

GOVERNMENT OF MEGHALAYA

OFFICE OF THE DIRECTOR GENERAL OF POLICE
MEGHALAYA -:::- SHILLONG.

No. MG/Social Media/2021/101

Dated Shillong the 8th September, 2022.

TENDER NOTICE

Subject : **Tender for Social Media Consultancy and content provider for Meghalaya Police.**

Sealed tender on plain papers affixing non-refundable court fee stamp of Rs. 100 (Rupees One Hundred) is invited from intending bonafide organisations, reputed firms, consultants etc. to manage the social media platforms of Meghalaya Police or having experience in similar nature of work. The last date of the submission of Tender is on 27.09.2022 at 12:00 Noon.

A. TENDER PROCESS:

Tenders should be submitted in the following manner:

1. The bid shall be a single bid.
2. Tender should contain all necessary documents mentioned below, without which the tender submitted shall be considered as incomplete/invalid.
 - a) Attested copy of photograph of the tenderer.
 - b) Attested copy relevant documents / certificate pertaining to GST Rules viz. GST Registration Certificate should be submitted in support of the claim.
 - c) Attested copy of Professional Tax Clearance Certificate.
 - d) Attested copy of latest financial stability certificate from the Deputy Commissioner, 1st Class Magistrate or of the Scheduled Bank certifying that the tenderer is capable to undertake the work and it should be submitted along with the tender.
3.
 - a) Attested copy of valid Trading License from District Council Authority of Meghalaya in case of non-tribal organization/firms should be furnished within a time period of 10 (ten) days after being declared as a "Successful bidder" mentioning the correct nature of the trade.
 - b) Attested copy of Schedule Tribe Certificate from Meghalaya for orgainsations/firms/consultants belonging to the schedule tribe category should be furnished along with Tender.
4. An undertaking that the work will be carried out by the tenderer himself/herself.
5. Sealed Tender will be received up-to 12:00 Noon on 27.9.2022 and will be

opened on the same day at 4:00 PM. Tenderers or their authorized representatives may remain present at the time of opening of tenders. Tenders received after 12:00 noon by hand or post will stand automatically rejected. Sealed Tender should be dropped in the Tender Box of this office's Conference Hall.

6. Tenders must be accompanied by Earnest money at a lump sum amount of Rs. **Rs. 50/000 (Rupees Fifty thousand)**. The Earnest money preferably should be in the form of Deposit at Call duly pledged in favour of the Asstt. Inspector General of Police (A), Meghalaya, Shillong. Earnest money in any other recognized forms like the National Saving Certificate and Fixed Deposit Receipt are also acceptable provided they are duly pledged in favour of the Asstt. Inspector General of Police (A), Meghalaya, Shillong. Tenderers belonging to Scheduled Caste/Scheduled Tribes and others are required to deposit half of the Earnest Money as indicated above. The Earnest Money/Security Deposit papers pending in this office in connection with other tenders/supplies shall not be considered as Earnest Money for this tender. Further, no tenderer is exempted from the requirement of depositing Earnest Money on any ground.
7. The successful tenderers will be intimated by a letter of acceptance by the Asstt. Inspector General of Police (A). Till then, no tenderer has any right to assume that his/her tenders have been accepted.

B. NATURE AND SCOPE OF WORK:

8. The purpose of the Tender is to invite interested organizations/firms/consultants with proven credentials to bid as content/creative providers in the form of text, image, video, animation, etc for Meghalaya Police Social Media Platform, which includes Facebook, Twitter, YouTube, Instagram, WhatsApp and any other social media platforms. The organization/firm/consultant will also be responsible for designing flex/banners/booklets/pamphlets/flyers etc. which will be in addition or in continuation to the creative contents designed for the social media platforms.
9. As social media contents have the potential of reaching avid netizens throughout the State. Therefore, social media uploads shall also comprise of regional languages of the State which are Khasi, Garo and Jaintia. These will be in addition to the contents prepared in English. The firm must have atleast one person in its Social Media Team having knowledge of local languages.
10. The organization/firm/consultant shall also be responsible for designing / uploading Advisories/Press Release/Important Updates/Activities of Meghalaya Police etc. as and when relevant information is being provided by Police Headquarters, Shillong.
11. The organization/firm/consultant shall also be responsible to design / create / share / retweet / upload creatives et.al. pertaining to International / National / State events and other auspicious occasions observed by the Armed Forces / Paramilitary Forces / State Police / State Government departments etc., after

obtaining approval of Police Headquarters, Shillong.

12. The organization/firm/consultant shall also be responsible for designing banners / display profile / reels / stories etc. for the social media platforms of Meghalaya Police. These allied contents should be updated and changed on a regular basis, so as to enhance the aesthetic components of the social media platforms.
13. The organization/firm/consultants shall be responsible for responding to queries / comments / information sought by netizens through the social media platforms. The information shared by the organization/firm/consultants shall be in accordance with the information provided by Police Headquarters, Shillong.
14. The organization/firm/consultant shall organize training programme for social media handlers of Meghalaya Police as and when required. They shall also render necessary assistance for awareness programmes, Community Liaison Groups meetings, campaigns conducted by Meghalaya Police, etc.
15. The organization/firm/consultants shall be responsible for covering the events conducted by Police Headquarters. Events conducted shall be covered in both photography and videography formats, and the same shall be shared to Police Headquarters for record maintenance. A dedicated team shall also be stationed in Police Headquarters, Shillong for covering all events and assisting district Social Media Teams.
16. The organization/firm/consultant shall be given prior information regarding the contents to be designed and uploaded or the events to be covered. However, as the nature of police duty is round the clock, information may also be shared by Police Headquarters, Shillong, at odd hours or depending on the prevailing situation. Therefore, the organization/firm/consultant shall be responsible to ensure that they strictly adhere to the requirements of Meghalaya Police.

C. TERMS & CONDITIONS:

1. Tenders not accompanied with all the required papers/documents or not fulfilling the terms & conditions will automatically be stand rejected. The decision of accepting or rejecting the tenders shall be made by the Tender Opening Committee (TOC). Any decision taken by the TOC shall be reduced in writing, which shall also be final and binding.
2. Tenders should be addressed to the Director General of Police, Meghalaya, Shillong, by designation and not by name, the Sealed envelope containing the tender should be superscripted as **“Tender for Social Media Consultancy and content provider for Meghalaya Police”** and be posted under registered cover or sent through messenger.
3. The Director General of Police, Meghalaya, Shillong, is not bound to accept the lowest tendered rates.
4. Any dispute arising out of the terms & conditions of a contract agreement shall

be settled within the jurisdiction of the hon'ble courts of Meghalaya.

5. All corrections/cancellations must be initialed, otherwise tender shall stand rejected.
6. The Director General of Police, Meghalaya, Shillong, reserves the right to cancel the NIT floated or reject any tenderers without assigning any reasons thereof.
7. If at the time of opening of Tender, should there be any objection raised by the Tenderers/Representatives present as to the validity of any tender, the objection will be duly recorded, and shall be put up to the TOC for consideration. The decision of the TOC on such objection(s) shall be final and binding.
8. Once the rates offered in the tenders are accepted, no enhancement of rates will be accepted under any circumstances, and the tenderer shall implement the project as per the rates approved and accepted by the Director General of Police, Meghalaya, Shillong. Failure to implement the project at the approved and accepted rates will entail cancellation of Contract Agreement and the Security Money will be forfeited to Government.
9. The Tenderers should be prepared to accept the rates approved by the Director General of Police, Meghalaya, Shillong, otherwise their Earnest Money shall be forfeited.
10. Successful tenderer shall be required to furnish a Security Deposit at the rate of 20% (for Non-Tribals) and 15% (for Tribals) of the total amount allocated for the contract. The Security Deposit will be held by the Department free of interest and the deposit shall be subjected to forfeiture in case of non-fulfillment of any of the terms and conditions of the contract.
11. Successful tenderer will be issued with a work order and thereafter, shall execute a Contract Agreement ensuring fulfillment of the prescribed terms & conditions of the contract. Prior to signing of contract agreement, security deposit as mentioned in the work order should be deposited in favour of the Asstt. Inspector General of Police (A), Meghalaya, Shillong.
12. The contract agreement shall be for a period of 1 (one) year only from the date of issue of final order to firm. However, the Director General of Police, Meghalaya, Shillong, reserves the right to reduce or extend the contract period, with prior information to the bidder awarded with the contract.
13. The Director General of Police, Meghalaya, Shillong, reserves the right to invoke and/or cancel the Work Order, if situation so warrants or the terms and conditions are not complied with, without assigning any reasons thereto.
14. In the event of bidder's failing to perform his/her part of the contract to the satisfaction of the Director General of Police or disregards any terms or conditions of the Tender Notice or the Contract Agreement, the contractor shall be liable to all or any of the following action: -

- a) Forfeiture of Security Deposit in whole/part.
 - b) Imposition of penalty (fine) in case of failure to implement/comply with the terms and conditions of the project within the stipulated time, at the rate of 25% of the total loss incurred, which shall be recovered daily until the amount has been liquidated.
 - c) Cancellation of the contract without any prior notice of the contractor/supplier.
 - d) All losses sustained by the Government due to failure, omission or neglect of the contractor may be realized from his/her Security Deposit or outstanding dues or any other sums which may be due to the organization/firm/consultant.
15. If the tenderer willfully neglects, fail to perform or observe any conditions of contract, or attempt to cheat or indulge in malpractices, the Director General of Police, Meghalaya, Shillong, reserves the right to take necessary action such as blacklisting such bidders/organizations/firms/consultants from future business with this Department.

D. ADDITIONAL TERMS & CONDITIONS:

1. Experience:

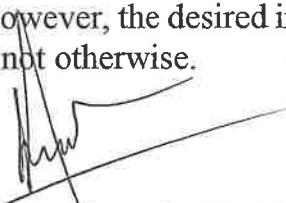
- a) The organization/firm/consultant should have a minimum of 1 (one) year experience in handling social media or related fields. Experience Certificate from recognized/authorized agencies shall be submitted along with the tender documents.

2. Confidentiality:

- a) The organization/firm/consultant should maintain utmost confidentiality and shall not divulge/disclose any information shared by Police Headquarters to any agencies without the permission of Police Headquarters, Shillong. Failure to maintain confidentiality shall entail immediate revocation of the contract agreement and shall be blacklisted by Police Headquarters, Shillong.

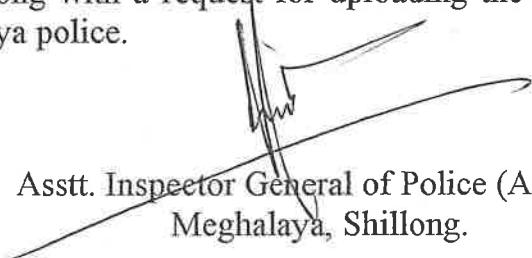
3. Time-bound compliance:

The organization/firm/consultant shall ensure that information shared or desired by Police Headquarters, Shillong, to be uploaded in the social media platforms shall be uploaded immediately. In case of any delay in uploading the desired information, due to unforeseen circumstances, the same shall be intimated to Police Headquarters, Shillong. However, the desired information should be uploaded within the same day and not otherwise.


Asstt. Inspector General of Police (Admn.),
Meghalaya, Shillong.

Memo No. MG/Social Media/2021/101-A Dated Shillong the, 8th September, 2022.
Copy forwarded to: -


1. The Director General of Police Meghalaya Shillong for favour of kind information.
2. The Inspector General of Police, (Police Welfare/Com.) / (L&O /OPS) / (CID/ACB/Vig/AID/Sec.) / (R/PR/F&ES) / (HQ/A), Meghalaya, Shillong for favour of information
3. The Dy. Inspector General of Police, (WR) / (ER), Meghalaya, Tura/Shillong for favour of kind information.
4. The Secretary to the Government of Meghalaya, Home (Police) Department, Shillong for favour of kind information
5. The Deputy Commissioners, East Khasi Hills, Shillong/West Garo Hills, Tura/West Khasi Hills, Nongstoin/West Jaintia Hills, Jowai/Ri-Bhoi, Nongpoh/East Garo Hills, Williamnagar/South Garo Hills, Baghmara/South West Khasi Hills, Mawkyrwat/North Garo Hills, Resubelpara/East Jaintia Hills, Khliehriat/South West Garo Hills, Ampati/ Eastern West Khasi Hills, Mairang for favour of kind information.
6. The Superintendents of Police, East Khasi Hills, Shillong/West Garo Hills, Tura/West Khasi Hills, Nongstoin/West Jaintia Hills, Jowai/Ri-Bhoi, Nongpoh/East Garo Hills, Williamnagar/South Garo Hills, Baghmara / South West Khasi Hills, Mawkyrwat/North Garo Hills, Resubelpara/East Jaintia Hills, Khliehriat/South West Garo Hills, Ampati/Eastern West Khasi Hills. Mairang for favour of kind information, with a request to kindly upload in the website and display in the notice board.
7. The Superintendent of Police, Anti Infiltration Directorate / F&ES /MPRO, Meghalaya, Shillong for favour of kind information, with a request to kindly display in the notice board.
8. The Spl. Superintendent of Police (CID) / (SB), Meghalaya, Shillong for favour of kind information.
9. The Principal, PTS, Umran Ri-Bhoi for favour of kind information, with a request to kindly display in the notice board.
10. The Commandants 1st MLP Bn., Mawiong, Shillong / 2nd MLP Bn., Goeragre, Tura / 3rd MLP Bn., (IRBN), Sahbsein / Vikaspuri, New Delhi/ 4th MLP Bn., (IRBN), Sohpien, Nongstoin /5th MLP Bn., Samanda Williamnagar (IRBN)/ 6th MLP Bn. (IRBN) Umran /SF-10 Meghalaya, Shillong for favour of kind information.
11. The Director of Printing & Stationery Department, Shillong along with a soft copy for publication in 2 (two) consecutive issue of the Meghalaya Gazette.
12. The Director of Information & Public Relation, Meghalaya, Shillong with a request to take necessary action from your end for publication in the print media both in English and in local vernaculars i.e Khasi & Garo.
13. ✓/c Computer Wing (PHQ), Shillong with a request for uploading the Tender Notice in the Website of Meghalaya police.


Asstt. Inspector General of Police (Admn.),
Meghalaya, Shillong.

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MEGHALAYA -::::- SHILLONG

TENDER NOTICE

Sealed Tender for Social Media Consultancy and content provider for Meghalaya Police will be received by the Asstt. Inspector General of Police, (Admn), Meghalaya, Shillong upto **12:00 noon on 27.09.2022** and will be opened on the same day at **4:00 PM**. For detail information, the same may be obtained from the Meghalaya Police Website www.megpolice.gov.in.


Asstt. Inspector General of Police (Admn.),
Meghalaya, Shillong.