

Letter No. : Supply/95-1-8-2020/448

**Bihar Police Headquarters**

(Modernization, Crime Records & Provision Department)

Patna, Date: 19/06/2020

**Short Notice : 01/2020-21**  
**Expression of Interest**

Bihar Police, Govt. of Bihar, intends to select a professional Social Media Agency for Management of its Social Media & Website platform through better Branding & Promotion, formulation of a Social Media Policy & Governing Structure, Content Creation, Sentiment Analysis, Response Management, Web based Dashboard maintenance, Social Media Analytics etc.

The eligibility criteria and the other relevant details are available on [biharpolice.bih.nic.in/](http://biharpolice.bih.nic.in/)

Interested agencies are requested to send their Expression of Interest by 02/07/2020 till 5:00 pm positively.

*k*  
*19/6/20*  
AIG(Q)

**Bihar Police Headquarters, Patna.**

**Copy to:**

1- Director, Information & Public Relations Department, Govt. of Bihar, Patna for publication in multiple national newspapers.

2- IT Manager, Bihar Police Headquarters, Bihar, Patna for necessary action.

## ToR for Selection of Social Media Agency for Bihar Police

### Introduction

Bihar Police intends to appoint a consulting organization (herein after social media analytics agency or the agency) for undertaking various activities mentioned under the scope of work of this Terms of Reference (ToR).

### (A) Scope of Work:

Bihar Police, Govt. of Bihar intends to select a professional consultancy Agency for its Social Media branding & promotion; defining Social Media Policy & guidelines to enhance positive sentiment about Bihar Police; Creation of relevant contents to achieve higher user engagement across Social Channel via Videos, Poster, GIF, Jpeg, SMS, emails; carrying out a vigorous Social Media campaign of policing initiatives; to carry out Sentient Analysis to gauge the positive as well as negative sentiment about the policing effort and to prepare an effective response management services and as also a Dynamic web based report Dashboard maintenance, MIS Reporting, Social Media Analytics etc. It is also envisaged to create an efficient Social Media Governance structure for the Dept. Agency should also be able to train police officials in handling of Social Media. .

### (B) Response to EoI:

This EoI is open for all the willing vendors who wish to participate. All participating vendors are requested to adhere to following conditions:

- No Consortium or Joint ventures will be allowed
- No sub-letting (partially or fully) is allowed
- Police Department encourages the participants to share concerns, ideas and suggestions, if any
- All participating vendors are requested to share their presentation to the Police Department, Bihar on the e-Mail ID: [aigq.phqbihar@gmail.com](mailto:aigq.phqbihar@gmail.com) and submit two hard copies at the following address:-

**AIG(Q), ROOM NO.- 319/C,  
SARDAR PATEL BHAWAN,  
SHASTRI NAGAR, PATNA-800023.**

- Those participant, who will be available in Patna on Date 02/07/2020 will be given slot of 20 minutes of presentation on following aspects of the project:
  - a. Prior experience in the social media monitoring domain
  - b. Understanding of the project
  - c. Approach and Methodology -
    - Demonstration of understanding of the ecosystem of social media
    - Demonstration made by the bidder using any tool to meet Bihar Police's requirements
  - d. Proposed key resources in the project
  - e. Project Plan

### (C) Minimum Eligibility criteria:

- The bidder should be registered in India under Companies Act / LLP Act
- The bidder should have a minimum average turnover from e-Governance projects of INR 10 crores in the last three financial years
- The bidder should have an ISO 9001 certificate

- The bidder should have a CMMI level 3 / ISO 27001 certificate
- The bidder should not currently be blacklisted from participating in government projects
- The bidder should have experience of managing atleast 2 projects of **over INR 1 crore** fee with government agency, semi-government agency or PSU in last five years.

**(D) Manpower Requirement:**

Sr no.	Proposed Resource	Qualification/ Experience	Role & Responsibilities
1	Social Media Manager cum Project Manager	<ul style="list-style-type: none"> <li>• PGDM/Master's in journalism &amp; Mass Communication/Advertising</li> <li>• 7-10 years of experience as a Social Media Specialist or similar role.</li> <li>• Social Media Strategist using social media for brand awareness and impressions.</li> <li>• Excellent knowledge of Facebook, Twitter, Youtube, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices.</li> <li>• Understanding of SEO and web traffic metrics.</li> <li>• Good understanding of social media KPIs.</li> <li>• Critical thinker and problem-solving skills.</li> <li>• Experience working with Government awareness campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>• Managing end-to-end IEC. Campaigns in coordination with the Department.</li> <li>• Oversee all outreach activity for client - Campaign Management online and offline media including Print, Video, Social Media.</li> <li>• Drive the Social Media and other performance marketing functions for the Crowd-sourcing Initiative.</li> <li>• Experience in social media analytics.</li> <li>• Coordinate with the Implementing Agency, Content provider and Bihar Police on a regular basis for efficient management.</li> <li>• Cohesiveness, responsible for enhancing and conducting brand awareness campaigns/activities/public engagement activities.</li> <li>• Drive key initiatives for strengthening branding operations.</li> <li>• Citizen engagement.</li> <li>• Formulation of a social media Policy and a Social media Governing structure.</li> </ul>
2	Visual communication expert	<ul style="list-style-type: none"> <li>• Bachelor's degree in art, graphic design, marketing, film, visuals &amp; animation /Fine arts , BSc/BA in advertising.</li> <li>• Excellent working knowledge of software such as Photoshop, Illustrator, Adobe Suite, FCP etc.</li> <li>• A solid understanding of design, colors &amp; Brand positioning.</li> <li>• Brilliant interpersonal and communication skills.</li> <li>• Have an in-depth knowledge of brand development and</li> </ul>	<ul style="list-style-type: none"> <li>• Work with the brand guideline to produce new ideas for Department branding, promotional campaigns, and marketing communications.</li> <li>• Create and implement tailored marketing plans based on individual client requirements.</li> <li>• Direct brainstorming meetings and creative sessions.</li> <li>• Shape brand standards and create procedures to ensure all products are brand appropriate.</li> <li>• Develop exceptional and well-crafted copy that meets clients' requirements.</li> <li>• Ideate and create more Visuals aide.</li> <li>• Help in making creative Graphics, Brochure, PPT, GIFs and other collaterals.</li> </ul>

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Sr no.	Proposed Resource	Qualification/ Experience	Role & Responsibilities
		<ul style="list-style-type: none"> <li>multichannel marketing models.</li> <li>Must be a creative and strategic thinker.</li> <li>Minimum 5 yrs of working experience with Government awareness campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>Create Live films and help in developing animation videos</li> <li>Create Testimonial videos for Leadership and Stakeholders.</li> </ul>
3	Creative Content Writer	<ul style="list-style-type: none"> <li>Master's in journalism, Mass communication, English, Public Administration.</li> <li>Minimum 5 years of working as a content marketer for the government sector.</li> <li>Strong attention to detail and ability to multi-task projects and deliverables.</li> <li>Proven experience working under pressure to deliver high quality output in a short span of time.</li> <li>Excellent verbal and written communication skills.</li> </ul>	<ul style="list-style-type: none"> <li>Develop, write and deliver persuasive copy for the website, email marketing campaigns, videos, and blogs.</li> <li>Build and manage an editorial calendar; coordinate with other content crafters to ensure standards.</li> <li>Measure impact and perform analysis to improve KPIs.</li> <li>Handling Social Media Campaigns content.</li> <li>Capacity Building /E-learn content development.</li> <li>Communications Strategies.</li> <li>Developing IEC Campaigns.</li> <li>Content development,</li> <li>Media &amp; Communications Management.</li> </ul>

**(E) Evaluation criteria:**

The following evaluation criteria shall be used for technical scoring of the bidders-

Sl. No.	Evaluation criteria	Marks
<b>A</b>	<b>Company Profile</b>	<b>10</b>
	Average annual turnover of bidder from e-governance/ government consulting services from India operations in last 3 years viz. 2016-17, 2017-18 and 2018-19	
	<ul style="list-style-type: none"> <li>More than INR 20 Crore</li> </ul>	10
	<ul style="list-style-type: none"> <li>Between INR 10 Crore to 20 Crore</li> </ul>	5
<b>B</b>	<b>Experience in similar projects</b>	<b>35</b>
B.1	Experience of projects involving designing of strategy, social media management and analytics for government agencies in India -	
	<ul style="list-style-type: none"> <li>More than two (2) experiences with a minimum project value of INR 1 crore each during last five (5) years</li> </ul>	15

Sl. No.	Evaluation criteria	Marks
	<ul style="list-style-type: none"> <li>Two (2) experiences with a minimum project value of INR 1 crore each during last five (5) years</li> </ul>	10
B.2	Experience of two large projects on consultancy engagements with Law Enforcement Agencies in India in last 5 years with a minimum consulting fee of INR 2 crore – Five (5) marks per project	10
B.3	Experience of Cyber security projects with LEAs / Defence/ other Government entities in India in last 5 years with a minimum consulting fee of INR 1 crore – Two (2) marks per project	10
<b>C</b>	<b>Evaluation of Team Profiles</b>	<b>20</b>
C.1	Project Manager -	<b>10</b>
	<ul style="list-style-type: none"> <li>Experience of 7 to 10 years</li> </ul>	3
	<ul style="list-style-type: none"> <li>Experience of more than 10 years</li> </ul>	5
	<ul style="list-style-type: none"> <li>Relevant experience of 2 (Two) projects in the field of social media management</li> </ul>	3
	<ul style="list-style-type: none"> <li>Relevant experience of more than 2 (Two) projects in the field of social media management</li> </ul>	5
C.2	Visual communication expert--	<b>5</b>
	<ul style="list-style-type: none"> <li>Experience of 5 to 7 years</li> </ul>	3
	<ul style="list-style-type: none"> <li>Experience of more than 7 years</li> </ul>	5
C.3	Creative Content Writer--	<b>5</b>
	<ul style="list-style-type: none"> <li>Experience of 5 to 7 years</li> </ul>	3
	<ul style="list-style-type: none"> <li>Experience of more than 7 years</li> </ul>	5
<b>D</b>	<b>CMMi level Certification</b>	<b>5</b>
	<ul style="list-style-type: none"> <li>CMMi level 3</li> </ul>	3
	<ul style="list-style-type: none"> <li>CMMi level 5</li> </ul>	5

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Sl. No.	Evaluation criteria	Marks
E	<b>Technical Presentation by the bidder:</b>	<b>30</b>
E.1	• Understanding of the project	5
E.2	• Approach and Methodology -	
	○ Demonstration of understanding of the ecosystem of social media	10
	○ Demonstration made by the bidder using any tool to meet Bihar Police's requirements	10
E.3	• Project Plan	5
<b>Total marks</b>		<b>100</b>

***Note: The minimum score for the next stage of evaluation is 70%***

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