters :Approach & Methodology; hiring plan with timelines; Risks and mitigation measure and unique solutions			
Total		100	Each bidder will have to secure minimum of 60 marks in Technical Evaluation			

Note: If any of the criteria information is not deducible from the submitted documents, marks will not be awarded, though Tender Evaluation Committee can ask for clarifications on their own discretion.

### Technical Presentation:

Technical presentation evaluated for 40 marks should cover the following:

1. Understanding of the Requirement
2. Approach and Methodology
3. Resource availability/selection plan with Timeline
4. Unique IT enabled assessment and sourcing solution
5. Risks and Mitigation Measures

**Bidder's Experience format** – Please attach required documentary evidence as mentioned in the RFP for each of the assignment i.e., Work Order and, Indicating the number and type of



resources recruited à Completion Certificates from the Client/Certificate of Completion (Certified by the Statutory Auditor)/Phase Completion Certificate from the Client and Annual Statement of the Client (In case of Client is a Government Entity then No Annual Statement Required). In addition, please provide details as per format below

### List of Projects

S. No.	Name of Project	No. of Employees Allocated	Client type Govt./Others
1			
2			
3			
4			

### 3.2 Evaluation of Financial Bid:

- a. Bidders secured at least **60 Marks** in technical evaluation will be eligible to participate in financial bid opening process. The date and time of Financial Bid evaluation will be informed to all technically qualified Bidders
- b. The bid price will exclude taxes and levies at the time of submission. The commercial bid (Bid price) should be in INR only.
- c. Any conditional bids would be rejected
- d. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail”.
- e. The lowest financial quoted rate will receive highest marks i.e. 100. Scoring to other higher quoted rate will be assigned using formula indicated below:

$$\text{Financial Score} = \text{lowest rate} / \text{rate quoted} \times 100$$

- f. After weighted scoring of both technical and financial bids, they will be combined together and ranked. Highest scorer will secure Rank 1, then Rank 2 and so on.

### 3.3 Selection Method

The Bidder with Rank One based on QCBS system will be selected using weightage of 70:30 for Technical and Financial bids respectively.

### 3.4. Period of Contract

The period of contract with the successful Bidders would be signed for an initial period of Two (02) years, that may be further extended for periods of Two (02) Years at a time, on similar Terms and Conditions. All the data and ownership of products will be with APDC.

### 3.5. Authorized Signatory

- A Proposal should be accompanied by an appropriate board resolution or power of attorney in the name of an authorized signatory of the Bidder stating that he is authorized to execute documents and to undertake any activity associated with the Bidder's Proposal.
- Authorized Signatory from the APDC side would be the VC & MD of the APDC.

### **3.6. Signing of Contract**

The contract with the successful Bidders would be signed for a period of Two (02) Years that may be further extended for periods of Two (02) Years at a time on similar Terms and Conditions. For award of the contract the successful bidder has to submit a performance bank guarantee (PBG) of 10% of the order value ( month cost). All the data and ownership of products will be with APDC.

### **3.7. Confidentiality**

Information relating to the examination, clarification and comparison of the proposals shall not be disclosed to any bidder or any other persons not officially concerned with such process until the selection process is over. The undue use by any bidder of confidential information related to the process may result in rejection of its proposal. Except with the prior written consent of APDC, no party, shall, at any time communicate to any person or entity any confidential information acquired in the course of the Contract.

### **3.8. Legal Jurisdiction**

Any legal dispute, that might arise, shall be subjected to the jurisdiction of Andhra Pradesh High Court Only

### **3.9. Indemnity**

In the event of a third-party claim of intellectual property infringement, Bidder may, at its sole option

- Obtain for Customer the right to continue using the Services,
- Modify the services so that the services are non-infringing
- Replace the services with a functionally equivalent, non-infringing service, or
- APDC may so notify the vendor and terminate such infringing Services at will.

The vendor shall indemnify the APDC and user departments against all third party claims of infringement of patent, trademark/copyright or industrial design rights arising from the use of the supplied items and related services or any part thereof. APDC / User department stand indemnified from any claims that the vendor's manpower may opt to have towards the discharge of their duties in the fulfillment of the work orders.

### **3.10. Force Majeure**

The selected agency shall not be liable for forfeiture of its contract security, Liquidated Damages, or termination for default if and to the extents that delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.

For purposes of this clause, "Force Majeure" means an event beyond the control of the agency and not involving the Agency's fault or negligence, and not foreseeable. Such events may include, but are not restricted to, acts of Government in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.

If a Force Majeure situation arises, the Agency shall promptly notify the authorized representative of APDC in writing of such condition and the cause thereof. Unless otherwise directed by the authorized representative of APDC in writing, the Bidder shall continue to perform its obligations under the Contract as far as it is reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

### **3.11. Right to terminate the process**

APDC, reserves the right to accept or reject any proposal, and to annul the tendering process and reject all proposals at any time prior to award of control, without thereby incurring any liability to the affected vendor(s) or any obligation to inform the affected vendor(s) of the grounds for such action.

APDC makes no commitments, explicit or implicit, that this process will result in a business transaction with anyone.

In case of any due negligence or willful misconduct is found in any of the work orders or mutual processes, APDC has every right to act against the concerned vendor.

In case the agency is found to be involved in violation of content advisory guidelines, Digital property vandalism, any lawful acquiring of content or digital property or in engagement with any outsider entity sharing/ compromising the data owned by AP Digital Corporation, APDC has every right to act against the concerned vendor.

### 3.12. Resolution of Disputes

- APDC and the Agency/Bidder shall make every effort to resolve amicably by direct and the selected Bidder shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute arising between them under or in connection with any work order, delivery or quality issue.
- If any dispute of any kind whatsoever arises between APDC and the Agency in connection with or arising out of the work order or any documentation, including without prejudice to the generality of the foregoing, any question regarding its existence, validity or termination, the parties shall seek to resolve any such dispute or difference by mutual consultation.
- If the parties fail to resolve such a dispute or difference by mutual consultation an appeal may be filed to the Chief Secretary, Government of Andhra Pradesh.
- If still unresolved then either of the parties can approach the High Court of Andhra Pradesh.

### 3.13. Termination

- **Termination for Default:** APDC may, without prejudice to any other remedy for breach of contract, by written 30 days' notice of default sent to the concerned agency, terminate the Contract in whole or part. If an agency fails to deliver any or all the services within the period(s) or with the required performance, specified in the Contract, or within any extension thereof granted by APDC pursuant to conditions of contract clause or if the agency fails to perform any other obligation(s) under the Contract.
- **Termination for Insolvency:** APDC may at any time terminate the Contract by giving a written notice of at least 30 days to the agency/bidder if the agency/bidder becomes bankrupt or otherwise insolvent. In such event, termination will be without compensation to the agency, provided that such termination will not prejudice or affect any right of action or remedy that has accrued or will accrue thereafter to APDC. If the contract is terminated, the Supplier shall be entitled to receive: the outstanding balance of the Contract value of the Services performed up to the effective date of such termination.
- **Termination for Convenience:** APDC, by 30 days' written notice sent to the agency may terminate the Contract, in whole or in part, at any time for its convenience. The notice of termination shall specify that termination is for APDC's convenience, the extent to which performance of the agency under the Contract is terminated, and the date upon which such termination becomes effective. However, any undisputed payment to the invoices of the task accomplished by the agency would be paid by APDC.

### 3.14. Consequences of Termination

- a. APDC shall have the right to carry out the unexecuted portion of work either by itself or through selecting other Agency.
- b. In the event of termination of this Contract, APDC shall be entitled to impose any such obligations and conditions and issue any clarifications as may be necessary to ensure an efficient transition and effective business continuity which the Selected Agency shall be obliged to comply with.
- c. In the event that the termination of the Contract / Work Order is due to the expiry of the Terms of this Work Order, a decision not to grant any (further) extension by APDC ,or where the termination is prior to the expiry of the stipulated term due to the occurrence of any event of default on the part of the Selected Agency, the Selected Agency herein shall be obliged to provide all such assistance to the successor or any other person as may be required by ADCL.
- d. Where the termination of the Contract/Work Order is prior to its stipulated term on account of a default on the part of the Selected Agency or due to the fact that the survival of the Selected Agency as an independent corporate entity is threatened/ has ceased, APDC shall pay the Selected Agency for that part of the Services which have been authorized by APDC and satisfactorily performed by the Selected Agency up to the date of termination. Without prejudice any other rights, APDC may retain such amounts from the payment due and payable by APDC to the Selected Agency as may be required to offset any losses caused to APDC as a result of any act / omissions of the Selected Agency.
- e. APDC may take possession of the works and all deliverables of the Selected Agency and use or employ the same for completion of the work or employ any other Selected Agency or other person or persons to complete the works. The Selected Agency shall not in any way object or interrupt or do any act, matter or thing to prevent or hinder such actions, other selected Agencies or other persons employed for completing and finishing or using such deliverables.
- f. When the Contract/ Work Order is terminated by APDC for all or any of the reasons mentioned above, the Selected Agency shall not have any right to claim compensation on account of such termination.
- g. When the Contract/ Work Order is terminated by APDC for all or any of the reasons mentioned above, all the social media handles created or managed by the client will become the property of APDC.

## **SECTION – IV: SCOPE OF WORK**

Andhra Pradesh Digital Corporation Limited, as a Nodal Agency set up by Government of Andhra Pradesh will promote the policies, events, flagship programs, developmental activities, and welfare activities of the government of Andhra Pradesh through digital and social media.

### **4.1 Agency**

- An agency with experience in image building, social media management, content development and digital campaigning.
- Must be in operation for more than 3 years.
- The agency must agree to send teams' onsite and work with flexible hours.
- The agency must allocate dedicated resources for the given projects.
- The agency must be flexible in hiring new resources as and when deem to be necessary.
- The agency must have their own creative team with experienced profiles
- The agency must have a strategic team to coordinate with APDC officials
- The Agency must have an in-house digital marketing team to ensure minimizing cost and maximizing results of the campaign.

### **4.2 Engagement of agency - Objectives**

- Ensuring digital presence of AP Government in all Assembly & parliamentary Constituencies through products, infrastructure and hyper local content created
- Reaching to the Assembly & parliamentary Constituencies of the state digitally, through all the popular available social and digital media platforms.
- Creating Digital Communities of Locals of the pertaining Constituencies and engaging with them ensuring promotion of all AP Government schemes and initiatives.
- Making dedicated local representation of the parliamentary or Assembly units, digitally in the state
- Making sure the content relevant to each constituency is reaching to the citizens in the concerned citizens.
- Creating hyper local content and promoting the same via local communities.
- Collecting local inputs through hyper local engagement campaigns
- Creating more User Generated Content from grass root level
- Running coordinated campaigns on social media on Govt. schemes and events
- Promoting AP Government content throughout the network of all the digital properties in reach.
- Fact-checking information, in order to promote the veracity and correctness of reporting

The agency must have in-house production facility. All other requirements such as manpower, tools, creative content, etc. will have to be met by the firm. Agency must have expertise in these works. The entire data will also be stored / archived and the firm has the responsibility to provide it to APDC, as and when required. The agency maintain the backup, storage and recovery mechanism.

The selected agency on behalf of APDC should effectively create and deliver the message of promote the policies, events, flagship programs, developmental activities, and welfare activities of the government to all stakeholders. Expand visibility of Digital AP by way of effective branding across various platforms with special focus on new media and public interface touch points.

Communication should be in Telugu / English languages only

### **4.3 Tasks to be performed**

- Creation of social media properties on all the popular existing and future social media platforms
- Website development and content management for each constituency, if necessary
- Content creation in various formats like video, image, text, audio
- Content promotion through organic and paid promotions
- Content curation and news scraping
- Generating User Generated Content
- Driving local community engagement programs through active campaigns
- **Verifying social media claims and helping fact-checking malicious claims**
- **Moderating user comments section of all campaigns**

Ensuring digital presence of AP Digital Corporation in all 175 Assembly & 25 Parliamentary Constituencies through products, infrastructure and hyper local content created with the following Digital media activities

#### **Facebook Campaigns**

- Creating & successfully running demand generation campaigns
- Content Development & micro/constituency blogs, articles, testimonials etc.
- Page integration with other social media channels
- Tag generation & buzz creation
- Sharing Links, Joining Groups & Pages
- Starting/Handling Discussions
- Lead & Traffic Generations

#### **Youtube Campaigns**

- Video Content Development of local development activities
- Page Integration with other social media channels
- Promotional campaigns

#### **Instagram Campaigns**

- Profile Management
- Local Content Creation and posting
- Increase followers base constantly
- Promotional Campaigns
- Lead & Traffic Generations

#### **Twitter Activities/ Campaigns**

- Profile Creation & Management
- Tweeting relevant local content and tweets based on trends
- Following key influencers
- Creating Twitter badge and place it on site & blogs.

#### **Website Activities/ Services**

- Blog Writing Long-form writing with well-researched and fact-checked information. Structuring the blogs in an engaging flow by incorporating keywords for SEO.

- Content Writing Creating text, image and video content based on well-researched, insightful data points in line with AP's development-centric approach.
- Creating back links Improving SEO ranking and discoverability of articles/blogs through backlinks.
- Off-page SEO Adopting the best Off-Page SEO Activities to improve the website's rankings within search engine results pages (SERPs).
- Website Page Maintenance Monitoring the website's overall health and performance while keeping it up-to-date and working at full capacity to retain site visitors.
- Meta tags and description Short and relevant summary of what a particular page is about.
- Relevant keyword Placement Strategic and effective placement of keywords for better SEO and content discoverability.
- Landing Page Design & Upgradation on a timely basis Engaging and action-oriented design combined with straightforward and clutter-free content to ensure the maximum impact of CTA.
- Lead & Traffic Generations
- Setting benchmarks for traffic and lead generation with the central objective of taking the government's message to every citizen.

### **ShareChat**

Use ShareChat Telugu/ English etc., to get to share language-based and regional content.

Content creators should upload videos and images.

### **Koo**

A Twitter-like microblogging platform specifically designed for Indian users, where people share their thoughts and opinions directly.

Use KooTelugu/ English etc., To conduct polls and share photos, audio, video on Koo.

**Reporting:** The agency must submit weekly "Impact Analysis" to APDC on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of activities on the Social Media Platforms and the results achieved.

**Team:** The agency must position a dedicated team ( size to be determined by APDC) at APDC office to handle the 'Scope of Work' detailed in this RFP, during the period of contract. The identified team would work closely with the APDC. In the event of any change in any of the identified team members during the contract period, the same is to be conveyed to APDC, along with details of the new Team Member identified as a replacement and is to be approved by APDC.

### **Miscellaneous**

1. The selected Agency shall actively engage in Content Creation & Management during the period of contract. However, creation/development of content in any form of (Videos, Photography, web pages etc.) shall be done with prior approval of the APDC and all such content created will be the property of APDC. only content approved by APDC is to be published..
2. All Intellectual Property displayed on these platforms shall belong to APDC exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with APDC.

3. Proprietorship / copyright of Images, creatives and videos produced and any other content used in the Social Media Sites of APDC, would rest solely with APDC at all times / perpetuity. This would not include images/ videos and any other items procured complimentary for one time use or which are right managed.
4. The Agency will at no time resort to plagiarism. The APDC, will not be a party to any dispute arising on account of plagiarism resorted to by the agency.
5. The agency shall ensure that no explicit or illegal content being posted on the APDC owned channels. APDC will take legal action against any such incidents.
6. 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 the Work Order.
7. The Agency may also note that the operation of the Social Platforms shall fall under the purview of the Right to Information Act, 2005. Thus, it must understand the laws provided there under and must answer such queries only after consultation with the Ministry of Tourism.
8. APDC will assess the accuracy, completeness, promptness and politeness of the work on average and may take suitable action if found otherwise.
9. The phone numbers, username and password credentials under which these social media sites are registered shall be exclusive for APDC and property of APDC; the agency must submit the credentials to APDC on-demand and on termination/completion of the work. Failure to comply would be deemed as breach of contract.
10. If any of the social media accounts or assets is disabled due to violation of its Terms of Use, it would be deemed as breach of contract, unless stated otherwise by APDC based on the understanding of disablement criteria in light of actions that led to it.
11. If any of the social media accounts is hacked, such that the hacking incident is not deemed widespread across the social media platform and such that it is particular to the account managed by the agency on behalf of APDC, then the agency shall be deemed liable and APDC may declare breach of contract.
12. All assets developed by the agency for the entire project or any derivative work from an asset owned by APDC shall be perpetual, irrevocable and exclusive property of APDC, unless stated explicitly otherwise in this RFP or in any further communication by the APDC. The above however excludes any pre-existing Intellectual Property used in the project that is owned by the agency, which shall be non-exclusively jointly owned by APDC and the agency. Secondly, it also excludes any third-party Intellectual Property used in the project that is not owned by the agency in any way. Thirdly, it also excludes Intellectual Property in the public domain used in the project.
13. The agency under no circumstances shall promote its brand name or any other non-Government brand name on a property of APDC, unless such promotion is done by the underlying platform outside agency's control.
14. The agency shall not monetize, in any form, from a property of APDC or from any activity based on scope of the work, in addition to the contracted financials with the department.
15. Additionally, the agency shall monitor the domain area under its scope of work and report any unauthorized use of departmental property to APDC.
16. The correctness and completeness of content (text, audio, video, clipart etc.) used in the project, including any third-party, tools-based or otherwise translations, shall be liability of the agency.
17. The agency shall adhere to all applicable law, acts, amendments, guidelines, policies, gazettes, circulars, notifications, rules etc. imposed by the Government from time to time. The agency shall ensure Data Protection such that:
  - a. No confidential information about the Ministry, its allied units, its employees, partners, clients, suppliers, service providers, or any other organization is made available, directly or indirectly, through or by means of a property of the Ministry.
  - b. No information that is inappropriate -factually, grammatically or politically incorrect; inaccurate or incomplete; misrepresentation; unauthorized; spamming, based on



- spamming techniques, advertising, unsubstantiated claims or unauthorized branding; false, misleading, fraudulent or deceptive; threatening, harassing, insulting to a user; offensive, profane, vulgar, obscene; defamatory; political, sexual, religious hatred; illegal activities or terrorism related; gambling, scams related; uncertified pharmaceutical products; spying related; related to non-accredited educational organizations; related to legal cases or proceedings or any matter related to court of law; content that advocates against any person or organization etc. - is made available, directly or indirectly, through or by means of a property of the Ministry.
- c. The Posts, tweets etc. should be based on credible source authentic books of history and travel, publicly accessible links, the agency should be in a position to give details of this credible source, if any dispute arises with regards to any tweets, posts or any material uploaded by it. All responsibility with regard to content posted by the agency shall lie solely with agency. This also includes legal and penal responsibility. However, this does not apply to the content given by the Ministry.
18. The agency shall expeditiously remove or disable access to any information that violates the terms and conditions stated above, immediately or as stated by APDC, after receiving actual knowledge or on being notified by the appropriate Government or its agency, without vitiating the evidence in any manner.
  19. In context of the Social Media Optimization, all content generated in course of interaction with the users of the system, must be captured and retained as defined above.
  20. The quantum of work specified in the 'Scope of Work' is only an estimation of required work. The quantity may vary as per actual requirement.

#### **Data Confidentiality**

- The Agency shall maintain full confidentiality of the data provided to it or data generated while providing services. Under no circumstances will the Agency divulge / reveal / share any such data for the purpose other than for meeting the APDC requirements. Any violation of this confidentiality clause may result in instant termination of the contract and blacklisting of the Agency's services from the Ministry of Tourism.
- The decision of the Competent Authority in APDC shall be final in this regard and binding on the Agency.

## **SECTION – V: Payment schedule & Business Environment**

The overall period of the engagement of the Agency shall be Twenty Four (24) months of Implementation and may be extended for further periods of Two Years (24 months) at a time. Payments will be made to the agency, only after raising invoice post milestone achievement, achievements as per work order issued.

### **5.1 PENALTY**

1. The selected agency shall perform its obligations in a professional manner. In case of delay in execution of the assigned work by the agency, APDC may impose a penalty of 0.5% of the project value per day or part here of delay (subject to maximum of 10%). If the delay is beyond stipulated time then APDC may annul the work order and shall be free to get it done from other agencies at the risk and cost of the appointed agencies. APDC may debar and blacklist the agencies for applying in future also.
2. If any of the services performed by the agencies fail to conform to the specifications of the assigned project or in the event of failure of the project due to indifferent (such as inadequate interactions with APDC), negligent (such as quality of deliverables not up to the mark), non-supportive attitude (such as non-engagement of adequate resources in the prescribed time frame), of the agencies and APDC decides to abort the contract / work order because of such failure, then a sum up to 10% of the value of the contract/ work order may be recovered from the agencies. This shall be without prejudice to other remedies available under law and this agreement with APDC.

### **5.2 Review and Monitoring of Agency's Work**

Any invoice raised for payment from APDC, must undergo a review for the quality and compliance of work. The Agency's work will be monitored by designated authority as decided by APDC. The authority shall regularly review and monitor the performance of the Agency. The Agency is also required to submit the weekly progress and achievements in connection to the Milestones as mentioned in Work Orders.

The APDC will carry out the quarterly monitoring and performance review of Agencies against the monthly formulated reports submitted by the agencies.

### **5.3 Work Orders**

The work order is an agreement between APDC and a selected agency during the implementation phase. Work Order defines the responsibility of the Agency in ensuring the performance of the given project by giving the expected outcome of APDC.

The Agency shall be responsible for 24x7x365 management of all the systems as per the Work Order. APDC is open for use case implementation of relative and subjective milestones, provided regular review will be done and the agency must provide a full-time consultant to work with APDC during the time of the implementation of the work order.

## 5.4 Details of Application Fee

The Applicant has to submit their application by paying Rs. 5,000/- (Five Thousand only Non-refundable) in the shape of DD from any nationalized bank "in favor of the " **Andhra Pradesh Digital Corporation** " with written requisition on company /firm letter head.

The Bottom left of the outer cover should carry the full name, address, telephone no's, e-mail ID etc. of the agency submitting the Proposal.

The application should be addressed to:

Vice-Chairman & Managing Director,  
APDC, 5th Floor, Next Space Building,  
Kunchanapalli, Tadepalli (Mandal)  
Guntur - 522501, Andhra Pradesh.

### **Submission of Applications:**

Last date for submission of Application on or before 1<sup>st</sup> March,2023 by 5 PM.

**BID SUBMISSION PROCEDURE**

**SUB:** Engagement of Agency for providing Micro Digital Footprint to AP DC , Govt. of A.P –  
Reg

**Ref:** EOI Notice APDC/MDF/02/2023\_ Micro Digital Footprint- ( 3<sup>rd</sup> call ) Dated 14-04-2023

\*\*\*\*\*

1. The bids shall be **accepted only in two bid system** consisting of **Technical Bid** and **Financial Bid**.
2. **One large envelope** super scribed "**Bid for** Engagement of Agency for providing Micro Digital Footprint to AP DC Govt. of A.P "**"** must contain separate sealed envelopes for the Technical Bid and the Financial Bid.
3. The large envelope should indicate the following clearly:
  - Name of the company
  - Name / Contact Number /Email ID of the authorized signatory
  - Address of the company
4. **The large envelope should contain** the following **three separate envelopes** bearing the following superscripting:
  - I. **Non-Refundable processing fee and EMD** : This envelope should contain a Demand Draft of Rs. 5,000/- which is non-refundable and EMD Rs. 2,00,000/- in the name of "**Andhra Pradesh Digital Corporation** "
  - II. **Technical Bid:** All other documents go in this envelope.
  - III. **Financial Proposal**
5. The applicants should submit their completed bids within the stipulated time to the following address either by Speed Post/ Registered Post / Courier or by hand:

Vice-Chairman & Managing Director,  
APDC, 5<sup>th</sup> Floor, Next Space Building,  
Kunchanapalli, Tadepalli Mandal  
Guntur - 522501,  
Andhra Pradesh

## Cover Letter- Annexure 1:

(To be submitted on letter head by the applicant)

To  
The Vice-Chairman & Managing Director,  
APDC 5<sup>th</sup> Floor, Next Space Building,  
Kunchanapalli, TadepalliMandal,  
Guntur-522501. A.P.

Date:

Sir,

**SUB:** Selection of Agency for providing Micro Digital Footprint to AP Digital Corporation Limited, Govt. of A.P.

\*\*\*\*\*

With reference to notice of RFP No. \_\_\_\_\_ dated \_\_\_\_\_, I/We, having examined all relevant documents and understood their contents, hereby submit our Proposal for Engagement of Agency for providing micro digital footprint services.

2. I/We acknowledge that the APDC will be relying on the information provided in the Proposal and the documents accompanying the Proposal Engagement of Agency for providing micro Digital Footprint to AP Digital Corporation Limited, Govt. of A.P, and we certify that all information provided in the Proposal and in the Appendices are true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Proposal are true copies of their respective originals.

3. This statement is made for the express purpose of appointment as the agency for the aforesaid Project.

5. I/We shall make available to the APDC any additional information it may deem necessary or require for supplementing or authenticating the Proposal.

6. I/We declare that:

- (a) We have examined and have no reservations to the documents, including any Addendum issued by the Authority.
- (b) Our Team at APDC do not have any conflict of interest as mentioned in the Document.
- (c) We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice in respect of any tender or request for proposal issued by or any agreement entered into with Authority or any other public sector enterprise or any government, Central or State; and
- (d) We have taken steps to ensure that in conformity with the provisions of this proposal, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice.

9. We understand that you may cancel the selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the agency, without incurring any liability to the Applicants in accordance with the document.

10. We further certify that regarding matters relating to security and integrity of the country, we have not been charge-sheeted or convicted by any agency of the Government or by a Court of Law for any offence committed by us or by any of our Associates.

11. We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority (and/or the Government of India) in connection with the selection of agency or in connection with the Selection Process itself in respect of the above-mentioned Project.

12. We agree and understand that the proposal is subject to the provisions of the RFP document. In no case, shall I/we have any claim or right of whatsoever nature if the Consultancy for the Project is not awarded to me/us or our proposal is not opened or rejected.

13. We agree to keep this offer valid for 180 days from the proposal due date specified in the proposal

14. In the event of my/our firm / agency being selected, I/we agree and undertake to provide the services in accordance with the provisions.

15. We have studied proposal and all other documents carefully, we understand that we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of Consultancy.

16. We agree and undertake to abide by all the terms and conditions of the Document. In witness thereof, we submit this Proposal under and in accordance with the terms of the Document.

Yours faithfully,

(Signature, name and designation  
of the authorized signatory)

(Name and seal of the  
Applicant)

**Annexure 2:****Details of the Applicant /agency (Certified by a Chartered Accountant) -**

<b>S.No</b>	<b>Particulars</b>	<b>Details</b>	<b>Supporting Submitted</b>
1.	Name of the Agency/ Firm		
2.	Address		
3.	Name of the Proprietor/ Partners/ Directors		
4	Services Offered and Proposal Reference		
4.	Date of Establishment		
5.	PAN No.		
6.	GSTN No.		
7	Bank account details Account holder name: Name of the bank Branch: IFCS code: Account Number:		
8.	No. of years in similar service		
9.	No. of branches/ offices (if any) & their addresses		
10.	Portfolio / Website Link		
	Creative staff (Number)		
	Technical staff (Number)		
	Other Staff (Number)		

	Other details if any		
11.	Details of key personnel to be assigned who will work on Andhra Pradesh Government Project with age, qualification, experience (in years), notable skills and achievements		
12.	Financial Position: Turnover (Rs. in Crore) each year 2019-20, 2020-21, 2021-22		

## 13. List of Major Corporate Clients serviced:

S.No.	Name of the Client	2019-20	2020-21	2021-22

## 14. List of enclosures:

(Authorized Signatory)

Place/Date

Name :

Designation:

Company Seal



**Declaration regarding clean track record -**

**Annexure 3**

Dated :

To  
The Vice-Chairman & Managing Director,  
AP Digital Corporation Limited, 5<sup>th</sup> Floor, Next Space Building,  
Kunchanapalli, Tadepalli(Mandal),  
Guntur-522501

Dear Sir,

Ref : Selection of Agency for providing Micro Digital Footprint to AP Digital Corporation Limited, Govt. of A.P.–Proposal

\*\*\*\*\*

We have carefully gone through the Terms & Conditions contained in the RFP document No. .... regarding "Selection Agency for providing micro digital footprint to AP Digital Corporation Limited, Govt. of A.P.

We hereby declare that my company has not been debarred /blacklisted by any Central/ State Government/ Public Sector Undertaking/ Semi Government organizations in India. We further certify that I am competent officer in my company to make this declaration.

In accordance with the above we would like to declare that:

- We have not been found guilty of offences under criminal laws or under any criminal proceedings in India that may have an impact of affecting or compromising the delivery of services as required under this assignment.
- We are not blacklisted by any Central/ State Government/ Public Sector Undertaking/ Semi Government organizations in India.
- The information provided in the application is true and no false representation has been made.

Yours faithfully,

(Signature of the Bidder)

Name:

Date:

Business Address:

Place:

**Financial Proposal****Annexure IV****Subject: Financial Bid for RFP No.....**

We, the undersigned on behalf of ..... (Name of Firm) offer for providing "Micro digital footprint to Andhra Pradesh Digital Corporation Limited, Government Of Andhra Pradesh" in accordance with your Tender document. Our Financial Bid against the Scope for as well as details defined in the tender document is as mentioned below:-

Description of Items	Total price for providing services (Inclusive of all the applicable Taxes, GST) (In Rupees) per year
Consolidated price for services as Detailed under scope of work-deliverables in RFP for one year at the rate of Rs ----- per month for providing micro digital footprint Andhra Pradesh Digital Corporation Limited	
GST	
Total	

Yours sincerely,

Authorized Signatory [In full and initials] Name and Title of Signatory

Name and address of the firm

## Check List for submission of Application

S.No.	Enclosures	Status (Submitted/ Not Submitted)	Comments, if any
1.	Covering Letter (Annexure 1)		
2.	Details of applicant (Annexure 2)		
3	Declaration (annexure 3)		
4.	Details of Fee		
5	Agency turnover for last 3 years		
6	Technical Presentation		
7	Financial bid - annexure 4		