

REQUEST FOR PROPOSAL FOR APPOINTMENT OF SOCIAL MEDIA AGENCY

05 OCTOBER 2021

HOCKEY INDIA

B1 / E14, Ground Floor

Mohan Co-operative Industrial Estate

(1 Km Ahead of Mohan Estate Metro)

Mathura Road, New Delhi - 110 044

Phone: 011 40519770

Email: hockeyindia@hockeyindia.org

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DISCLAIMER

1. This document is being published in order to enable the applicants / bidders to make an offer for selection of Social Media Agency by Hockey India (HI).
2. This document does not constitute nor should it be interpreted as an offer or invitation for the selection described herein.
3. By acceptance of this document, the recipient agrees that any information herewith will be superseded by any subsequent written information on the same subject made available to the recipient by or on behalf of Hockey India.
4. Hockey India makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations on any claim the potential bidder may make in case of failure to understand the requirement and respond to RFP document.
5. Hockey India may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document.
6. This document constitutes no form of commitment on the part of Hockey India.
7. Furthermore this document confers neither the right nor an expectation on any party to participate in the proposed selection of a Social Media Agency.
8. When any proposal is submitted pursuant to this RFP, it shall be presumed by Hockey India that the bidder has fully ascertained and ensured about its eligibility to render services as a Social Media Agency, in the event of the same being selected ultimately to act as such, under the respective governing laws and regulatory regimen and that there is no statutory or regulatory prohibition or impediment to acting as such and suffers no disability in law or otherwise to act as such.

1. INTRODUCTION

1.1 HOCKEY INDIA (HI) is the governing body with exclusive mandate to direct and conduct all activities for both men and women's hockey in India. It is recognized by the Ministry of Youth Affairs & Sports, Govt. of India as the sole body responsible towards promoting Hockey in India.

1.2 Headquartered in New Delhi, Hockey India was established on 20th May, 2009 and is affiliated to the International Hockey Federation (FIH), the Indian Olympic Association (IOA) and Asian Hockey Federation (AHF).

1.3 Committed to the development of Hockey in the country, Hockey India with the assistance of Sports Authority of India and Department of Sports, Government of India, trains players at sub-junior, junior and senior levels, and organises regular National Championships in order to provide opportunities and unearth fresh talent for the national programme.

1.4 The governing body engages in Coaching the coaches with International Standard certification programs, educates and equips technical officials and umpires to find a foothold in international arena, provides world-class infrastructure and International exposure for the players besides regular international competition. Hockey India has also pioneered in bringing top International hockey events to India such as the FIH Men's World Cup in 2010 and 2018, FIH Champions Trophy in 2014, FIH Junior Men's World Cup in 2016, FIH Hockey World League Final in 2017. Hockey India will also be hosting the FIH Junior World Cup 2021 (Men) and the FIH Men's World Cup 2023. With its vision to popularize the game and constantly promote it, Hockey India is dedicated to getting our national teams (both men and women) into the top three in the World.

1.5 Hockey India intends to invite proposals/bids from professional Social Media Agency to prepare and execute, in consultation with Hockey India, an effective Social Media Strategy and Plan for Hockey India for fulfilling its mandate and interested Social Media Agencies are invited to submit their proposals / bids in the form of Technical Proposal and Financial Proposal.

1.6 Proposals received in response to this RFP will be evaluated in terms of the conditions laid out herein and the social media Agency which is thus selected will be required to provide professional, objective and impartial services at all times, holds Hockey India interest's paramount, without any consideration for

future work and strictly avoid conflicts with other assignments of their own corporate interests.

2. PRE-QUALIFICATION / ELIGIBILITY CRITERIA

2.1 The bidders / applicants must fulfil the minimum eligibility criteria enumerated below and supporting documents as prescribed below needs to be attached with the proposal:

SL	Criteria	Supporting Documents
a.	The bidder shall be registered in India under the Companies Act or a registered partnership under the Partnership Act, 1932 or a Limited Liability Partnership (LLP). Proposals from consortiums would not be entertained for this purpose.	Certificate of Incorporation / Registration or Registered Partnership deed or PAN card, as may be applicable, considering the nature of legal status of the bidder
b.	The Social Media Agency should have been in the business of providing Professional Services in the area of Social Media in the Sports Sector for at least 3 years	MoA / Work orders indicating years of experience and nature of activity / services provided
c.	The Social Media Agency should have a fully functional office in Delhi NCR region	Address Proof
d.	The Social Media Agency should have minimum of 20 (Twenty) manpower resources on Permanent Basis in the area of Social Media Strategy Plan	HR Records and/or Salary Records / PF Statements / Certificate from Head (HR) or Company Secretary

2.2 Even though the Bidder's may meet the above pre-qualification / eligibility criteria they are subject to be disqualified at any stage, including post award of Contract in case of following circumstances / conditions:

(a). The bidder has made any false representation including in the forms, statements and any attachments submitted as proof of the pre-qualification requirements.

(b). The bidder has a record of poor performance such as abandoning of any allocated project, inability to complete any allocated project, delay in completion of any allocated etc.

(c). The bidder has been black listed by any Government or Organizations or its contract with any Organization has been terminated for breach of Contract.

2.3 An undertaking to this effect is required from the Bidder. If at a later stage it is found that any Bidder has wrongly certified, the bidder shall be liable for action under the applicable laws besides termination of Contract.

3. SCOPE OF WORK FOR SOCIAL MEDIA AGENCY

Hockey India / Hockey to be visible across entire spectrum of sports beat to business / administration / development as well.

3.1 Social platforms:

- a) Facebook
- b) Twitter
- c) Instagram
- d) YouTube
- e) Other platforms as and when launched

3.2 Current challenges:

- a) Low awareness of HI as compared to other sports federation
- b) Lack of leveraging social trends
- c) Lack of awareness of Hockey events hosted by India

3.3 What is the problem to be solved?

- a) Fresh ideas
 - i. Fresh & new content ideas
 - ii. Creative content
 - iii. Youthful & interactive content
 - iv. Less textual content
- b) Expressions- Hockey India to be visible as aggressive, fearless, caring sports federation that wants its audience to have a relevant conversation online & offline
- c) Stories- need to have human angles to it which the audience can connect with
- d) Online engagement- Active engagement of traditional and online social media; to tap into the online space and create engaging content for online audience

To formulate the digital strategy for supporting communication campaign, services of a social media agency are required. This will involve tasks as mentioned under but will not be limited to these only.

3.4 Strategy Design:

- a) **Overall Strategy:** Devise a digital strategy for Hockey India which encompasses target audience, platform, creative, content, publishing, benchmarking, engagement, monitoring and evaluation.
- b) **Always ON Strategy:** Ideation of tactical campaigns based on content buckets provided by Hockey India. Create content & creatives around them that can be posted regularly.
- c) **Platform Strategy:** Recommend the relevant platforms where Hockey India should have presence on and create strategy for the platform to build and engage the audience.
- d) **Engagement Strategy:** Create engagement strategy and posts in the form of quizzes, contests, Q&A etc. to engage in a two-way conversation with the audience.

3.5 Implementation:

- a) **Social Media Calendar:** Create advance weekly content calendar with dates of dissemination and get it approved from Hockey India
- b) **Campaigns:** Creative new tactical campaigns and adaptation of strategic campaigns to social media and their effective implementation.
- c) **Content:** Create catchy and thought-provoking content with support from Hockey India. Bring a freshness to the already available content w.r.t. different target audience. Tap into ongoing viral events, provide recommendations and create content around such events (moment marketing) as well as other relevant topics.
- d) **Creative:** Develop compelling creatives in different innovative formats (Vertical Videos, Animated Text Videos, 360-degree videos, Reels, Interactive posts, panoramic carousals etc.) with relevant imagery that would resonate with the target audience. This includes posters, cover page, banners, ads, infographics, gifs, snackable videos etc.
- e) **Performance:** Boost the organically best performing posts to the desired audience in order to increase the reach, engagement and virality of the content.
- f) **Live Sessions:** Facilitate the Live sessions on Facebook, twitter, YouTube and Instagram for various events and important occasions.
- g) **Language Translation:** Creatives will have to be developed in Hindi & English and then translated in other regional languages (if required).

3.6 Monitoring, Analytics & Reporting:

- a) **Online Reputation Management (ORM):** Provide templated response for queries, feedback, complaint, and appreciations.
- b) **Monitoring:** Monitor the campaign on pre-defined Key Performance Indicators and Metrics and continuously tweak them to achieve the desired results.
- c) **Analytics:** Analyse the social media data and present insights in the monthly report.
- d) **Reporting:** Submit monthly report on the digital presence of Hockey India and provide the recommendations to improve it further

3.7 Manpower Requirements

- (a) The Social Media Agency should designate a Project Manager who would be the single point of contact for handling the account. The Curriculum Vitae of the Project Manager is to be submitted in the format as prescribed in **Annexure-X** at the time of submission of technical proposal/bid. The Project Manager should have a minimum of 5 years' experience and the strategic depth to interact with senior officials on Social Media related issues and should hold a decision-making position in the selected Agency.
- (b) For successful implementation and execution of Social Media Strategy / Plan, the selected agency will put in place sufficient resources to ensure timely compliance of the various activities and deliverables as mentioned in **Annexure XI**.

4. DELIVERABLES

4.1 The selected bidder would be required to provide continuous ongoing support to Hockey India for implementing all its Social Media activities. The Social Media agency will design and execute an annual ongoing program during the tenure of engagement to ensure digital social media visibility, awareness/discrimination/promotion of policies, activities and under the ambit of Hockey India for fulfilling its mandate. The Social Media agency shall execute an agreement specifying the deliverables (**Annexure XI**) Hockey India may at its discretion ask the Social Media agency to alter the Social Media plan as per the requirement of Hockey India from time to time.

5. RFP PROCESS – TERMS & CONDITIONS

5.1 Contents of RFP Documents

- (a) The RFP document should be read in conjunction with any addendum/corrigendum issued in accordance with section 5.6 (Amendment of RFP Documents) of this RFP document and proceedings of rebate meeting issued in accordance with section 5.2 (pre-bid meeting)
- (b) The bidder is expected to examine all instructions, form, terms, requirements and other information in this RFP document failure to furnish all information required by the RFP documents for submission of a proposal not substantially responsive to the RFP documents in every aspect would be at the bidder's risk and may result in rejection of its proposal capital

5.2 Pre-Bid Meeting

- (a) A prospective bidder requiring any clarification on the RFP documents may notify Hockey India in writing at the address indicated in this RFP or email to hockeyindia@hockeyindia.org as prescribed at **Annexure – III**. All queries and clarifications you should reach Hockey India latest by the date and time as specified in section 5.14 of this RFP any queries received after the indicated date and time will not be entertained
- (b) The bidders authorized representative are invited to attend the pre-bid meeting at their own cost, which would take place at venue mentioned below and time as speculated in this RFP the maximum number of authorized representatives for each bidder shall not be more than two:

HOCKEY INDIA

B1 / E14, Ground Floor
Mohan Co-operative Industrial Estate
(1 Km Ahead of Mohan Estate Metro)
Mathura Road, New Delhi - 110 044

- (c) Hockey India would provide clarifications to the bidders in the pre-bid meeting only. Hockey India would prepare and send responses / clarifications to the queries in a consolidated manner. Hockey India will not entertain or respond to bidders' queries after the pre-bid meeting.

5.3 Submission of Proposal

- (a) Interested bidders may respond to the RFP and submit their bid/proposal comprising of:-
- **Envelope I** – Technical proposal, in a sealed cover super scribing on the right-hand side top of the cover as “**Technical Proposal**” **Annexure –I, II, IV, V, IX & X**
 - **Envelope II** – commercial proposal, in a sealed cover super scribing on the right-hand side top of the cover as “Commercial Proposal” as prescribed at **Annexure – VI & VII**
- (b) The petitioners submit a sealed cover containing of technical proposal and the financial proposal.
- (c) The bidders name and address, email ID and the name of the primary and secondary contact person should be provided on the right-hand side of the main field proposal/envelope
- (d) There should be an index at the beginning of the proposal detailing the summary of all information contained in the proposal and all pages of the proposal should be serially numbered. All pages of technical and financial proposals are to be attended created by the authorized signatory.
- (e) The currency of the proposal and payments shall be in Indian Rupees only. All proposals and the respondent and documents shall be written in English language only
- (f) All eligibility conditions as stipulated under section 2 of the RFP shall have to be strictly satisfied on the date of submission of bids and not at a later date
- (g) No modification/correction in quotations will be entertained once the commercial bid/ proposal is submitted. Readers are advised to exercise adequate care in quoting the prices/fees. The case of discrepancy between the amounts mentioned figures and in words the amount in words shall govern
- (h) The technical proposal should not include the commercial/financial bid under any circumstances else it would be summarily rejected. The financial bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily
- (i) The Social Media agency is responsible for all costs incurred in connection with participation in this RFP process, including but not limited to, cost incurred in conduct of informative and other diligence

activities, participation in meetings, presentation, preparation of proposal and in providing additional information required by Hockey India. This RFP does not commit Hockey India to award contract or to engage in negotiations

- (j) The cost of preparing the proposal or not reimbursable and hockey India is not bound to accept any of the proposals submitted
- (k) Hockey India will not accept delivery of proposal by fax or email. Proposals received in such manner shall be treated as defective/invalid and rejected
- (l) All proposals and accompanying document received within the stipulated time will become the property of hockey India and may not be returned. The hardcopy version will be considered as the official proposal.

5.4 Address & Dateline for Proposal Submission

- (a) Proposal should reach Hockey India at the following address not beyond the time limit as specified in Section 5.14 of the RFP:

HOCKEY INDIA

B1 / E14, Ground Floor
Mohan Co-operative Industrial Estate
(1 Km Ahead of Mohan Estate Metro)
Mathura Road, New Delhi - 110 044

- (b) Bids received after the stipulated date and time or is incomplete, or not in prescribed format shall be summarily rejected.
- (c) Hockey India will not accept delivery of proposals by fax or email. Proposals received in such manner shall be treated as defective/invalid and rejected

5.5 Late Bids

Any Proposal received by hockey India after the deadline for submission of proposal prescribed in section 5.14 of this RFP shall be summarily rejected and will not be processed further

5.6 Amendments to RFP

At any time prior to the deadline for submission of proposals, Hockey India may modify/amend or vary, for any reason deemed necessary, the RFP by an

amendment notified on Hockey India website or in writing or email to all bidders and such amendment shall be binding on them

5.7 Hockey India Right to Terminate the RFP

Hockey India may terminate the RFP process at any time and without assigning any reason. Hockey India makes no commitment, express or implied, that this process will result in a business transaction with anyone. This process does not constitute an offer by Hockey India. The bidder's participation in this process may result in Hockey India selecting the better to engage in further discussion and negotiations words execution of the contract. The commencement of such negotiation does not, however, signify a commitment by Hockey India to execute a contract or to continue negotiations. Hockey India may terminate negotiations or cancel or annual the RFP process at any stage prior to signing of the contract the successful bidder, without assigning any reason

5.8 Modification, Substitution & or Withdrawal of Proposal

No proposal can be withdrawn in the interval between the deadline for submission of proposal and expiration of the validity period as specified in section 5.9 of this RFP. However, bidder is allowed to withdraw his bail documents till deadline for submission of proposal as his right under section 5.14 of this. Once the bid documents are submitted, modifications and substitutions in the bid documents shall not be permitted

5.9 Period of Validity of Proposals

- (a) The proposals shall be valid for a period of 90 days from the date of opening of the technical proposals. A proposal valid for a shorter period may be rejected as non-responsive
- (b) In exceptional circumstances, at its discretion Hockey India solicit the bidder's consent for an extension of validity period. The request and responses shall be made in writing

5.10 Proposal Opening

- (a) Total transparency will be observed while opening of proposals. Sealed envelopes of the bids will be opened at the date and time as prescribed in section 5.14 of this RFP in the presence of authorized representatives of the bidders who wish to attend the event. The maximum number of authorized representatives for each bidder will not be more than two.

Hockey India reserves the right at all times to postpone or cancel a scheduled RFP opening. The venue the opening of proposals is as mentioned under section 5.4 of the RFP

- (b) The bids of the technically qualified proposals will be opened and only the representative of the bidders, who have been declared as technically qualified, will be allowed to attend the opening of commercial bids

5.11 Evaluation of Bid/Proposals

- (a) Proposals will be examined by an evaluation cum selection committee constituted by Hockey India. Hockey India or such other authority designated by hockey India as the case may be, is also referred to herein as the 'Committee'. The evaluation of proposals (technical and financial) will be undertaken in two stages
- (b) Stage of evaluation would involve examination of technical proposal by the evaluation cum selection committee of each of the bidder against the qualification/eligibility criteria set out under Section 2 of this RFP
- (c) Bidders who fulfill the eligibility criteria and have submitted all required documents in the technical proposal will be invited to make presentations on the technical proposal at a date and time to be specified and conveyed by hockey India.
- (d) In process of examination, evaluation and comparison of proposal Hockey India may, at its discretion, ask bidders for clarification of its proposal which the bidder will be obliged to furnish in writing failing which its bid is not liable to be evaluated. The bidder is expected to respond/ provide the information/clarifications within the stipulated time. The failure to provide the information may lead to disqualification of the bidder
- (e) The bidders shall be shortlisted by the evaluation cum selection committee constituted by Hockey India and will be final and the proposals shortlisted only will participate in the financial bids.
- (f) Financial bids of the shortlisted technically qualified bidders will be open in presence of bidders authorized representatives on a date/time specified under section 5.14 of the RFP

5.12 Evaluation Criteria & Identification of Best Evaluated Bid

The financial bid/proposal of only those bidders (technically qualified) who have been shortlisted by the evaluation cum selection committee constituted by hockey India would be opened the final selection will be done on composite evaluation of technical and financial qualified bidders. Posit evaluation criteria

will be the quality come cost-based system (QCBS) where technical bid will get weightage of 50% and commercial/financial bid will get weightage of 50%.

5.13 Negotiations, Finalization & Notification

Hockey India shall reserve the right to negotiate with the bidders whose proposal has been ranked first. If Hockey India is unable to finalize the agreement with the better ranked first, Hockey India may proceed to the next rank bidder and so on until a contract is awarded. Hockey India reserves the right to present a contract to the bidders selected for negotiations. Contract will be awarded who the bidder whose proposal confirms to the RFP and his, in the opinion of hockey India, the most advantageous and provides the best value to the project and other technical factors considered. Hockey India reserves the right to call for a re-bid if, in its opinion, the bids received or not reasonable. The opinion of hockey India shall be final in this regard. Evaluation will be based on proposals submitted and any additional information requested by Hockey India. Prior to expiry of the validity period, Hockey India shall notify the successful bidder in writing that its proposal has been accepted.

5.14 Key Activities & Dates

The key activities and dates for the purpose for this RFP are mentioned below:

SI	Key Activities	Date*
a	Issuance of Request of Proposal	05 October 2021
b	Last date of receiving queries from bidders	18 October 2021
c	Pre-bid meeting	21 October 2021
d	Last date and time for submission of proposals	22 October 2021 – 12:00 Hrs
e	Technical Proposal Opening	22 October 2021 – 15:00 Hrs
f	Financial Proposal Opening	01 November 2021– 12:00 Hrs
g	Issuance of Letter of Award and Contract finalization	After approval of the Competent authority

* Hockey India reserves the right to change any date/time mentioned in the schedule above under intimation to all concerned

6. General Terms & Conditions

6.1 Contract Period

Hockey India may award the Contract to the successful bidder for a period of 3 Years from the date of signing of the contract, which may be extended at the instance of Hockey India for another period of one year at its sole discretion on the same terms and conditions.

6.2 Hockey India Right to Accept or Reject Any or All Proposals

Hockey India reserves the right to accept or reject any proposal, and to annual the RFP/bidding process and reject all proposals at any time prior to award or signing of contract, without being under any obligation to assign any reason and without thereby incurring any financial or other liability to the affected bidders or any obligation to inform the affected bidders of the grounds for hockey India's action

6.3 Notification of Award

Prior to expiry of the validity period (unless extended), hockey India will notify the successful bidder in writing that its proposal has been accepted. Upon the successful bidder furnishing of performance guarantee contract signing process will be initiated

6.4 Signing of Contract

Once hockey India notifies the successful bidder that its proposal has been accepted, the successful bidder shall be required to accept the offer and enter into a contract with Hockey India within 15 days from date of receipt of notification of award of the contract, upon the terms and condition mentioned therein and based on this RFP

6.5 Failure to agree with the Terms & Conditions of the RFP

Failure of the successful bidder to agree with the terms and conditions of the RFP and the contract shall constitute sufficient grounds for the termination of contract, in which event, Hockey India may award the contract to the next best value bidder or call for a new proposal

6.6 Termination of Contract

Hockey India may terminate the Contract with the Social Media Agency in case of the occurrence of any of the events specified below:

- (a) If the Social Media Agency becomes insolvent or goes into compulsory liquidation.
- (b) If the Social Media Agency, in the opinion of Hockey India, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- (c) If the Social Media Agency submits to Hockey India a false statement which has a material effect on the rights, obligations or interests of Hockey India.
- (d) If the Social Media Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to Hockey India.
- (e) If the Social Media Agency fails to provide the quality services as envisaged under this Contract or violates any of the clauses of the contract. Reasons for the same would be recorded in writing. In such an occurrence Hockey India shall give a written advance notice of 30 days before terminating the Contract of the Social Media Agency.
- (f) By giving 30 days advance notice without assigning any reason.
- (g) Any other reason as may be mentioned in the contract.

6.7 Sub-Contract Clause

The Social Media Agency shall neither assign nor transfer, entirely or in part, the obligation derived here from in favour of any third party.

6.8 Exit Management

In the event of expiry of contract term or termination of contract, the Social Media Agency would transfer/share all documents, report formats and other data necessary for seamless transfer of process to Hockey India /New Social Media as directed by Hockey India.

6.9 Rights over the Work Products / Deliverables & Confidentiality

The ownership including intellectual property rights over all work products/deliverables and other intermediate documents and Social Media plans provided by Social Media Agency in terms of the RFP and under the contract between the parties shall vest with Hockey India. Further all documents submitted by the bidder along with bid and during the presentation shall be the exclusive property of Hockey India which shall not be returned back to the bidder. The Social Media Agency shall maintain utmost confidentiality and shall not disclose/part with any deliverables created for the purpose of this agreement to any third party either for commercial or for any other purpose and shall further not disclose any information received by it from Hockey India to any third party and shall maintain strict confidentiality with respect to such information, as may be specified in the contract with Hockey India, failing which it shall be held liable.

6.10 Governing Laws / Jurisdiction Arbitration

Any matter relating to the appointment of Social Media Agency or the procedure for the appointment of the Social Media Agency shall be governed by the Laws of Union of India. The dispute relating to such appointments shall be subject to the exclusive jurisdiction of the Courts at New Delhi (with exclusion of all other Courts) which shall have the jurisdiction to decide or adjudicate on any matter or dispute which may arise.

Annexure I: Bid Letter Form

Date:

To,
Hockey India
B1/ E14, Ground Floor
Mohan Cooperative Industrial Estate
New Delhi – 110044
India

Dear Sir,

Ref: Request for proposal for Social Media Agency

Having examined the RFP documents, the receipt of which is hereby duly acknowledged, I/we, the undersigned, offer to provide the services as required and outlined in the RFP for appointment of Social Media Agency by Hockey India. We meet the requirements and agree to provide such services as set out in the RFP documents. We attach here to our response to the RFP document, which constitutes our proposal for being considered for the assignment.

We undertake, if our proposal is accepted, to adhere to the stipulations put forward in the RFP or such adjusted plan as may subsequently be mutually agreed between us and Hockey India or its appointed representatives.

We agree to unconditional acceptance of all the terms and conditions set out in the RFP documents. We confirm that the information contained in this proposal or any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to Hockey India is true, accurate, and complete. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead Hockey India as to any material fact. It is hereby confirmed that I/we are entitled to act on behalf of our corporation/company/firm/organization and empowered to sign this document, which may be required in this connection.

We further understand that the finalized prices will be frozen for a period of three years from the date of entrustment of assignment and that Hockey India may at its discretion ask the Social Media Agency to alter the Social Media plan as per the requirement of Hockey India from time to time.

We shall observe confidentiality of all the information passed on to us in course of the tendering/bidding process and shall not use the information for any other purpose than the current tender.

We also understand that Hockey India is not bound to accept the offer either in part or in full. If Hockey India rejects the offer in full or in part Hockey India may do so without assigning any reasons therefore.

Dated:

Authorized Signature [In full and initials]
(in the capacity of)

Duly authorized to sign the RFP Response for and behalf of:
(Name of the Company)
(Seal/Stamp of bidder)
Address for Correspondence

Annexure II: No Deviation Certificate

Date:

To

Hockey India
B1/ E14, Ground Floor
Mohan Cooperative Industrial Estate
New Delhi – 110044
India

Dear Sir,

We understand that any deviation/exception in any form in our bid against the RFP dated..... may result in rejection of our bid. I/We, therefore, certify that we do not have any exception/deviation of the RFP clauses anywhere in the bid and we agree that if any deviation is mentioned or noticed, our bid may be rejected.

Yours faithfully,

(Signature of Authorized Signatory)

Name: Designation: Company Seal:

Note: This “No Deviation Certificate” should be written on the letter head of the bidder duly signed and stamped with date by a person competent and having authorized power to bind the bidder.

Annexure III: Pre Bid Query Format

SI	Section & Page No.	Clause Requiring Clarification	Clarification Requested/Sought

Annexure IV: Technical Proposal Letter

TECHNICAL PROPOSAL SUBMISSION LETTER

[Location, Date]From:
(Name of the Social Media Agency)

To:
Hockey India
B1/ E14, Ground Floor
Mohan Cooperative Industrial Estate
New Delhi – 110044
India

Subject: Appointment of Social Media Agency for Hockey India

Sir,

I, the undersigned, offer to undertake the assignment of Social Media Agency for Hockey India, in accordance with your RFP Document dated.....

I hereby submit my Technical Proposal for the same.

I understand that Hockey India is not bound to accept the proposal received in response to this RFP dated.....

Yours Sincerely,

Signature:
Name of Social Media Agency
Address:

Annexure V: Format of Technical Proposal

II. FORMAT FOR SUBMISSION OF TECHNICAL PROPOSAL

(Proposal must be indexed and each page numbered)

A. General Information

<u>S.No.</u>	<u>Particulars</u>	<u>Details</u>	<u>Name of Supporting Document Submitted</u>	<u>Page no. of document</u>
1.	Name of Social Media Agency			
2.	Full Address			
3.	Contact Details (Tel. No./ Fax/E-mail)			
4.	Date of Establishment of Entity (enclose evidence)			
5.	Organization Type (Details & enclose Certificate)			
6.	No. of Branches (Enclose details with address proof & Telephone No.)			
7.	GST Registration Details in the relevant area of work			
8.	The annual turnover for the Social Media Agency			

B. Eligibility Criteria

<u>S. No.</u>	<u>Particulars</u>	<u>Details</u>	<u>Name of Supporting Document Submitted</u>	<u>Page no. of document</u>
1.	Number of years of experience as Social Media Agency			
2.	Manpower resources of the organization in the area of Social Media strategy plan (enclose evidence)			
3.	Annual Turnover of the Agency attributed to Social Media activity for the last 03 years. (enclose evidence)			
4.	Details – Office in NCR (enclose evidence)			
5.	Details of Billing for Social Media activities of Sports Organizations during Last F.Y.2020-21 (enclose the evidence)			
6.	Number of years of experience in Social Media activity in sports services			

<u>S.No.</u>	<u>Particulars</u>	<u>Details</u>	<u>Name of Supporting Document Submitted</u>	<u>Page no. of document</u>
7.	Credentials /Qualifications/Accolades			
8.	Important Clients handled including 01 Sports Specific Client			
9.	Social Media related activities undertaken for Govt. organizations (at least One)			
10.	Sports Social Media activity undertaken (at least Two)			
11.	Successful Social Media Plans handled for other Clients			
12.	List of present clients (enclose details)			
13.	Details of specialist partners/affiliates/associates, if any			
14.	Sources through which the Social Media Agency will access required inputs for the Social Media Plans of Hockey India			
15.	CV of the proposed Project Manager to be deployed (enclose CV)			
16.	CV of media executive to be deployed for this project (enclose CV)			
17.	Any other relevant information			

C. Documents to be submitted as Enclosures

<u>S.No.</u>	<u>Particulars</u>	<u>Details</u>	<u>Name of Supporting Document Submitted</u>	<u>Page no. of document</u>
1.	Document(s) in support of number of years of experience in Social Media Planning/Strategy			
2.	A note on any one of the most effective Social Media Plans formulated by the Social Media Agency for a client(s) during the last three years, with an evaluation of the impact of the campaign.			
3.	Strategy to enhance awareness and disseminate information regarding the various policies, activities and schemes within the ambit of Hockey India.			
4.	Photo copy of PAN Card and latest income tax return.			

<u>S.No.</u>	<u>Particulars</u>	<u>Details</u>	<u>Name of Supporting Document Submitted</u>	<u>Page no. of document</u>
6.	An undertaking on the letterhead of the Social Media Agency and duly signed by the authorized person that the Social Media Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document or any other work assigned by Hockey India and at the cost submitted by the Social Media Agency in the financial proposal (the cost is not to be indicated in the undertaking).			
8.	CD & Hard copy of the technical presentation (to be enclosed in a separate sealed envelope)			

Annexure VI: Financial Proposal Letter

I. FINANCIAL PROPOSAL SUBMISSION LETTER

[Location, Date]From:
(Name of the Social Media Agency)

To:
Hockey India
B1/ E14, Ground Floor
Mohan Cooperative Industrial Estate
New Delhi – 110044
India

Subject: Appointment of Social Media Agency for Hockey India

Sir,

I/We, the undersigned, offer to undertake the assignment of Social Media Agency for Hockey India, in accordance with the RFP document dated and the Technical Proposal. The attached Financial Bid is for the sum of ----- [*Total Amount for three years, in words and figures*]. This amount is exclusive of applicable taxes, which will be claimed as applicable and as per actual.

The Financial Bid shall be binding upon us, up to the completion of the period of engagement/contract as specified in the RFP document dated.....

I/We understand that Hockey India is not bound to accept any proposal received in response of the RFP dated.....

Yours Sincerely,

Signature:
Date:
Name of Social Media Agency
Address:

Annexure VII: Format of Financial Proposal

II. FORMAT FOR SUBMISSION OF FINANCIAL PROPOSAL

A. Financial Bid for Appointment of Social Media Agency by Hockey India

S. No.	Particulars	Amount in INR(Rs.)
1.	Annual Fee	
2	Total Fee for 36 months (Contract period)	

GST thereupon would be charged for separately and should not be quoted in the above Annual Fee.

The Fixed Annual Fee quoted above covers costs / expenses of the Social Media Agency for undertaking work as detailed in the Scope of Work, deliverables of the RFP Document issued by Hockey India.

The Fixed Annual fee will also cover the cost for providing one dedicated social media executive to be placed at the office of Hockey India and the charges of the same and the charges incidental thereto.

The cost quoted will be firm and fixed for the duration of engagement/performance of the contract. At no point of time will any deviation from the quoted rate be entertained by Hockey India.

The Annual Fee quoted is unconditional.

Authorized Signature

Place:-----

Name:-----

Date:-----

Annexure VIII: Brief for technical presentation

HOCKEY INDIA (HI) is the governing body with exclusive mandate to direct and conduct all activities for both men and women's hockey in India. It is recognized by the Ministry of Youth Affairs & Sports, Govt. of India as the sole body responsible towards promoting Hockey in India.

Headquartered in New Delhi, Hockey India was established on 20th May, 2009 and is affiliated to the International Hockey Federation (FIH), the Indian Olympic Association (IOA) and Asian Hockey Federation (AHF).

Committed to the development of Hockey in the country, Hockey India with the assistance of Sports Authority of India and Department of Sports, Government of India, trains players at sub-junior, junior and senior levels, and organizes regular National Championships in order to provide opportunities and unearth fresh talent for the national programme.

The governing body engages in Coaching the coaches with International Standard certification programs, educates and equips technical officials and umpires to find a foothold in international arena, provides world-class infrastructure and International exposure for the players besides regular international competition. Hockey India has also pioneered in bringing top International hockey events to India such as the FIH Men's World Cup in 2010 and 2018, FIH Champions Trophy in 2014, FIH Junior Men's World Cup in 2016, FIH Hockey World League Final in 2017. Hockey India will also be hosting the FIH Junior World Cup 2021 (Men) and the FIH Men's World Cup 2023. With its vision to popularize the game and constantly promote it, Hockey India is dedicated to getting our national teams (both men and women) into the top three in the World.

The Social Media Agency will be required to give a presentation on strategy to enhance awareness and disseminate information regarding the various policies, activities and schemes within the ambit of Hockey India.

The duration of the presentation time would be ½-hourslot.

Annexure IX: Declaration cum Certificate

(On letter head of the Social Media Agency duly stamped and signed)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that there is no overdue of the Agency to any Publication/TV Channel/Radio or any other organization and our Agency has not been blacklisted by any Central/State Government/Public Sector Undertakings/Banks/IBA/any other Corporates/any regulatory authority.

Further, this is to certify that our Agency does not have any legal, civil, criminal, taxation and other cases pending against the Company/Agency that may have an impact affecting or compromising the delivery of services required.

Date:

(AUTHORISED SIGNATORY)

NAME:

DESIGNATION:

Annexure XI: Deliverables as per section 4 of the RFP

SOCIAL MEDIA MANAGEMENT

Social Media Marketing: optimize, maintain, monitor and lead the platforms and any marketing strategies carried out in them on behalf of Hockey India

Platforms: Facebook, Twitter, Instagram, YouTube, LinkedIn, Google+, etc.

Strategic Counsel and Overall Servicing	<ul style="list-style-type: none"> • Design and implementation of communication strategies • Ideation and define clear plan of action • Provide communication counsel and advice
Planning and Account Management	<ul style="list-style-type: none"> • Developing a monthly plan for the entire campaign for forthcoming month • Provide monthly reporting, • Monthly review meeting with senior management
Content marketing	<ul style="list-style-type: none"> • Content creation and management
Community engagement	<ul style="list-style-type: none"> • Pro-active Interaction with users
Social commerce	<ul style="list-style-type: none"> • Leads, calls to action and conversions in social media
Social media monitoring	<ul style="list-style-type: none"> • Online media, information sources and social channels
Measurements and follow-up	<ul style="list-style-type: none"> • Determining the Return on Investment (ROI) of the work carried out, justifying the quality of the actions taken and, of course, the results thereof
Fan building	<ul style="list-style-type: none"> • Based on achieving specific ROI objectives
Contests and campaigns	<ul style="list-style-type: none"> • Creative input, development, starting up and monitoring
Qualitative aspects	<ul style="list-style-type: none"> • Sentiment reports, strengths, scope, virality, passion and effects for the brand online
Search Engine Optimizing/ Search Engine Marketing	<ul style="list-style-type: none"> • Website, blog and social platform (social search) optimization, aimed at improving search results
Content creation	<ul style="list-style-type: none"> • Coordination and management of press and communication tasks: contents, interviews, website news, exclusive acts, etc.
Video-marketing	<ul style="list-style-type: none"> • Optimization, search, keywords, sponsored videos, marketing
E-Commerce	<ul style="list-style-type: none"> • Marketing & promotion of ticket sales, merchandise, books etc. by creating and generating online sales opportunities using social media
Influencer Identification, Engagement, Management	<ul style="list-style-type: none"> • Identifying influencers across the proposed categories • Engagement and coordination with the influencers
Tracking & Monitoring	<ul style="list-style-type: none"> • Daily online tracking & monitoring of identified keywords on Indian & wider geographies websites and blogosphere, identified online forums & message-boards and popular social networks • Pre-approved 5 key words to be tracked for 4 pages of Google Search for general search, blog & discussions. Same keywords will be used for 4 tracking content on Facebook, Twitter, Instagram, Snapchat etc.
Online branding	<ul style="list-style-type: none"> • Searching, identifying and improving all brand-related aspects in social media
Digital adviser	<ul style="list-style-type: none"> • Playing a brand consulting/advising role with regard to the online environment: opportunities, threats, new initiatives, development of digital identity and online presence, identification of potential business and new digital transactions