



**Government of Andhra Pradesh
Sports Authority of Andhra Pradesh (SAAP)**

Request for Qualification

Procurement Notice No. MNG.BR/SM/2018, Dated: 27.03.2018.

Nature of Work:

Engaging of Agency/Consultancy for

Promoting SAAP activities on Digital Platform & Social Media.

**Vice Chairman and Managing Director
Sports Authority of Andhra Pradesh (SAAP)**

Disclaimer

The information contained in this Request for Qualification Document (“RFQ”) or subsequently provided to Agency(s), whether verbally or in documentary form by or on behalf of Sports Authority of Andhra Pradesh (hereinafter referred to as “SAAP”) or any of their employees, is provided to Agency(s) on the terms and conditions set out in this RFQ and such other terms and conditions subject to which such information is provided.

This RFQ is not an agreement and is neither an offer nor invitation by SAAP to the prospective Agency’s or any other party. The purpose of this RFQ is to provide interested parties with information to assist in the formulation of their Proposal (hereinafter referred to as the “RFQ”). This RFQ includes statements, which reflect various assumptions and assessments arrived at by SAAP in relation to the Project. Such assumptions and statements do not purport to contain all the information that each Agency may require. This RFQ may not be appropriate for all persons, and it is not possible for SAAP or their employees to consider the investment objectives financial situation and particular needs of each party who reads or uses this RFQ. The assumptions, assessments, statements and information contained in this RFQ may not be complete, accurate, adequate or correct and each Agency should conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFQ and obtain independent advice from appropriate sources.

SAAP and their employees make no representation or warranty and shall have no liability to any person, including any Agency under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFQ of otherwise, including the accuracy, reliability or completeness of the RFQ and any assessment, assumption or information contained therein or deemed to form part of this RFQ or arising in any way with pre-qualification of Agencies for participation in the RFQ stage.

SAAP may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFQ or even cancel the RFQ.

The issue of this RFQ does not imply that SAAP is bound to select or to appoint preferred Agency, as the case may be for the Project and reserves the right to reject all or any of the RFQ’s without assigning any reasons whatsoever.

Sports Authority of Andhra Pradesh

Schedule of RFQ Activities

S. No.	Activity	Date	Remarks
1.	Issue / uploading of the RFQ Document	27.03.2018	
2.	Pre-RFQ meeting	04.03.2018	
3.	Submission of Bid Document	11.04.2018	
4..	Opening of Bid Document	11.04.2018	

Note: Participating agencies are instructed to separately submit the Technical specifications/details and the Financial details in 2 sealed envelopes with clear heading on the envelopes.

1) **Scope of work:**

1.1 Communications and Media Outreach Strategy

- (i) Design a communications strategy plan that builds on the strategic priorities of SAAP
- (ii) Conceptualize and develop media and promotional strategy and suggest tools to execute the same
- (iii) Strengthen profile of Sports Authority of Andhra Pradesh
- (iv) Create a strong voice with influencers to endorse the work undertaken by SAAP
- (v) Organize live broadcast for Union Minister / Minister of State, Secretary and VC&MD with leading publications and news channels nationally.
- (vi) Manage media relations and networks and improving their interaction with the department
- (vii) Highlight key news on investment intents, announcements and approvals across all priority markets
- (viii) Facilitate national media partnerships/ alliances and manage crisis situations in times of need

1.2 Development of Strategy for Crisis Communication

In the event of unforeseen occurrences, which may have potential of creating negative perception about the ministry the Agency will have to take proactive steps to help the department representatives communicate effectively using various media vehicles and channels as deemed fit

1.3 Social Media

- (i) Creation and Maintenance of SAAP's Accounts/Handles/Channels on Twitter, Facebook, YouTube, Instagram and LinkedIn etc. along with official handles of VC&MD, SAAP.
- (ii) Creation and maintenance of SAAP's Wikipedia Page with the relevant details for informative purpose in public.
- (iii) Creation of relevant blog spot and forums wherein the participation of targeted audience can be invoked.

- (iv) Improvement of page rank and search engine optimization for official website of the department. URL analysis, Content optimization, structure checking, meta-tags, crawling and indexing, keyword optimization, etc. Google maps and review management for SAAP. Analyse the page traffic using analytical tools.
- (v) E-mail marketing by pushing awareness mails pertaining to the activities of SAAP and schemes issues by the department
- (vi) New Look, Updates and Engage with users
- Give all SAAP's Social Media Platforms a new look every week by putting up new creatives in line with overall theme/strategy approved by the department, for the period of engagement.
 - Daily informative and promotional updates (at least four updates on Facebook, and Twitter, Instagram, one on other platforms) in the form of relevant text, photos, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with SAAP.
 - Publicize all events on all the social media platforms.
 - Create relevant tagging & linkages of content on the all platforms.
- (vii) Query Management, Media Tracking and Reporting
- All the queries received on the all platforms must be replied to and addressed within 24 working hours in consultation with SAAP.
 - Moderation of the all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
 - Use a good industry standard monitoring tool (like Hootsuite, Buffer, Local Response, Brand watch, 33Across or similar monitoring tool) for analysing comments / remarks about SAAP in various online media like e-newspapers, e-magazines, blogs, social media platforms at national & international level.
 - The agency must submit weekly "Effectiveness Analysis Report" to SAAP on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of SAAP's on the Social Media Platforms and the results achieved.

- The components of the report would include:
1. Social presence analysis
 - Social channel analysis (only SAAP's)
 - Content Analysis of the most engaging type of post which led to success on brand page
 - Engaging Post Social Page Analysis
 2. Buzz Report
 - Share of voice
 - Source Analysis
 - Trend analysis
 - Topic analysis
 - Sentiment & Perception analysis
 3. Influencer Report
 - Influencers Identified
 - Influencers Score
 - Influencers Reached
 - Amplification by Influencers
 4. Providing feedback on best practices in marketing and promotion in countries across the world on Social Media as and when required by the department.

(viii) Online Amplification and Social Media Campaigns

- Providing amplification of Digital Marketing Communication and messaging through planning and execution of a Digital Marketing activity across both Paid Media and Non-Paid media avenues on Digital and Mobile campaign.
- Conceptualize, design and execute at least two digital campaigns and three innovative strategies on the basis of overall SAAP's social media plan.

(ix) Key Influencer Program

- Conceptualizing, planning and executing a “Key Influencer Program” on all SAAP's Social Media platforms. The Influencer program will aim at engaging top 10,000 influencers in the Sports industry and will also focus on blogs & forums and other social channels. The program will need to generate content for social channels and blogs, web listings, directory submissions etc. and spread awareness about SAAP's Social Media campaigns.

(x) Social Media Monitoring Program

- Planning and executing a “Social Media Monitoring Program” on all SAAP's Social Media platforms. The program will undertake monitoring across 150-200 keywords primarily in the markets of all

over the world and will also create and manage a Monitoring platform which will be both predictive and reactive in approach. The key Languages to be monitored will be Telugu, Hindi and English.

(xi) Miscellaneous work

- Other related and miscellaneous work includes providing monthly strategic inputs for creative campaign.

Note: Two social media experts are to be deployed on site at the premises of SAAP. They would have the requisite skill sets to gather, collate, design, write contents and post contents on the social media websites under supervision of the SAAP. They would be on site during office hours but remain available 24x7. Emphasis will be on good creative team having expertise in Infographics and content writing.

- Ensure that the viewership over social media site of the SAAP increases substantially and increase its reach within a period of 12 months from the date of start of operation.
- To provide training, skill up-gradation and capacity building of the officers of SAAP to handle social media sites through lecture, seminar, workshop, class room and online teaching etc.
- Any other works entrusted by SAAP for sensitizing the people through social media Platform.
- During the contract period the agency should be able to reach at least 100 million people.
- To ensure that viewing and uploading on the managed Social Media sites (i.e. Twitter, Facebook etc.) is smooth and uninterrupted.

1.4 Creative designing and repackaging:

- (i) Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of Government schemes and programs and policies etc. The experts are also expected to make e-books, electronic version of other books and manage the graphic content of the website as and when required by the department.
- (ii) Repackaging of the content (videos and photographs) into suitable formats (video packages and others). On average repackaged videos of 30-40 seconds are expected as deliverables.
- (iii) Uploading of repackaged and creative content on various social media platforms such as Twitter, Facebook, and YouTube, Instagram etc.

(iv) Above is to be done without any infringement of Intellectual Property Rights (IPR).

1.5 Making the uploaded content viral / virility of content

(i) Agency would be responsible to make the content viral on the internet and other social media sites. This will make the schemes, policies of Government to reach on various social media platforms to the last mile on internet domain in real time basis.

(ii) The agency should have capability to multiply the reach of content and promote content and make it viral to the most.

1.6 Storage of Content:

(i) Storage of raw footages/ content and processed content (video packages) etc. for the purpose of archive in digital formats.

(ii) Availability of archive content should be for at least 180 days.

(iii) The Agency will submit the archived content to the department within specified time in five copies of Compact Disc.

(iv) Creatives/Photos Bank- Creatives/Photos with cataloguing needs to be developed consisting of at least 100+ Creatives/Photos of high quality and high-resolution aesthetic work of relevant activities and events.

1.7 Pre and Post establishment support

(i) Any kind of support with regard to smooth functioning of hardware equipment/ software development.

(ii) The agency should provide technical support 24 x 7 for maintenance of SAAPs various Social Media Platforms through in-house staff.

1.8 Manpower Requirement

(i) The two social media experts should have the requisite qualifications & experience and will be responsible for managing Social Media Platform/Accounts of SAAP. In addition, they would be responsible for creation of Graphic design, online design, and visualization of Social Media platform of SAAP.

(ii) Two persons with above competency shall be stationed in the SAAP for day to day coordination during working hours and also during the emergent exigencies outside the working hours.

1.9 Performance Review

The agency will submit a process of Performance Review on periodic basis which will be appropriated and suitably amended (if required) and implemented.

1.10 Reporting

The agency should suggest the number of reports eliciting periodicity, format and content of such report which should help the management of the department to know the exact position of the efforts undertaken.

1.11 Data Security and Prevention of Fraud

The agency will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

1.12 Minimum Deliverables

Facebook	<ul style="list-style-type: none">• 3 Posts every day, 1 poll every week and 1 event every month• 300000 Likes/Followers• 15 Million reach
Twitter	<ul style="list-style-type: none">• 10 Tweets Everyday• 100000 Followers• 10 Million Impressions
Instagram	<ul style="list-style-type: none">• 5 Posts Everyday• 100000 Followers
YouTube	<ul style="list-style-type: none">• 2 videos every week• 100000 Subscribers• 1 Million Video Views
AdWords	<ul style="list-style-type: none">• At least one AdWords campaign running all the time• 100 Million Impressions.
Campaign Portal/App	<ul style="list-style-type: none">• 100000 Download of App• 100000 Visitor every month
SAAP Website	<ul style="list-style-type: none">• Alexa Global Rank < 500000 and India Rank < 20000• 100000 Monthly Visitors

Note: The above figures are minimum figures. SAAP will assume to achieve at least 1.5 times the above said numbers.

2) Resource Requirements

Sr. No.	Key Personnel	Qualification and Experience	No. of Person(s)
1	Project Director	Post-graduation/Graduation from reputed education Institution/ university, with minimum 18 of experience of handling offline/online campaigns. Should have worked for at least 2 PSU/Govt. Organization.	1
2	Project Manager	Post-graduation/Graduation from reputed education Institution/ university, with minimum 15 years of experience of handling Marketing/Advertising projects. Should have worked for at least 3 MNC Organization. Should have experience of handling projects for fortune 500 companies and PSU/Govt. Organization.	1
3	IT Systems Expert	Post-graduation/Graduation from reputed education Institution/ university, with minimum 10 years of experience of working on IT system for at least 3 MNC organizations. Should have handled low latency and high throughput systems. Should have experience of working with Big Data, petbytes. Onsite exposure in country other than India will be an advantage.	1
4	Digital Promotions/Social Media Expert	Master degree in business administration or relevant post-graduation with at least 3 years of demonstrable expertise handling digital promotions. Should have exposure of working with at least one MNC.	1

5	Research and Outreach Expert	Master degree/Doctorate degree holder with minimum 10 years of experience of research projects involving sizable data analysis.	1
6	Design Expert	Graduation/Certification in Designing course having at least 1 year of experience and should have at least 10 designed available online for different clients.	1

Company Qualification:

Should be at least one year old Private/Public limited company with experience of handling more than 10 Digital Marketing projects. Exposure of handling projects of more than 2 countries will be an added advantage. The company should be capable of working in low latency and high throughput environment. At least 3 of the directors/core team members of the company should have worked on Large Scale projects and have experience of working with clients at multiple locations. The company should have developed IT systems/tools for Digital Marketing other than just social media promotions.

2. Instructions for prospective to Agency

- I. The Earnest Money Deposit of Rs.1,00,000/- for FIRMS/Agencies in the form of Bank Draft / Banker's cheque / Demand Draft from any nationalized scheduled bank drawn in favour of the Vice Chairman and Managing Director, Sports Authority of Andhra Pradesh payable at Vijayawada will have to be submitted at SAAP Head Office, I.G.M.C Stadium, Bundar Road, Vijayawada-520010 to the concerned officer at the time of bid opening or online.
- II. The Earnest Money Deposit of un-successful Agency shall be returned / refunded within 21 working days of award of Tender. In case of successful Agency this shall be retained as security deposit which shall be forfeited in case of any default. The security amount shall be refunded to the agency within 21 days of termination of the agreement in case of successful completion of the agreement.
- III. The successful Agencies shall be liable and responsible for any loss of life and / or physical harm and any type of misbehaviour with the students on account of negligence of employees of agencies during the working hours. The employee of the Agencies should be of the high integrity and moral value.

- VI. Professional agencies should submit detailed proposals **Proposals should contain details of staff who would be involved personally in imparting management along with their qualifications and experience.** In this regard the self-attested documentary evidences may be submitted along with the proposal.
- V. The infrastructure allotted by SAAP for the management will be utilized only for the purpose mentioned by SAAP and no other activity would be permitted therein.
- VI. Agencies would indemnify SAAP against any injury, loss of life, etc. caused either directly or indirectly due to the FIRMS activities.
- VII. Agencies would be solely responsible for participation of people in any event not approved by SAAP.
- VIII. The safe custody of the facilities and other infra structure available at the premises shall be the sole responsibilities of the agencies during the contract period. In case of theft, damage and accidents occurred in the facilities, the compensation as decided by the technical experts of the Council shall be recoverable from the agencies.
- IX. All applicants are advised to visit the facility(s) for which they wish to submit proposal for management and evaluate the potential before submitting their proposals.
- X. The RFQ documents must be page numbered and total number of pages contained in the proposal should be indicated in the covering letter. SAAP would not be responsible if any enclosure is not found attached. The details of the proposal as per Annexure –I may also be submitted along with the RFQ documents.
- XI. SAAP reserves the right to alter/modify/enlarge/cancel the RFQ without any reason.
- XII. The qualified agency should submitted Performance Bank Guarantee(PBG) equal to the value of 2 % of total project value assigned to them by SAAP or as decided by VC&MD, SAAP.

Evaluation of Proposals.

The proposals shall be evaluated by the SAAP through the Evaluation Committee. The SAAP shall evaluate the proposals in respect to the substantive responsiveness of the proposal or otherwise. Selection criteria are as under:

Evaluation Criteria:

1) Technical Evaluation: Based on team composition and strategy for implementing the project.

S.No.	Criteria for evaluation	Maximum points
1	Experience of bidder relevant to the project	20
2	Strategy towards methodology, work plan, & compliance to project requirements	50
3	Key professional staff qualifications and team composition	30
Total		100

The top three companies on the basis of Technical Evaluation round shall be considered qualified for second round of evaluation (financial evaluation).

2) Financial Evaluation:

The company quoting the lowest bid for the work will be awarded the contract.

Note: Bid of the companies in top 3 of the technical evaluation only will be opened on the basis of evaluation of technical bid will be required to give presentation including but not limited to their organisation, work done, their ideas about promoting SAAP activities on Digital Platform & Social Media and expertise in handling such project along with the details of persons to be deployed. The evaluation will be made broadly on (1) work experience of organisation in the said work (2) experience and exposure of handling similar projects (3) ideas about Promoting SAAP activities by use of Digital Platform & Social Media (4) strength of manpower quality.

The final score of technical evaluation would be determined on the basis of the presentation and technical bid.

3. Period of contract

I. The period of contract for management shall be for a period of 1 year, which is likely to be renewed depending of the performance of the agency for 1 years from the date of signing of the agreement which will be signed with the successful agency and the conditions described in this document shall be also be part of the agreement.

II. The successful agency shall execute an agreement / contract for the fulfilment of the contract on Rs. 100/- non judicial stamp paper, within ten days from the date of issuance of work award/LOA letter on acceptance of the proposal, failing which the letter of acceptance issued by SAAP will expire and the successful agency will have no right for the same.

III. The incidental expenses of execution of agreement / contract shall be borne by the successful Agency.

IV. The conditions stipulated in the agreement / contract should be strictly adhere to and violation of any of these conditions will entail termination of the contract without prejudice to the rights of the SAAP and forfeiture of security deposit with SAAP.

V. There will be no extension of this agreement beyond the prescribed period.

4. Terms of Payment

The successful agency awarded with the contract shall abide with the following payment terms:

- (i) Fifty percent of the quoted amount shall be provided as advance payment.
- (ii) The remaining amount shall be disbursed on monthly basis as per the decision made by the evaluation committee on the performance report submitted by the agency every month.

5. Validity Period of the RFQ

RFQ shall remain valid for a period of 90 days (ninety days) from the last date of submission of the RFQ. SAAP reserves the right to reject RFQ as non-responsive if:

- (i) Such RFQ is valid for a period which is less than specified
- (ii) Such RFQ is not in accordance with the RFQ document,

SAAP shall not be liable to send an intimation of any such rejection to such Agency.

5. **Extension of Period of Validity**

In exceptional circumstances, SAAP may solicit the Agency's consent for an extension of the period of RFQ validity. Any such request by the SAAP and the response thereto shall be made in writing and such extension of RFQ validity period by the Agency should be unconditional. Agency accepting the request of SAAP shall not be permitted to modify its RFQ.

6. **TERMINATION CLAUSE**

I. **TERMINATION OF CONTRACT FOR DEFAULT**

Sports Authority of Andhra Pradesh, without prejudice to any other remedy available for breach of contract, may terminate the contract in whole by a 30 (Thirty) days' notice in writing to the agency in the event of any one or all of the following:

- a) If the agency fails to provide any one or all services as per this Contract, and conflict fails to set right the disruption in service within the 30 days' notice period or show a valid reason for lapse to the SAAP.
- b) If the agency has engaged in corrupt or fraudulent practices in executing the Contract.

II. **TERMINATION FOR INSOLVENCY:**

If the agency becomes bankrupt or is otherwise declared insolvent, then SAAP may at any time terminate the contract by giving written notice of 30 (thirty) days to the agency. Such termination shall not prejudice or preclude any right of the action or remedy, which has accrued or will accrue to the SAAP and vice versa.

Note: In case of the termination of the contract, no compensation shall be due to the Agency and the entire property should be handed over to SAAP as on date of commencement of the project. Any damage to the property of the SAAP shall be rectified by the SAAP at the cost of the agency.

7. **Force Majeure**

- I. If at any time, during the continuance of the contract, the performance in whole or in part by either party of any obligation under this contract be prevented or delayed by reason of the following events:
 - Any war or hostility.

- Acts of public enemy, civil commotion, sabotage, explosions embargoes general strikes, bandhs.
 - Acts of God
- II. Hereinafter referred to as EVENT, neither party shall, by reason of such EVENT, be entitled to terminate this contract, nor shall any party have any claim to the damages against the other in respect of such non-performance or delay in performance, provided that notice of happening, of any such EVENT is given by either party to the other within 7 (seven) days from the date or occurrence of the EVENT.
- III. Unless otherwise directed by the Vice Chairman and Managing Director, Sports Authority of Andhra Pradesh in writing, the agency shall continue to perform its obligations under the contract as far as reasonably practicable and shall seek all reasonable alternative means for performance not prevented by the Force majeure EVENT.
- IV. Expected work and deliveries under this contract shall resume as soon as practicable after such EVENT comes to an end or ceases to exist.
- V. If the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such EVENT for a period exceeding 90(ninety) days, the Vice Chairman and Managing Director, Sports Authority of Andhra Pradesh may at option, terminate this contract.
- VI. In case of termination of contract due to force majeure event, SAAP would not pay any amount to the Agency.

Successful Agency shall comply with laws of the land.

8. Disputes and Arbitration

In case of any dispute or differences, breach and violation relating to the terms of the agreement, the said dispute or difference shall be resolved with mutual consultation between Vice Chairman and Managing Director, Sports Authority of Andhra Pradesh and agency, failing which SAAP will terminate this contract.

9. MONITORING SYSTEM:-

- i Vice Chairman and Managing Director, Sports Authority of Andhra Pradesh shall act as the nodal officer for the project for the purpose of overall monitoring of the project every **3** months.
- ii An officer nominated by Vice Chairman and Managing Director, Sports Authority of Andhra Pradesh will act as Assistant Nodal Officer (ANO) to ensure that the management is imparted as per the agreed terms and conditions of the agreement.

10. **Delivery Address for RFQ s**

Hard Copies of RFQ s shall be submitted to SAAP at the following address on the day of evaluation:

Vice Chairman and Managing Director,
Sports Authority of Andhra Pradesh
**I.G.M.C Stadium, Labbipet,
Bundar Road,
Vijayawada-520010**

(saapitdept@apsports.in & manager_branding@apsports.in)

**For further details contact: +91 9515108033
+91 9703290003**

14. **Deadline for Submission for Bid Document**

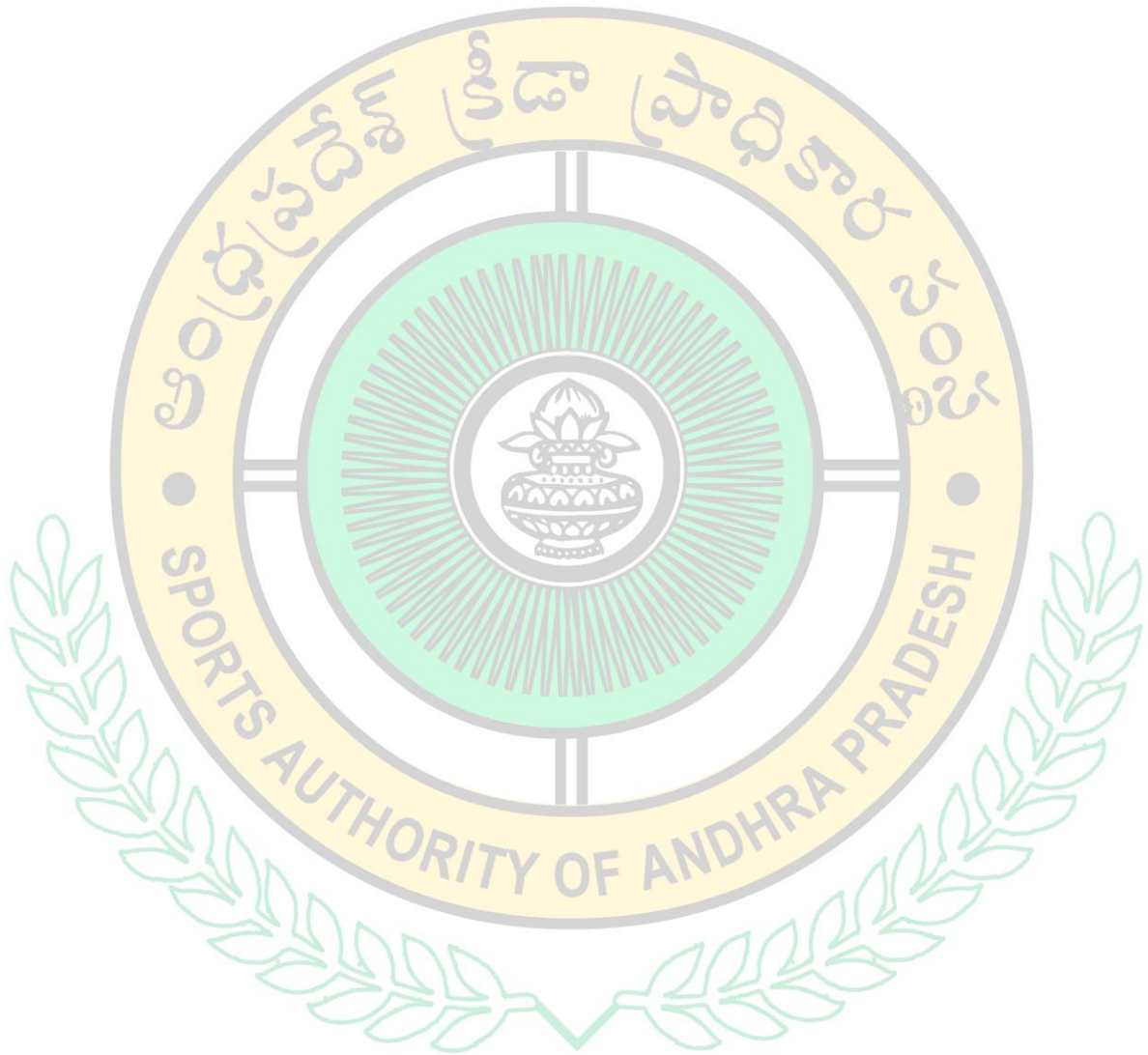
The Hard Copies of bid document should be duly signed and submit to SAAP, at the specified address, on (11.04.2018 at 10.00 A.M.). In the event of the specified date which is stipulated as the Deadline for Submission of RFQ s is declared as a holiday for SAAP, the bid document will be receive the same on appointed time on the next working day.

15. **Extension of Deadline for Submission of proposal**

If the need so arises, SAAP may, in its sole discretion, extend the Deadline for Submission of bid documents. In such an event, all rights and obligations of SAAP and Agency previously subject to the earlier deadline will thereafter be subject to the deadline as extended. Any such change in the Deadline for submission of bid documents shall be notified to the Agency through website of the SAAP.

Annexure - I - Organisation Background

Provide here a brief (two pages) description of the background and organization of your firm / entity and each associate in the consortium for this assignment.



Annexure II – Financial Proposal Form

We, the undersigned, offer to provide the service at estimated value of _____ for Promoting SAAP activities on Digital Platform & Social in accordance with your Request for Qualification dated [Insert date] and our Proposal. Our attached Financial Proposal is for project awarded.

The above proposal shall be valid for a period of 90 days from the date of submission.

Authorised Signatory Name:

Authorised Signatory Designation:

Authorised Signature with stamp:

