

Department of Transport
Lead Agency/Road Safety Cell, Himachal Pradesh, Shimla-171004

No. TPT-LA/RSC(F)7|2025-Vol-I(Social Media)-1954 **Dated: 03/05/2025**

NOTICE INVITING TENDER

The Department of Transport, Lead Agency/Road Safety Cell, H.P. intends to hire Firm/Agency for preparing Social Media Content, Management and Operation of Social Media Platforms (Facebook, X (Twitter), Instagram and YouTube).

The bids must reach in Department of Transport, Lead Agency/Road Safety Cell, H.P., Shimla-171004 latest by 15-05-2025 (3:00 PM).

The Tender Document indicating Scope of Work, Terms & Conditions etc. are available on the website of Road Safety - <https://roadsafety.hp.gov.in/> and Department of Transport - <http://himachal.nic.in/transport/>.


Director Transport
Himachal Pradesh

Endst. No. - As Above

Dated:

Copy forwarded for information and necessary action to:-

1. The Director, Information & Public Relation Department, Himachal Pradesh, Shimla-2 for wide publicity in two leading newspapers i.e. on in English (The Tribune) and one in Hindi (Amar Ujala).
2. In charge, IT Cell of Transport Department and Road Safety Cell for taking further necessary action.
3. Notice Board.


Director Transport
Himachal Pradesh

TENDER DOCUMENT

FOR

HIRING OF FIRM/AGENCY FOR
PREPARING SOCIAL MEDIA CONTENT,
MANAGEMENT AND OPERATION OF SOCIAL MEDIA PLATFORMS
{FACEBOOK, X(TWITTER), INSTAGRAM & YOUTUBE}
OF THE LEAD AGENCY/ROAD SAFETY CELL,
DEPARTMENT OF TRANSPORT
HIMACHAL PRADESH

LAST DATE: 15/05/2025 AT 3:00PM

BID OPENING DATE : 15/05/2025 AT 3:30PM

COST OF TENDER DOCUMENT: ₹ 500/-
(in the shape of Account Payees Bank Draft/Fixed Deposit Receipts)

M/S _____

Receipt No. _____

Date _____

I. INTRODUCTION:-

The Lead Agency/Road Safety Cell, Department of Transport, H.P. intends to hire Firm/Agency for preparing Social Media Content, Management and Operation of Social Media Platforms as per detail under:-

- 1) Facebook;
- 2) X (Twitter);
- 3) Instagram and;
- 4) YouTube);

The purpose of social media platforms is to spread the awareness of road safety laws and rules to the general public at mass level.

II. SCOPE OF WORK:-

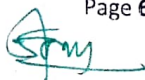
- 1) To maintain/handle official Facebook page, X (Twitter) account, Instagram & YouTube accounts of Lead Agency/Road Safety Cell, Department of Transport, H.P. and set up a complete social networking management system for promotion of Lead Agency/Road Safety Cell activities, with the prior approval of the Additional Commissioner Transport (Road Safety).
- 2) Designing and posting of the content in all the social media platforms such as Facebook page, X (Twitter) account, Instagram and YouTube.
- 3) The Firm/Agency should also focus on increasing the follower base of Lead Agency/Road Safety Cell on each Social Media Account.
- 4) To run the social media accounts of Lead Agency/Road Safety Cell and to post the content with the approval of Additional Commissioner Transport (Road Safety) and to respond to the posts made on the social networking accounts under the supervision of the designated Lead Agency/Road Safety Cell official.
- 5) To repackage the content (videos and photographs) into suitable formats and to upload the repackaged and creative content on various social media platforms.
- 6) The contents shall be focused on entire Himachal Pradesh.
- 7) A dedicated one person will be deployed by the firm w.r.t the work of Road Safety, the contact details of the person so deployed shall be shared with the Lead Agency/Road Safety Cell.

- 8) The firm will have to generate or convert the creative content and repackage the available content. The digital content may be of various forms as graphics, banner creative, Graphics Interchange Format, Videos, Animation videos, story board etc., and design on subject of Road Safety.
- 9) The firm shall make e-book of the contents uploaded on daily basis, and same shall be shared on email ID per month with the Comparative study of Followers & Reach of the Page/Account.
- 10) The firm shall post one creative post per day in each social media platform on the activities of the Road Safety.
- 11) The firm shall round the clock running of social media accounts, updating, analysing social media trends, moderation and intervention as and when required.
- 12) The firm shall be responsible for Feedback/comment/queries management on regular basis, moderation of pages on regular basis to keep the social media site free from spam/advertisement/inappropriate contents, appropriate tagging etc.
- 13) The firm shall develop interesting and innovative content, campaigns, in order to have proper communication strategy for various social media platforms to enhance the reach of content on real time basis. Campaigns around holidays, festivals, etc.
- 14) The firm shall edit clips or videos as required for publicity.
- 15) The firm shall use appropriate Customer Relationship Management (CRM) to track social media accounts and monitor the following:
 - a) Social Media sentiments
 - b) Overall trends on various social media platforms
 - c) Monitor and generate reports in various formats like graphs, charts etc.
- 16) The firm shall submit analytic report of all platforms such as Facebook, X (Twitter), Instagram & YouTube showing the increase/decrease in number of followers on monthly basis along with the bill. The important matrix for consideration are : (a) Total likes per month, (b) Increase in user follower per month, (c) List of positive comments per month, (d) List of negative comments per month, (e) Average likes on each post and others etc.



III. TERMS AND CONDITIONS:-

- 1) The Technical Bid(s) submitted by eligible Bidders shall be accompanied with Earnest Money Deposit (EMD) of ₹ 25,000/- (Twenty-five Thousand only) in the shape of Account Payees Bank Draft or duly pledged Fixed Deposit Receipts in favour of the Assistant Controller (F&A), Directorate of Transport, H.P. payable at Shimla.
- 2) The successful bidder has to submit ₹ 25,000/- (Twenty five Thousand only) as Performance Security on the award of the contract. Such security shall be furnished in the shape of Account Payees Bank Draft or duly pledged Fixed Deposit Receipts or Bank Guarantee from a commercial bank. The performance security shall be returned after 60 days beyond the date of completion of the contract.
- 3) The content developed by the firm for social media accounts of Lead Agency/Road Safety Cell shall be sole property of the Lead Agency/Road Safety Cell and will not be published/shared elsewhere without prior permission of the Lead Agency/Road Safety Cell. Sharing information without prior permission of the Lead Agency/Road Safety Cell shall be copyrights violation.
- 4) The Government reserves the rights to accept or reject any Bids or Tenders submitted by the Bidder(s) or to cancel the entire process and reject all bids submitted, at any time without assigning any reason and without incurring any liability to the affected Bidder(s). In that case the Earnest Money submitted by the bidders will be returned to the concerned bidders/firms.
- 5) The firm shall attach attested copy of Income Tax Returns for the last two years (2022-23 and 2023-24)
- 6) Relevant experience of one year in the field of handling social media platforms in respect of Govt. organization/PSU/Boards/Corporations/Semi-Govt. organization/firms etc. is pre-requisite for participation.
- 7) Qualified firm/organisation in the Technical Bid should give a brief presentation/demonstration before the Committee related to the Scope of Work.
- 8) Selection of firm will be done in two stages – Technical and Financial. Evaluation in the financial bid, firm quoting the lowest rates will be selected.



- 9) The work shall be awarded initially for one year and can be extended up to three years on year to year basis subject to condition that the work is satisfactory as per requirement of the Cell/Department.
- 10) The work awarded/contract can be cancelled/terminated at any time before the validity period of the contract, if the work is not found satisfactory after giving notice.
- 11) The content developed for social media shall be sole property of Lead Agency/Road Safety Cell and sharing the content without prior permission of Lead Agency/Road Safety Cell shall be the copyrights violation.
- 12) The social media content will have to be developed both in Hindi and English language.
- 13) The firm should not be black listed undertaking to this effect has to be submitted with the technical bid.
- 14) In case any interpretation of the tender document and dispute the decision of the Director, Transport shall be final. The jurisdiction of the court shall be the courts of the Shimla only.

IV. INSTRUCTIONS TO BIDDERS:

- 1) The Technical Bid should be in prescribed performa in Form - I.
- 2) The Financial Bid should be in the prescribed performa in Form- II.
- 3) The Experience Certificate should be in the prescribed performa in Form- III.
- 4) The fee of Tender Document is ₹ 500/- (Five Hundred only) and Earnest Money is ₹ 25000/- (Twenty-five Thousand only) should be submitted with the Technical Bid in the shape of Account Payees Bank Draft or duly pledged Fixed Deposit Receipts in favour of the Assistant Controller (F&A), Directorate of Transport, H.P. payable at Shimla.
- 5) Any conditional Bid/Tender(s) which are not properly sealed or received after the specified date and time shall not be entertained.
- 6) The Earnest Money of the unsuccessful bidder shall be returned immediately after finalization of the tender process.
- 7) Sealed Tenders/Bids should be in Two Bid Formats i.e. one for Technical bid and another for Financial bid - each bid



- should be filled separately, duly superscribed and properly sealed
- 8) Both the Bids i.e. Technical and Financial should be placed in a single third sealed cover.
 - 9) All the documents should be attested/self attested.
 - 10) The aforesaid Bids must reach in Lead Agency/Road Safety Cell, Department of Transport, H.P., Shimla-171004 latest by 15-05-2025 (3:00 PM) and the Sealed Bids shall be opened by the Committee in the Directorate of Transport, H.P., Shimla-171004 at 3:30 PM on 15-05-2025 in the presence of the bidders, if any.
 - 11) The Technical Bids shall be opened first for scrutiny of the Bid Documents and Technical Data as per the requirement of the Tender Document. Thereafter, the Financial Bids of only technically qualified Bidders shall be opened. However, if the Technical Bid(s) of any Bidder(s) is/are found incomplete or not supported by earnest money/required documents or deficient viz. any technical parameters as specified in the Tender Document, the Financial Bid of such Bidder(s) shall not be opened.
 - 12) A copy of the Tender Document can be obtained during working hours from the office of the Lead Agency/Road Safety Cell, Department of Transport, H.P., Shimla-171004 or can be downloaded from the official website of Lead Agency / Road Safety Cell <https://roadsafety.hp.gov.in/> and <http://himachal.nic.in/transport/> . The downloaded tender form must be accompanied by a Demand Draft of ₹ 500/- (Five Hundred only) [non-refundable/non-transferable] as Tender fee in favour of the Assistant Controller (F&A), Directorate of Transport, H.P. payable at Shimla in addition to Earnest Money to be deposited with application fee.
 - 13) It is advisable that the interested Bidders should browse the aforesaid official website for information regarding any changes, amendments and updates in the Tender Document or any terms & conditions thereof, if any, before submission of bids.


Director Transport
Himachal Pradesh

FORM - I

PERFORMA FOR TECHNICAL BID

1	Name of the Firm/Agency	
2	Registered Office Address	
	Contact Number	
	Fax Number	
	E-mail	
3	Correspondence/Contact address	
	Name & Designation of Contact person.	
	Address	
	Contact Number	
	Fax Number	
	E-mail	
4	Registration of the firm alongwith photo copy of the registration.	
5	PAN NUMBER along with photocopy	
6	GST Registration number alongwith certificate	
7	Copy of Income tax returns for the last two years (2022-23 and 2023-24)	
8	Copy of experience certificates of the work form the concerned Centre/State Government/organisation/Semi-govt. organisation/firms. (minimum one years) As prescribed in Form-III	
9	Certificate on the letter head to the effect that the firm has not been black listed.	

Authorized Signatory: _____

Name and title of Signatory: _____

Company Rubber Stamp: _____



FORM - II

PERFORMA FOR FINANCIAL BID
(to be submitted in separate envelope)

Sr.no.	Social Media Platforms	Activities	No. of post per day	Price quoted
1	Face book	As per Scope of Work.	One post on each platform daily as indicated in the tender document and as and when required by the Lead Agency/Road Safety Cell	
2	Instagram			
3	X (formerly Twitter)			
4	YouTube			

Authorized Signatory (Signature In Full): _____

Name and title of Signatory: _____

Company Rubber Stamp: _____



FORM-III

EXPERIENCE CERTIFICATE

(related to various Social Media Platforms)

This is to certify that M/s _____ (Name of the

Firm) was/is handling the Social Media Platforms of

_____ (Name of the Department / Organization)

w.e.f. _____ to _____ There services

was/is _____

Dated:

Head of the Department/Organization/Agency

Or

Authorized officer