



001/APDCL/RFE - SMP DAA - 01/2022

**GOVERNMENT OF ANDHRA PRADESH
ANDHRA PRADESH DIGITAL CORPORATION LIMITED (APDCL)**

31st Jan 2022

Subject: Request for Empanelment (RFE) of Social Media Platforms and Digital Advertising Agencies with Andhra Pradesh Digital Corporation Limited (APDCL).

In pursuance of the Govt orders issued in its G.O. Ms. No. 15, Industries & Infrastructure department, dated 31st Dec 2021, Policy Guidelines for Empanelment/Engagement of Social Media Platforms and Digital Advertising Agencies with Andhra Pradesh Digital Corporation Limited (APDCL) are hereby notified. APDCL invites Request for Empanelment (RFE) from reputed Social Media Platforms and Digital Advertising Agencies with APDCL.

Policy Guidelines stipulate the eligibility criteria and terms and conditions of empanelment/engagement of Social Media Platforms and Digital Advertising Agencies with Andhra Pradesh Digital Corporation Limited (APDCL), for managing Government's Social Media presence and for creating, planning, designing, and releasing the Government advertisements through Digital Media.

Sd/-

**Chinna Vasudeva Reddy
Vice Chairman and Managing Director**

Request for Empanelment (RFE)
of
Social Media Platforms and Digital Advertising
Agencies with Andhra Pradesh Digital
Corporation Limited (APDCL)

Andhra Pradesh Digital Corporation Limited

Government of Andhra Pradesh

January 2022

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I. Data Sheet

No.	Information	Details
1.	Date of Publishing of Policy Guidelines and EOI document for Empanelment of Social Media Platforms and Digital Advertising Agencies	31 st Jan 2022
2.	Address for Communication	Vice-Chairman & Managing Director, Andhra Pradesh Digital Corporation, 5 th Floor, Next Space Building, D. No 7-201, RS No 14/3A Kunchana Palli, Tadepalli Mandal, Guntur - 522501, Andhra Pradesh. Ph: +91 99599 88888 Email: vcmd-apdc@ap.gov.in
3.	Last date for submission of written queries (through email only)	4PM on 8 th Feb 2022
4.	Pre-Empanelment Meeting	4PM on 9 th Feb 2022
5.	Last date for submission of RFE	4PM on 15 th Feb 2022
6.	Policy Guidelines Validity Period	Five (5) years or until modified by Govt Order.
7.	Empanelment Validity Period	One (1) year, extendable for further periods of one (1) year at a time.
8.	Application Fees	₹10,000/- in the form of DD from any nationalized bank, in favor of the Chief General Manager - Finance, APDCL.
9.	Security Deposit	₹2,00,000 (Rupees Two Lakhs only), in the form of a Bank Guarantee.
10.	Empanelment Document	It can be downloaded free of charge, from www.ipr.ap.nic.in or www.apdc.ap.gov.in

II. About the Government

Government of Andhra Pradesh is the administrative and ruling authority for the State of Andhra Pradesh, under the federal structure of constitution of the Country of India (the government for the Indian state of Andhra Pradesh). The Government of Andhra Pradesh is a democratically elected body, with 175 MLAs elected to the Legislative Assembly for a 5-year term, that governs the State of Andhra Pradesh, India. The state government is headed by the Governor of Andhra Pradesh as the nominal head of the state, with a democratically elected Chief Minister as the real head of the executive.

III. About the APDCL

Government of AP has established Andhra Pradesh Digital Corporation Limited (APDCL) 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 desired objectives. The Government's aim here is to publicize the information about welfare and development schemes through visual content and messaging via Social/ Digital Media platforms.

APDCL will be the Nodal agency for all State Govt. Departments/Public Undertakings/ Corporations/ Societies/ Local Bodies etc. for advertising through Social/Digital Media through empaneled Social Media Platforms and Digital Advertising Agencies. This includes all paid outreach campaigns through Social/Digital Media.

APDCL shall undertake Government's uniform communication strategy through Social/ Digital Media, as per the instructions of the Govt., from time to time.

IV. Need for Policy Guidelines

1. Staying Relevant with the change in the way information is consumed: The affordability and usage of Communication Technologies like the Smart Phones, Wireless Communication and Broadband has made changes in the way people consume the information needed for them. A major share of the Indian population is presently active on various social media platforms and these numbers are increasing every day. People consume news, information, and entertainment on social media platforms. Social Media Platforms provide avenue for user engagement which sets them apart from print and electronic media. The increasing ease of access of social media through hand-held devices and ubiquity of internet has further enhanced the reach of social media platforms.
2. With the increasing number of people (especially youth) spending time on social media platforms, these platforms may provide avenue for communication and outreach. The social media platforms not only cater to an increasing number of people but also facilitate targeted approach which helps in reaching out to desired set of people in an efficient and cost-effective manner. This increases the effectiveness of communication to the levels those can never be achieved with the conventional media. For instance, COVID Safety messages can be customized to the realities of segments in various dimensions like Students, Housewives, Shop Keepers, Factory workers etc. within the same Campaign.
3. Cost Efficiency of Digital Media: Typically, Digital advertising has proven to be more cost effective than traditional advertising media. When combined with the ability to target effectively by Demographics, Location, Age Group, Gender etc., Government of Andhra Pradesh can optimize its costs while increasing the effectiveness of the Public relations messaging.

4. Capability of the Digital Media to provide Feedback Mechanisms for continuous improvement of the Messaging Effectiveness: Unlike the Conventional Media, Digital Media can provide feedback to the advertiser about various KPIs & Metrics Inherent to the Digital Platforms like Google, Facebook, YouTube, Twitter etc. A good Digital Media Intelligence Practice can further help in making data-driven, fact-based decisions right from Budgeting, Media Ad Spend apportioning till the visual elements that provide more engagement in a Video Advertisement.
5. Social listening Capabilities: Social Media has empowered the citizens with more freedom of expression and this can be a better Tool to understand the needs, aspirations, and the sentiments of the people about any topic that the Government needs to focus on. Though the Social Media is an empowering and powerful tool, it can also lead to sporadic spread of fake news, which confuse the people and affects their trust with the society at large, and the Government in particular. Social Listening Capabilities of the Social Media helps to identify such anomalies and will help the Government to react and clarify the issues to the people.
6. Media Intelligence & Analytics Capabilities: The development in the field of Data Science like Deep Learning helps the advertisers to understand the media consumption and engagement. KPIs and the Metrics can provide very powerful and actionable insights when they are further analyzed using those Analytics methods and Tools. The Government and the Public can greatly benefit from such insights since they can improve the way Government communicates with the people. For instance, customized surveys by Citizen segment over Digital Ads can be run, Verify identity and then use the survey response to frame policies and schemes better.
7. Flexibility and the capability of using multiple content formats: Unlike Conventional Media buying, Digital Media Buying & the Ad Platforms can accommodate various types of content in a Single Campaign. For instance, the customized COVID Safety messaging can be accommodated in a Single Campaign on a Digital Platform with various durations of the same content.
8. A few Ministries and Departments of Government of Andhra Pradesh have substantial presence as well as organic reach across various social media platforms which they utilize to connect to the members of the public. However, the organic reach is limited to only such people who have connected with the social media handle of the concerned Ministry/Department. At times, the need is felt to reach or connect to people who are not connected/linked with social media handle of the concerned Ministry/Department.

Hence there is a definite need for policy guidelines for engagement of Social Media Platforms and Digital Advertising Agencies, so that assured reach may be attained on payment basis to increase visibility of government messaging.

In view of the above benefits derived from the capabilities, APDCL realizes that the Digital Media Advertising & Communication should be treated differently with a focused approach right from Communication Strategy. Digital Advertising/Media Agencies face different market

realities when compared to the Conventional Media Agencies, they need to have digitally focused capabilities since the agglomeration of the effectiveness of a Digital Media Campaign is governed by the Algorithms and methods of the Digital Ad Platforms. Appreciating these facts, a different approach is proposed for the Empanelment of the Vendors and the structure of the Contract when compared to the Conventional Media Empanelment.

V. Digital Policies

In view of the above listed reasons, APDCL has come up with centralized and comprehensive Digital advertisement policies for Social and Digital Media platforms to achieve the below desired objectives:

1. Prepare effective strategies for execution of IEC (Information, Education and Communication) activities of the Govt., flagship programs with a uniform communication strategy.
2. Enable Government, Ministries and APDCL to engage with Social/Digital Media Platforms on the basis of various criteria, terms and conditions, and processes stipulated in this document.
3. Coordinate, control and track these activities in an effective manner to reach wider audience.

VI. Definitions

1. **Social Media platform:** A Social Media Platform is defined as web-based and mobile-based Internet Application that allows the creation, access, and exchange of user-generated content. The content on the Social Media platform may be in the form of text, audio-visual, graphics, animation, or any other form prescribed by APDCL from time to time.
2. **Unique users:** Unique users refer to the number of distinct individuals visiting a given social media platform over a specified period of time. If a particular user visits the given social media platform, a number of times over a specified period of time, the number of unique user will be counted as one.
3. **Digital Advertising Agency:** Digital Advertising Agency is an advertising agency that has evolved to meet the changing needs of marketing in the digital age. Digital Agencies bring graphic design and copywriting together with new technology and modern marketing techniques, specific to Digital Media. **Digital marketing** is advertising delivered through digital channels, using things like search engines, social media, email, and other websites to connect with the public. It uses both organic and inorganic methods.

VII. Eligibility criteria for Empanelment

Social Media Platform:

1. Platform must fall under definition of para VI above.
2. Platform must be under continuous operation under the same domain name/access address for a minimum of one (1) year.
3. Platform must have maintained a minimum of 10 million unique users (UU) (from within India) per month (based on the data of three (3) months immediately preceding the date of application). APDCL will make use of data provided by comScore or Google Analytics or any other credible agency having industry-wide acceptance to verify the UU count.
4. Platform must possess an online panel with demonstrated credibility through which the space/inventory for advertisement is booked. The access of such online panel should be provided to APDCL along with requisite training, if any. All other advertisers/advertising agencies must have access to the same panel as the one provided to APDCL.

Digital Advertising Agency:

1. Agency should have been in Digital advertising and marketing business for a minimum of one (1) year.
2. Agency should have done a minimum combined turnover of not less than one crore of INR from the Digital Advertising & Marketing services in the last financial year.
3. Agency should have carried advertising campaigns targeting various demographics in India and worldwide.
4. Agency should have been a Google Partner or any other Social Media platform during the last financial year and should have expertise in running brand awareness programs both directly and through Google and other digital/social media platforms.
5. Agency should have capability of tracking real-time performance of ads on google and other social media platforms.
6. Agency should have a proven track record of Lead generation/ Click through Rate (CTR), Cost Per View (CPV) and Impression based campaigns.
7. Agency should have expertise in managing digital marketing tools specifically in programmatic buying, email marketing, marketing automation tools, optimization tools, social media tracing and distribution and all self-service digital ads related platforms.

8. Agency should be a full-service agency offering various services including Media Planning & Buying services (either as an integral part of the Agency or Group Company /Subsidiary).
9. Agency should have the expertise to convert content provided by APDCL in different formats (text, graphics, video etc) according to the requirements of the respective platforms, and redistribute the same, to have greater social media impact.
10. Agency should have resources to handle full-fledged multi-media, multi-lingual campaigns, including proficiency in proof reading in major Indian languages.

Common Criteria for both Social Media Platforms & Digital Advertising Agencies:

1. Social Media Platform or Digital Advertising Agency should be a Company or Partnership firm duly registered with appropriate Authority in India.
2. Social Media Platform or Digital Advertising Agency should not have been barred by any department of Government of India, any State Government/UT, PSU, etc. during the last 5 years. No complaint should be pending with any Government or its agencies. An affidavit, to this effect, in this regard should be submitted by the agency. The Social Media Platform or Digital Advertising Agency further agrees to inform APDCL if they are blacklisted / suspended subsequently within 3 days of receiving the suspension order.
3. Social Media Platform or Digital Advertising Agency undertakes to comply with the rules and regulations stipulated in the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rule, 2021 and Information Technology Act, 2020, and other extant laws of the land.
4. Social Media Platform or Digital Advertising Agency agrees to provide access to the real time as well as dated execution report of the campaign activity along with the quantified outcome of the campaign on their dashboard in mutually agreed format.
5. The Social Media Platform or Digital Advertising Agency shall be owned and operated by companies in India as per above categories. The Social Media Platform or Digital Advertising Agency with foreign companies /origin should have its registered company in India carrying out its operation of Advertising Business for a period of one year prior to the date of filing.

VIII. Other guidelines for Empaneled Social Media Platforms and/or Digital Advertising Agencies:

1. The Digital Advertising Agency is expected to have Domain Expertise in the areas of Public Policy and Governance.
2. The Digital Advertising Agency should be able to develop the Communication and Campaign Strategy based on the approved Use Cases.
3. The Digital Advertising Agency should be able to use Targeted Digital Campaigns to various segments of the audiences to know the various Government Schemes and help them apply for the same.
4. The Agency will also ensure that all the creations submitted by them to the APDCL are free of copyright and Intellectual Property Rights encumbrances and any error and omission in this matter shall be sole responsibility of the Agency. The Agency shall indemnify the APDCL and user departments against all third party claims of such infringement of patent, trademark/copyrights arising from these services or any part thereof. APDCL / User department stand indemnified from any claims that the agency's manpower may opt to have towards the discharge of their duties in the fulfilment of the work orders.
5. Using Social Media Analytics tools, Digital Advertising Agency should conduct research and analysis assessment from time to time of its campaigns and gather useful and credible information (through regular tracking, feedback and reporting of the relevant trends, as identified in consultation with APDCL) on social media platforms, including websites in global and Indian languages. And provide the same to APDCL.
6. Real time dashboard which shows the actual quantified outcome of the campaign, in the format prescribed/approved by APDCL, at any given point of time as well as the dated reports must be provided. The consolidated execution report should also be provided in the format prescribed/approved by APDCL once the campaign is over.
7. The Digital Advertising Agency should give complete access to the data obtained through the campaigns and handover all data gathered during the campaigns.
8. Vendors once empaneled, shall have to promptly reply to all the enquiries, execute orders as per the order terms of APDCL and keep the APDCL informed of new products/developments / innovative ideas that shall help reduce the cost and improve quality, reliability, etc.
9. The entire Data & the Intellectual property generated from the activity will be owned fully by APDCL. All the real and virtual creations will be the property of APDCL and Intellectual Property Rights will vest with APDCL.
10. The Social Media platform or Digital Advertising Agency shall inform APDCL in case any change takes place in their domain address/access address, official address, bank

account details, ownership, etc, within seven (7) days from any such change. In case such information is withheld, APDCL may take necessary punitive actions as deemed fit in the circumstances.

11. Authorized personnel shall be designated by the Social Media platform or Digital Advertising Agency for any communication with APDCL. In case there is a change in the authorized representative or his/her email ID or phone number or other such details, the same shall be communicated to APDCL, within seven (7) days from any such change.
12. The Social Media Platform or Digital Advertising Agency is required to provide professional, objective, and impartial service and always hold the Andhra Pradesh Government's interests paramount, without any consideration for further work, and strictly avoid conflicts with other assignments or their own corporate interests.
13. Sub-letting of contract by the Social Media Platform or Digital Advertising Agency is not allowed either in part or full, after award of work order. APDCL reserves the right to take punitive action if any such issue is brought to its notice.
14. The Social Media Platform or Digital Advertising Agency shall have requisite physical and technical infrastructure for handling ad-hoc promotional work along with regular work that has been assigned as per the long-term goal.
15. The Digital Advertising Agency should have credible contingency plans and strategies for effective handling of crises and emergency scenarios.
16. The Scope of services specified is not exhaustive and the Social Media Platform or Digital Advertising Agency shall undertake such other tasks as may be necessary in Social and Digital Media Activities to achieve the desired objectives.
17. APDCL reserves the right to accept or decline or suspend empanelment of any social media platform or digital Advertising Agency if its content is found to be anti-national / obscene / indecent / anti-social / disrupts communal harmony and national integrity etc. or deemed objectionable in any form or if the agency acts in violation of the extant Cyber Laws of India. Decision of APDCL is final in this regard.
18. The Social Media Platform or the Digital Advertising Agency shall apply for empanelment along with notarized relevant documents under name, signature, and seal of authorized signatory, stating that the information submitted by them is correct and they will abide by all Terms & Conditions.

IX. Scope of the 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.

Activities to be taken up, across all Digital/Social Media platforms, are as listed below

- Promoting Govt's flagship programs, welfare schemes & development programs.
- Promoting daily events and engagement activities from various departments and ministries.
- Live streaming of Hon'ble Chief Minister's and other important programs.
- Running social media engagement campaigns Pre & Post important programs/events.
- Influencer engagement and promotional campaigns.
- Improving the reach and engagement of official social media handles.
- Comments seeding and filtration of social media platforms, and reporting on the same.
- Running Social Media Listening and Reporting tools.
- Analyzing trends and reporting on quantitative analytics.
- Running both organic and inorganic media campaigns, through the below listed and other existing and future digital/social media platforms.
- Facebook
 - Daily event/ activity tracker (through an event calendar)
 - Facebook Profile/Page/Groups Creation & Maintenance.
 - Profile Optimization
 - Facebook Insight Monitoring
 - Deleting of unwanted posts or spam
 - Traffic Monitoring Through Google Analytics
- YouTube
 - Channel Creation / Optimization
 - Daily Video Uploads
 - Live streaming of important events
 - Increasing Subscribers
 - Subscriber engagement and comment analysis
 - Managing Creatives, Keywords and other Metadata
- Twitter
 - Tweets and retweets, promotions, and official content push
 - Increasing followers and engagement
- Instagram
 - Profile Creation / Optimization
 - Increasing followers and engagement
- Website
 - Maintenance
 - Daily updates
 - CMS Management and Back ups
 - Code enhancements, in case of need
 - Analytics and Traffic Reporting
- Google Ads
 - Google Search Ads - Text Ads on Google Search Results
 - Google Display Ads – Image/Video and Data Driven Format Ads on Websites & Apps
 - Video on YouTube
 - In-App Advertising

- Content Creation
 - Videos – Long and Short
 - Live Streaming Videos
 - Image Ads – Static, GIF
 - Responsive Format to advertise directly from Web Pages
 - Blogs/Articles
 - Infographics

x. Different Models of Buying Inventory/Space for Social Media Campaigns:

1. The Social Media campaigns are run on the basis of different parameters (or the expected number of deliverables for a campaign). The prominent parameters are as follows:
 - a. Number of Impressions
 - b. Number of clicks
 - c. Number of views
 - d. Number of followers added
 - e. Number of engagements etc
2. **Dynamic Pricing with Ceiling Price:** In this model, APDCL will be charged on the basis of actual number of clicks or views (i.e. view for a certain minimum duration) attained. Further there is a fixed ceiling price for buying inventory. If the cost determined by the dynamic pricing model is less than the ceiling price, then APDCL will be charged the dynamic price. If the cost determined by the dynamic pricing model is more than the ceiling price then the APDCL is charged the ceiling price. This model is used by Google for YouTube ads.
3. **Auction model:** If APDCL decides to go by this model, then it will participate in online auction by indicating a certain bidding amount for buying inventory. The bidding amount is the highest amount at which APDCL is willing to buy inventory. Further, APDCL will also indicate the target audience, duration of campaign, per day budget, etc. The result of auction depends on a number of factors such as the bidding amount and the relevance of communication/message to the individual concerned (determined by the algorithm of the social media platform on the basis of viewing habits of the individual as well as response generated by the communication in other people with similar habit (if any)). If the resulting amount determined by the auction is less than the bidding amount then APDCL will be charged the actual amount. However if the resulting amount goes over the bidding amount indicated by APDCL, APDCL will not buy the inventory. In case the message of communication is relevant to the individual then the cost of auction may remain low and can result in better placement. The booking in auction model can also be made on the basis of automatic bid. In such cases the algorithm of the social media platform automatically optimizes the bid of an advertiser to make sure that the

campaign is made live and impressions served. This model is predominant for booking space on Facebook, Instagram and Twitter.

4. **Reach and Frequency model:** Reach and frequency buying is a method for buying ads that will let APDCL book campaigns in advance with predictable, optimized reach and controlled frequency. Once a campaign is reserved through reach and frequency buying, cost per mille or CPM (i.e., cost per 1000 impressions) is fixed, and APDCL will only pay the price established for the campaign. In case ad set delivers more than 100% of booked impressions, APDCL will not be charged more than the budget set. This model is adopted by Facebook and Instagram, but the booking has to be done at least 6 months in advance.

xi. Types of Social Media Advertisements

1. **Texts:** These ad types only have texts.
2. **Photo Ads :** Photo Ads display a photo. They can also have text or headline and link description, call-to-action button like send message or visit.
3. **Video Ads:** Video ad options range from short mobile video ads designed to be watched on desktop/mobile devices. They are useful in capturing quick attention.
4. **Carousel ads:** A carousel ad can have up to 10 images or video. All are in one ad.
5. **Unskippable Video Ads:** Short video appears as unskippable ads which cannot be avoided or skipped (except closing the window).
6. **Collection ads:** Collection ads feature a cover images or video plus several product shots. Clicking on the ad directs the user to an Instant Experience.

xii. Media Planning and Execution of Campaign:

Based on the requirements, the following actions will be taken by APDCL to run the outreach activity through Social Media:

1. APDCL will determine which Social Media platform(s) or Digital Advertising Agency(s) is/are relevant in light of planned outreach activity of the requirement based on target audience, theme and content of proposed activity, budget and duration of the campaign.
2. In doing so, preference may be given to the Social Media Platforms and Digital Advertising Agencies which are based in India without affecting the desired outcome from the campaign activities.

3. APDCL will prepare a media plan within the indicated budget wherein the suggested platforms and Advertising Agencies, and the expected deliverables would be indicated to the State Govt., Departments/Public Undertakings/ Corporations/ Societies/ Local Bodies etc. along with the tentative cost. However, since the models are based on dynamic pricing/auction/bidding, the actual delivery (as against expected deliverables) and the actual buying rates (as against indicated in the plan) would be found out on the final completion of the campaign. The difference between the media plan conveyed to the client and the media plan actually executed will be communicated to the client Ministry/Department post execution with details. These terms shall be communicated by APDCL to the client State Govt., Departments/Public Undertakings/ Corporations/ Societies/ Local Bodies etc. before execution and their acceptance would be obtained before executing the media plan.
4. The client State Govt., Departments/Public Undertakings/ Corporations/ Societies/ Local Bodies etc. shall indicate Social Media page/handle which will be designated for the campaign activity. The State Govt., Departments/Public Undertakings/ Corporations/ Societies/ Local Bodies etc. will also be required to share the credentials (such as password) of the page/handle. Thereafter, the APDCL and client State Govt., Departments/Public Undertakings/ Corporations/ Societies/ Local Bodies etc. will nominate personnel to execute and monitor the campaign. Proper care shall be taken by APDCL to safeguard the credentials. The content uploading and other related activities will be made from this designated account only.
5. APDCL or the Digital Advertising Agency will schedule the activity in such a manner that more deliverables may be generated at a lesser cost wherever timelines for undertaking the activity permits such scheduling.

XIII. Business Environment:

1. Empaneled social media platforms and digital Advertising Agencies and their project teams must work with the officials of APDCL for all the required information and work.
2. Approved social media platforms and digital Advertising Agencies must position project consultants to work in the office of APDCL during the working days to ensure seamless delivery of services as per the requirements of the department.
3. Approved Digital Advertising Agency should create and maintain Social Media accounts on existing and new platforms as per the directions of APDCL.
4. Approved Digital Advertising Agency should create engaging content that best suits various social media platforms and publish timely updates in the form of relevant text, photos, audio/video, interactive content, interviews, news, online surveys, quizzes, contests, and others in Telugu, and English languages in consultation with APDCL.

5. Approved Digital Advertising Agency should cover, and stream various live events selected by APDCL on social media platforms.
 - Recommend Case Studies and Best Practices on use of social media by various National and international agencies.
 - Plan, design and execute innovative ways of improving the overall reach and effectiveness of the government media in consultation APDCL.
 - Support the conceptualization & execution of any other ideas that might come from time to time as per the needs APDCL.
 - Provide daily, weekly, and monthly reports by using appropriate tracking and reporting tools. Necessary reporting formats must be developed in consultation with APDCL.
 - The onsite team /resources deployed for this project must report to APDCL on a regular basis and shall work closely with APDCL.

6. Approved Digital Advertising Agency to filter and respond to the social media posts and facilitate quick response as per adverseness of items if any.
 - Design content creation appropriately for social media updating.
 - Social Media Integration should promote specified initiatives.
 - Daily updates on trending topics via catchy hashtags and posts.
 - Achieve quantifiable benchmark levels w.r.t customer experience.
 - Engage a meaningful social listening tool to get quantitative reports.
 - Conduct social media analytics to gain valuable insights on customer engagement and reporting.
 - Submit periodic reports on social media performance.
 - Other aspects to be addressed via social media integration.
 - Connect stakeholders with opinions on national and international headlines.
 - Develop a content funnel and upload only approved data on SM platforms.
 - Instagram ads should be with graphic content showcasing key developments.
 - LinkedIn connections to spread work force advertisements.
 - Discussion forums to acquire views and information from different users.

XIV. Rate and Pricing:

1. Social Media platforms operate on the basis of dynamic pricing/auction. APDCL will participate in the bidding process for buying inventory/space for government messages.
2. The indicative (but not exhaustive) list of models through which space/inventory is booked for Social Media campaigns is at Section X above.
3. The indicative (but not exhaustive) list of the type of messages that can be communicated on these platforms is at Section XI above.

4. Creating the new Social Media Assets, Modifying the existing Assets and Social Media Tools: The empaneled Agencies shall create an Estimate on Time & Material Basis as per the scope of work and include the estimate in a Statement of Work. The selected Agency shall be remunerated on the approved amount as per the estimate.
5. Digital/Social Media Advertising: The empaneled Agencies shall create a Digital/Social Media Advertising Campaign Plan and estimated budget for the Campaign and for the creatives, and a statement of work. The selected Agency conducts the Digital Advertising Campaign on Platforms as per the scope of work and submits monthly Invoices as per actual bills (Actual cost of posting/advertising on social media) plus fifteen percent charges for the creatives.
6. Digital / Social Media Management & Reporting: The empaneled Agencies shall prepare a Statement of Work along with the Commercial Estimates for managing the Social Media Assets of APDCL and periodic reporting with Analytics. The selected Agency provides Periodic reports with the Achievements in the KPIs/Metrics as per the accepted Performance Metrics and the Agency shall be remunerated based on the Approval by the APDCL.

The content provided by APDCL should be further curated to have an effective Social Media Content. The selected empaneled Agency needs to create the required Digital Media Contents and conducts the Digital Advertising on Social Media Platforms as per the scope of work and submits monthly Invoices as per actual bills (Actual cost of posting/advertising on social media) plus percentage (up to a maximum of 15%) of the actual charges for the creatives. This percentage amount charged for the creatives, is based on the prevailing rates in the market, and it'll have to be approved by a committee constituted by APDCL.

7. Digital Advertising Agencies can charge a service fee as a percentage of the above actuals, charged by the social media platforms. The same service charge will be reviewed and decided based on a multiple criteria, by a committee constituted by APDCL, as per prevailing market rates.

xv. Process of Engagement

1. The Social Media Platforms and Digital Advertising Agencies shall apply in the prescribed format to the APDCL which, in turn, will process the applications based on the eligibility criteria and the job requirement. Application form can be found in Annexure I.
2. The Social Media platform / Digital Advertising Agency will have to enter into an agreement/contract with APDCL. The broad terms of agreement are at Annexure III.

3. Without such agreement/contract on the part of Social Media platforms and/or Digital Advertising Agencies, APDCL shall not consider them for government outreach campaigns.
4. Empanelment does not confer any right to place work orders. Work orders will be released as per needs and requirements of the Govt.
5. Payment schedules shall be as per Government norms/Work orders.

xvi. Validity Period for Policy Guidelines

These policy guidelines will remain valid for a period of five (5) years or until modified by Govt Order.

xvii. Period of Empanelment:

The duration of the empanelment of the agency shall be for a period of one (1) year, extendable for further periods of one (1) year or more at a time, as decided by APDCL.

xviii. Completeness of Response:

1. Agencies are advised to study all instructions, forms, terms, requirements, and other information in the document carefully.
2. Submission of the proposal shall be deemed to have been done after careful study and examination of the document with full understanding of its implications.

xix. Preparation Costs and Related Issues:

1. Platform/Agency is responsible for all costs incurred in connection with participation in this process, including but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of the document, in providing any additional information required by the nodal agency to facilitate the evaluation process, or “conduct of due diligence”, where required.
2. APDCL will in no case be responsible or liable for these costs, regardless of the conduct or outcome of the process.
3. All materials submitted by the participant will become the property of APDCL and may be returned completely at its sole discretion.

xx. Security Deposit

1. At the time of empanelment, Agency shall furnish a security deposit of Rs 2,00,000 (Rupees Two Lakhs only) to Andhra Pradesh Digital Corporation Limited, as compensation for the bidder's failure to complete its obligations under the contract.
2. Security Deposit shall be in the form of Bank Guarantee from any Nationalized Bank or any large and reputed, scheduled commercial Bank, valid for 1 year and extendable till the completion of the empanelment.
3. The security deposit will be discharged by the Andhra Pradesh Digital Corporation Limited and returned to the agency not later than thirty (30) days following the date of completion of all formalities under the contract.

xxi. Penalty

Failure to comply with the stipulated timeline for social media advertisements will attract a penalty of ₹10,000/- (Rupees Ten thousand only) per day for every post/tweet, up to a maximum of ₹50,000/- (Rupees Fifty thousand only) per post/tweet.

Delays beyond that period will result in cancellation of the orders, blacklisting of the empaneled agency, and the platform/agency will also forfeit the security deposit.

xxii. Revocation of Agreement/Contract:

1. The agreement/contract of Social Media platform or Digital Advertising Agency with APDCL shall be revoked/suspended if it is found in contravention of any of the criteria listed in this document.
2. APDCL can decline, suspend and / or debar from empanelment or from applying for empanelment for the next three years if a material misrepresentation is made or discovered.
3. If during the period of agreement/contract, the Social Media platform or Digital Advertising Agency fails to comply with the laws of the land, the agreement/contract shall stand revoked.
4. The Social Media platform or Digital Advertising Agency will be under contractual obligation to furnish only genuine information to APDCL. If any claims for payment are made on the basis of false/incorrect information, the agreement/contract is liable to be revoked. This is without prejudice to any further punitive action as deemed fit by APDCL on the matter.

5. The APDCL shall at any time be entitled to determine and terminate the Agreement for any reason including unsatisfactory performance or violation of any terms of the Agreement. A notice in writing from APDCL shall be issued giving 07 (seven) days' time for such termination. In case of such termination, APDCL shall pay the Vendor charges up to the effective date of termination. However, any such termination shall not relieve the Vendor of any of the service provided by them prior to such termination.
6. Time is the essence in content creation, editing, approving and posting in social media platform as instructed by APDCL. Delay beyond this period will attract penalty. If the work order is not completed within the stipulated time or extended time, APDCL will hold full authority to cancel the tender or take any such action that will be deemed fit to the occasion at the risk and cost of the successful bidder.
7. In all the scenarios listed above, where the platform's/agency's empanelment is cancelled / suspended / debarred, the platform/agency will forfeit the security deposit.
8. Notwithstanding anything contained in this document, APDCL reserves the right to accept or reject any Proposal, at any time without any liability or any obligation for such rejection, without assigning any reasons thereof.
9. All rights are vested with the APDCL only for repeal/change/cancel, the whole process of Empanelment without assigning any reasons there for.

XXIII. Force Majeure:

1. Neither party will be liable in respect of failure to fulfil its obligations, if the said failure is entirely due to Act of God, Governmental restrictions or instructions, natural calamities or catastrophes, epidemics or disturbances in India.
2. Force Majeure shall not include:
 - a. Any event which is caused by the negligence or internal action of a party or by or of such party's agents or employees, nor
 - b. Any event which a diligent party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations as per the agreement.
 - c. Insufficiency of funds or manpower or inability to make any payment required for execution of services in the contract.
3. A party affected by any event of Force Majeure shall immediately notify the other party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

XXIV. Dispute Resolution:

In case of any dispute or differences between the parties hereto arising out of or in connection with the deed of whatsoever nature, the same shall be referred to a Sole Arbitrator to be mutually agreed and appointed by both the Parties. The arbitration shall be held at Vijayawada only. The award as passed by the Sole Arbitrator will be binding on the Parties and the same shall not be challenged on the ground of jurisdiction of the Arbitrator.

XXV. Legal:

In case of any dispute, efforts would be made to resolve it amicably. However, if the dispute is not resolved amicably, all disputes will lie in the jurisdiction of Courts within Vijayawada only.

XXVI. Empanelment Document:

The empanelment document shall be obtained free of cost, from the Office of The Vice-Chairman & Managing Director, APDCL 5th Floor, Next Space Building, Kunchanapalli, Tadepalli Mandal, Guntur - 522501, Andhra Pradesh or it can be downloaded from www.ipr.ap.nic.in or www.apdc.ap.gov.in .

For the downloaded empanelment document, the applicant should give a declaration for not having tampered the downloaded empanelment document.

XXVII. Details of Fee:

The Applicant must submit their application by paying ₹ 10,000 (Ten Thousand Rupees only, Nonrefundable) in the form of DD from any nationalized bank in favor of the “Chief General Manager - Finance, APDCL” with the checklist of documents listed in ANNEXURE.

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

The application should be addressed to:

Vice-Chairman & Managing Director,
APDCL 5th Floor, Next Space Building,
Kunchana Palli,
Tadepalli Mandal
Guntur - 522501,
Andhra Pradesh.

xxviii. Last Date of Submission of Tender:

The last date of submission of tender would be 4PM on 15th Feb 2022.

SIGNATURE OF THE APPLICANT:

NAME IN BLOCK LETTERS:

DESIGNATION:

DATE:

ADDRESS:

COMPANY SEAL:

APPLICATION FORM

DATE:

To,
The Vice-Chairman & Managing Director,
APDCL, 5th Floor, Next Space Building,
Kunchana Palli, Tadepalli Mandal,
Guntur - 522501
Andhra Pradesh

SUB: Empanelment of Social Media Platforms and Digital Advertising Agencies –
Proposal –Reg

Ref: EOI Notice 001/APDCL/RFE - SMP DAA - 01/2022 Dated 31st Jan 2022

1. With reference to your empanelment notice, we, having examined all relevant documents and understood their contents, hereby submit our Application for Empanelment of our Social Platform / Digital Advertising Agencies.
2. We acknowledge that the APDCL will be relying on the information provided in the Application and the documents accompanying the Application for Empanelment of Social Media Platforms and Digital Advertising Agencies, and we certify that all information provided in the Application and in the Appendices are true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Application are true copies of their respective originals.
3. This statement is made for the express purpose of empanelment of the agency with APDCL.
4. We shall make available to APDCL any additional information it may deem necessary or require for supplementing or authenticating the Application.
5. We declare that:
 - (a) We have examined and have no reservations to the documents, including any Addendum(s) issued by APDCL.
 - (b) Our Team handling APDCL do not have any conflict of interest as mentioned in the Documents.

- (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 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.
6. We understand that you may cancel the empanelment Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the platform / agency, without incurring any liability to APDCL in accordance with the document.
7. 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.
8. We agree and understand that the application is subject to the provisions of the EOI document. In no case, shall we have any claim or right of whatsoever nature if the work order is not awarded to me/us or our application is not opened or rejected.
9. In the event of my/our firm being selected as one of the empaneled agencies, we agree and undertake to provide the services in accordance with the provisions.
10. We have studied all the 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 APDCL or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of work.
11. We agree and undertake to abide by all the terms and conditions of the Document. In witness thereof, we submit this Application under and in accordance with the terms of the Document.
12. We enclose the following documents:
- Empanelment document duly signed in each page and enclosed in token of accepting the empanelment conditions.
 - DD no. _____ for ₹10,000/- (Rupees Ten Thousand only), towards empanelment process fee.
 - DD no. _____ for ₹2,00,000/- (Rupees Two Laks only), towards security deposit.
 - Application Form (Annexure I)
 - Details of the Applicant (Annexure II)

- f. Agreement (Annexure III)
- g. Platform/Agency Incorporation / Registration Document
- h. Copy of Latest IT return, certified by a Chartered Accountant
- i. Annual Report / certified copies of Balance Sheet, Profit & Loss statement for the last one year.
- j. Declaration for not having black-listed either by APDCL or by any other Govt. agencies (as per Annexure-IV)
- k. Declaration for not having tampered the empanelment document downloaded from the website www.ipr.ap.nic.in or www.apdc.ap.gov.in (Annexure-V)
- l. The copy of certificate of incorporation/registration and copy of Memorandum and Articles of Association in case of Private / Public Limited Companies. Copy of LLP registration or registered partnership deed in case of Partnership Firm
- m. Copy of PAN allotment Certificate/ PAN Card issued by Income Tax Department in case of Indian Company
- n. Copy of GST Registration certificate

SIGNATURE OF THE APPLICANT:

DATE:

NAME IN BLOCK LETTERS:

DESIGNATION:

ADDRESS:

SEAL OF THE APPLICANT COMPANY:

Annexure II

Details of the Applicant

(Certified by a Chartered Accountant):

Ref: EOI Notice 001/APDCL/RFE - SMP DAA - 01/2022 Dated 31st Jan 2022

S. No	Particulars	Details
1.	Name of the Entity / Organization	
2.	Registered Office Address	
3.	Telephone No.	
4.	Email	
5.	Website	
6.	Date of Establishment	
7.	PAN No.	
8.	GSTN No.	
9.	Bank account details Account holder name: Name of the bank: Branch: IFCS code: Account Number:	
10.	No. of years in advertising business	

11.	Details of contact person who will work with APDCL	
12.	Turnover in the last financial year.	
13.	Name of the Proprietor/ Partners/ Directors	
14.	Name of Authorized Signatory: Position: Telephone: Mobile: Email:	

PLACE:

DATE:

SIGNATURE OF THE BIDDER:

NAME:

DESIGNATION:

COMPANY SEAL:

SIGNATURE OF CHARTERED ACCOUNTANT:

(with seal, membership no. and Address)

UDIN generated by registering the :
certificate attested/certified by CA

Annexure III

Terms of agreement for engagement with Andhra Pradesh Digital Corporation Limited (APDCL):

Ref: EOI Notice 001/APDCL/RFE - SMP DAA - 01/2022 Dated 31st Jan 2022

AGREEMENT

This agreement is made onday of..... by and between Andhra Pradesh Digital Corporation Limited (APDCL), 5th Floor, Next Space Building, Kunchana Palli, Tadepalli Mandal, Guntur - 522501, Andhra Pradesh, (herein after referred to as APDCL) of the ONE PART through its Vice Chairman and Managing Director and
.....
(name and registered office address of Social Media Platform or Digital Advertising Agency), (herein after referred to as Vendor which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to mean and include its representative/successors/executors, administrators and assignees), represented by.....
.....
on the OTHER PART.

AND whereas AP Digital Corporation Limited (APDCL), is the Nodal agency for all State Govt., Departments/Public Undertakings/ Corporations/ Societies/ Local Bodies etc. for advertising (paid and unpaid) on the Social and Digital Media platforms by identifying and selecting suitable social media platforms and digital advertising agencies through empanelment for creating, planning, designing, and releasing the Government advertisements with uniform communication strategy of the Government.

AND whereas to improve the social media outreach of Government, APDCL has empaneled the Social Media Platforms / Digital Advertising Agencies on the basis of various criterions, terms and conditions and processes.

AND whereas, the Vendor has agreed to provide the service as required by APDCL. THE PARTIES HERETO agree to abide as under:

I. TERMS OF AGREEMENT:

1. The Vendor confirms that it is not suspended/ blacklisted or under the period of suspension by APDCL or any Central/ State Government/ Public Sector Undertaking/ Semi Government organizations in India. The Vendor further agrees to inform APDCL if they are blacklisted / suspended subsequently within 3 days of receiving the suspension order.

2. The Vendor confirms that it will comply with both the existing and future laws, rules and guidelines issued by the Government of India with regard to operation of social media platforms from time to time.
3. The Vendor certifies that with respect to products priced via auctions, all auction participants bidding for the product, at any given point of time, have equal access thereto and the price of each unit of the product shall be determined solely based on the bids placed for that unit.
4. The Vendor certifies that the online panel provided to the APDCL is the sole mode of booking space/inventory and that no advertiser is given any preferential treatment in any whatsoever way over the other.
5. The Vendor undertakes to make sure that their content is not anti-national / obscene / indecent / antisocial / violative of communal harmony and national integrity etc., or deemed objectionable in any form, or in violation of the extant Cyber Laws of India (Section 67 of the IT Act, 2000 of the Government of India and any other provisions made from time-to-time). Further, since the content on social media platforms is user-based, the Vendor undertakes to moderate/delete the content if it is found to be anti-national / obscene / indecent / antisocial / violative of communal harmony and national integrity etc., or in violation of the extant Cyber Laws of India (Section 69 of the IT Act, 2000 of the Government of India and any other provisions made from time-to- time).
6. Whenever the platform's/agency's empanelment is cancelled / suspended / debarred by APDCL, the platform/agency will forfeit the security deposit.

II. PAYMENT TERMS

1. Execution reports should be generated through an online dashboard. The bills for the campaign run through Social Media platforms or the Digital Advertising Agencies would be processed on the basis of the report of the campaign available on dashboard. The payment will be processed only for the completed activity once all the reports for that activity are made available.
2. The final payments shall be released only after completion of the campaign, on submission of the final statement of work having been executed as per the approved media plan. No claim will be made for the advance payment.
3. The Vendor agrees to provide/submit the real time as well as dated execution report of the campaign activity along with the quantified outcome of the campaign in the format prescribed by the APDCL.
4. The Vendor agrees to submit the bills/invoice for the activity in the form prescribed by the APDCL.
5. The parties agree that the body of the bill should certify the following:

- a. The amount claimed in the bill is against the completed activity as per the campaign approved by APDCL.
 - b. The amount claimed in the said bill has not been claimed in the past and there is no duplication of the claim.
6. Third Party Evaluation: Performance of empaneled agency in all aspects, shall be evaluated through a third party for authentication of reports. The cost of its evaluation shall be borne by the empaneled agencies only.
 7. A committee constituted by the APDCL will scrutinize and evaluate the statement of works and commercial estimates received from the empaneled social media platforms and digital advertising agencies.
 8. The APDCL also reserves the right to recover any dues from the bidder, which is found on later date, during audit/excess payment, after final settlement is made to them. The bidder is liable to pay such dues to the APDCL immediately on demand, without raising any dispute/protest.

SIGNATURE OF THE BIDDER:
(With Seal)

NAME:

DATE:

BUSINESS ADDRESS:

NOTARY SIGNATURE:

Annexure IV

DECLARATION
(of not having blacklisted)

Ref: EOI Notice 001/APDCL/RFE - SMP DAA - 01/2022 Dated 31st Jan 2022

To,
The Vice-Chairman & Managing Director,
APDCL, 5th Floor, Next Space Building,
Kunchana Palli, Tadepalli Mandal,
Guntur - 522501
Andhra Pradesh

SUB: Empanelment of Social Media Platforms and Digital Advertising Agencies –
Proposal –Reg

Certified that M/s...../ the firm /company or its partners /
shareholders have not been blacklisted as on the date of bid submission by APDCL or by any
other State or Union Government Agencies in India.

SIGNATURE OF THE BIDDER:
(With Seal)

NAME:

DATE:

BUSINESS ADDRESS:

Annexure V

DECLARATION

(of not having tampered the empaneled document)

Ref: EOI Notice 001/APDCL/RFE - SMP DAA - 01/2022 Dated 31st Jan 2022

To,
The Vice-Chairman & Managing Director,
APDCL, 5th Floor, Next Space Building,
Kunchana Palli, Tadepalli Mandal,
Guntur - 522501
Andhra Pradesh

SUB: Empanelment of Social Media Platforms and Digital Advertising Agencies –
Proposal –Reg

I/We _____ having our office at _____
_____ do declare that I/We have carefully read all
the conditions of empanelment document released by APDCL, for the Empanelment of Social
Media Platforms and Digital Advertising Agencies exclusively for Advertisements in Social/Digital
Media as per the conditions.

I/We have downloaded the tender document from the internet site www.ipr.ap.nic.in or
www.apdc.ap.gov.in and I / We have not tampered / modified the application document in any
manner. In case, if the same is found to be tampered / modified, I/ We understand that my/our
application will be summarily rejected, and application will be forfeited and I /We am/are liable
to be banned from doing business with APDCL or prosecuted.

SIGNATURE OF THE BIDDER:
(With Seal)

NAME:

DATE:

BUSINESS ADDRESS:

Annexure VI

CHECKLIST OF DOCUMENTS

Ref: EOI Notice 001/APDCL/RFE - SMP DAA - 01/2022 Dated 31st Jan 2022

S. No.	Checklist	Enclosed (Yes / No)	Comments, if any
1.	Application Form (Annexure I)		
2.	Details of the Applicant (Annexure II)		
3.	Agreement (Annexure III)		
4.	Declaration of not having blacklisted (Annexure IV)		
5.	Declaration of not having tampered the empaneled document (Annexure V)		
6.	Empanelment document duly signed in each page (in token of accepting all the included empanelment conditions)		
7.	Filled in Checklist of Documents (Annexure VI)		
8.	Demand Draft of ₹ 10,000 towards empanelment processing fee.		
9.	Security deposit of Rs 2,00,000 (Rupees Two Lakhs only), in the form of a Bank Guarantee.		
10.	Platform/Agency Incorporation / Registration Document		
11.	Copy of Memorandum and Articles of Association / Registered Partnership Deed in case of Partnership firm.		
12.	Copy of GST Certificate		
13.	Copy of PAN Card		
14.	Copy of Latest IT return, certified by a Chartered Accountant		
14.	Annual Report / Certified copies of Balance Sheet, P/L Statement		