



MUMBAI METRO RAIL CORPORATION LIMITED

(A JV company of Govt. of India and Govt. of Maharashtra)

Hallmark Business Plaza, 8th Floor, Bandra (E)

Mumbai- 400 051. Website: <https://www.mmrcl.com/en>

Notice Inviting Tender

MMRCL e-Tendering portal: <https://www.tenderwizard.com/MMRC>

Mumbai Metro Rail Corporation Limited (MMRCL) invites open bids through e-Tendering portal from qualified & experienced firms engaged in Social Media for providing **“Social Media related activities along with creation and publication of creative”**

For further details please refer e-Tendering portal: <https://www.tenderwizard.com/MMRC>

Any Corrigendum pertaining to this e-tender notice will be uploaded on MMRCL website - <https://www.mmrcl.com/en>

Date: 04.09.2020

Place: Mumbai

- Sd-

Executive Director (Planning)

MMRC

DETAILED e-TENDER NOTICE

MMRCL e-Tendering portal: <https://www.tenderwizard.com/MMRC>

1. Mumbai Metro Rail Corporation Ltd (MMRC) is a 50:50 Joint Venture Company of Government of India and Government of Maharashtra established for implementing Mumbai Metro Line-3 (Colaba-Bandra-SEEPZ).
2. MMRC executing construction of Colaba-Bandra-SEEPZ Metro 3 Corridor, which is most challenging in urban city, it will change the way Mumbaikar travels hence it is important to aware the citizens and media about the project details through proper dissemination information.
3. Project activities are in progress throughout the city, the activities have direct indirect impact on the citizen's life hence there is need to ensure that MMRC activities and its approach on the relevant aspects and project related and associated initiatives are projected in right spirit.
4. Digitally Signed & unconditional online offers are invited by Executive Director (Planning), Mumbai Metro Rail Corporation Ltd (MMRCL), from the qualified and experienced firms, who have provided services of similar nature and fulfilling conditions asunder:
5. Details of RFP:

Sr. No	Name of Work	Tender Processing Fee	Earnest Money Deposit (EMD)	Contract Period
1	2	3	4	5
A.	Appointment of "Social Media agency for providing Social Media related activities along with creation and publication of creative"	Rs.2, 000/- (Rupees Two Thousand Only Exclusive of GST) (Non-Refundable)	Rs. 10,000/- (Rupees Ten Thousand Only) (Refundable)	24 Months (extend by 12 month)

6. Online e-Tender Schedule:

Sr. No.	Tender Schedule	Bidder Schedule	Start Date & Time	End Date & Time
1.	RFP Authorization and Publishing	-----	04/09/2020 10:00 hrs.	04/09/2020 18:00 hrs.
2.	-----	RFP Document Download	04/09/2020 10:00 hrs.	24/09/2020 18:00 hrs.
3.	-----	Bid Preparation and Submission	04/09/2020 10:00 hrs.	24/09/2020 18:00 hrs.
4.	RFP Closing	-----	-	24/09/2020 18:00 hrs.
5.	Opening Envelope, A – Technical Bid	-----	-	25/09/2020
6.	Opening Envelope B – Financial Bid	-----	-	To be notify later

OTE: Due to Covid-19 pandemic issue no physical pre-bid meeting will be conducted, instead bidders can raise their queries through email on vaidehi.more@mmrcl.com or niti.tamse@mmrcl.com from 04.09.2020 to 24.09.2020

7. To be eligible the applicant entity should fulfill the following criteria:

- i. The entity should be registered firm in the field of Social Media services having single status or joint venture with not more than 2 firm is allowed.
- ii. The Annual average turnover for last 3 years should not be less than Rs. 1.0 crores
- iii. The Bidder must have experience at least 5 yrs. experience in field of Social Media management and online digital media management and must have successfully provided Social Media services to Govt. organisations, PSU or autonomous entity of 3 different contracts of minimum 1 year. The competent authority of this office has full power/authority to take into account the past performance, reputation, suitability/capabilities of execution of work before awarding the contract.
- iv. The agency should have individual experts currently working with the agency and should have minimum of 5 years of experience in relevant field.
- v. Should not be blacklisted/ terminated/ indulged in any kind of corruption.
- vi. Agency should have the capabilities to produce content and social media creative highlighting the project benefits, achievements, technology etc.

- vii. Agency should engage minimum 3 resources for providing the social services to MMRC i.e. Social Media Account Manager, Content Writer & Graphic Designer (Appendix -1)
 - viii. Agency resources has to report to MMRC office as & when required.
 - ix. The Agency should be registered with the concerned tax authorities such as TIN/TAN, PAN, Goods & Service Tax as applicable from time to time and other authorities, copy of certificate to be submitted along with Technical bid.
 - x. Agency should be a private, public limited company with facility setup in Mumbai.
8. To participate in MMRC e-tendering, prior to submitting any document applicant is required to follow steps below:
- a. Bidders should have valid class 3 Digital Signature Certificate (DSC) having Signing Certificates obtained from any Certifying Authorities empanelled by Controller of Certifying Authorities India.
 - b. Bidders who are participating in e-tendering for the first time shall have to obtain User ID & password from the above-mentioned portal.
 - c. Tender Document and Supporting documents can be downloaded for reference purpose from the e-Tendering Portal of MMRCL (www.tenderwizard.com/MMRC) during the period mentioned in the tender notice. Interested Bidders have to make online payment of Rs.2,000/- (Rupees Two Thousand only) exclusive of GST (non-refundable) as Tender Fee using online payment gateway during bid preparation. Tender Fee receipt can be system generated during bid preparation by the bidder.
 - d. Tender Fee receipt must be uploaded during bid preparation by the bidder.
 - e. The tenders shall be received online on above mentioned MMRCL official e-Tendering portal.
 - f. Validity period of the offer of the tender will be **120** days from the date of opening of the financial bid of the tender.

- g. The lowest bidder will have to submit the rate analysis of all major items if called for.
- h. Bidder should upload scanned attested photocopies of all documents on above mentioned MMRCL official E-Tendering portal & produce in original on request by MMRCL at any stage from e-Tender opening.
- i. A statement showing names of partners, Directors, etc. of the firm with complete address of each should be uploaded to above mentioned MMRCL official e-Tendering portal and authorized person on behalf of firm should sign e-tender using digital signature certificate.
- j. The acceptance of tender will be intimated by email or otherwise by the authority competent to accept the tender or by the higher Authority of MMRCL, to the contractor, which shall be deemed to be an intimation of the tender.
- k. Successful bidder shall have to submit signed copy of tender manually to the department.
- j. MMRCL reserves the right to verify financial transaction of contractor in his Bank/ Financial Institutions. Contractor should give authority to that effect along with his accounts number and Bank/ Financial institution name & address. Any changes / modification may be communicated to MMRCL immediately.
- l. If there is any amendment in the tender the same shall be published on following MMRCL's official e-Tender portals / website: -
MMRCL Portal:
<http://www.tenderwizard.com/MMRC>
MMRCL Website:
<https://www.mmrcl.com/en>
- m. In case of any queries, Bidders may contact MMRCL's e-tendering service desk at <http://www.tenderwizard.com/MMRC> on any working day from 9 a.m. to 6 p.m. (Phone No. **7666563870/8040482100** or at twhelpdesk358@gmail.com the address given.
- n. The tender documents can be downloaded only online from aforesaid website, within aforesaid date.
- o. The bidder should have to submit their appropriate bids online, well in advance within aforesaid date & time. The scan copy of EMD receipt

and tender fees receipt should be submitted online along with the bid.

- p. The Technical Bid will be opened online on **25.09.2020 at 15.00 Hrs.** and thereafter successful bidder will be allowed to participate in Financial Bid which will be opened later and the same will be intimated to successful bidder on completion of Technical Evaluation.
- q. MMRCL will not be responsible for non-submission of bid due to any website or internet related problems.
- r. The undersigned reserves the right to cancel the tender at any time without assigning any reason.
- s. MMRCL reserves the right to accept or reject or cancel any tender or relax any part of the tender offer without assigning any reasons thereof.
- t. In case of any discrepancy decision of **Executive Director (Planning) is final and binding on the bidder.**

Date:04.09.2020

- Sd-

Place: Mumbai

Executive Director (Planning)

MMRC