

# **EXPRESSION OF INTEREST (EoI)**

**FOR**

**ENGAGEMENT OF AGENCIES FOR FORMULATION OF STRATEGY,  
DESIGN, CONTENT DEVELOPMENT, PUBLICATION AND  
MANAGEMENT OF SOCIAL MEDIA / GRIEVENCE CELL /  
DEVELOPMENT OF PR COMMUNICATION MATERIAL FOR ONGOING  
SCHEMES AND ACTIVITIES ON YEARLY RETAINERSHIP BASIS**

**Housing and Urban Development Department  
Government of Jammu & Kashmir**

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**OFFICE OF THE COMMISSIONER/ SECRETARY, HOUSING & URBAN DEVELOPMENT,  
GOVERNMENT OF JAMMU & KASHMIR, CIVIL SECRETERIAT, SRINAGAR.  
Telephone No:0194-2506047 (Sgr), 0191- 2569126 (Jmu); e-Mail :jdp.hud@gmail.com**



**HOUSING & URBAN DEVELOPMENT DEPARTMENT**  
**GOVERNMENT OF JAMMU AND KASHMIR**  
**Civil Secretariat, Srinagar/Jammu**

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**EXPRESSION OF INTEREST (EoI) FOR ENGAGEMENT OF AGENCIES FOR FORMULATION OF STRATEGY, DESIGN, CONTENT DEVELOPMENT, PUBLICATION AND MANAGEMENT OF SOCIAL MEDIA / GRIEVANCE CELL / DEVELOPMENT OF PR COMMUNICATION MATERIAL FOR ONGOING SCHEMES AND ACTIVITIES ON YEARLY RETAINERSHIP BASIS.**

Expression of Interest through e-tendering mode is invited from eligible reputed organizations for undertaking public communication activities (PRA) for various departmental schemes in J&K State under the auspices of Housing and Urban Development Department, Government of Jammu & Kashmir. The detailed EoI shall be downloaded from the website [www.jktenders.gov.in](http://www.jktenders.gov.in) or from the department's website [www.jkhudd.gov.in](http://www.jkhudd.gov.in)

The Organizations shall upload the complete EoI on the e-procurement portal ([jktenders.gov.in](http://jktenders.gov.in)) using their DSCs address to the bid inviting officer on or before the stipulated date and time as detailed below.

S.No	Event / Item Description	Ref No.	Date
1	Bid Identification Number	e-NIT No. 04 of 2017-18	26.10.2017
2	Availability of BID document on the portal		From 26.10.2017
3	Date and Time of Submission of EoI online		Upto 25.11. 2017 17:00 hrs
4	Date and Time for Submission of Hardcopy of EoI		Upto 27.11.2017 17:00 hrs
5	Date and Place of Opening of EoI	Office of Commissioner / Secretary Housing and Urban Development Department, Civil Secretariat, Jammu. Date of opening of bids will be notified separately.	

The bidder is also required to submit the proposal in a sealed envelope, complete in all respects, clearly marked on the envelope "**PROPOSAL FOR FORMULATION OF STRATEGY, DESIGN, CONTENT DEVELOPMENT, PUBLICATION AND MANAGEMENT OF SOCIAL MEDIA / GRIEVANCE CELL / DEVELOPMENT OF PR COMMUNICATION MATERIAL FOR ONGOING SCHEMES AND ACTIVITIES ON YEARLY RETAINERSHIP BASIS**" by Registered Post only in the office of Commissioner/Secretary, Housing & Urban Development Department, Civil Secretariat, Srinagar not later than two working days after the submission of the bid online failing which the bid shall be declared non-responsive. The undersigned will not be responsible for any postal delay while receiving the EoI at this end.

In case the bid opening date is declared a holiday; the bid shall be opened on the next working day at the same time and venue.

The authority reserves the right to cancel all or any part of the EoI without assigning any reason thereof.

Sd/-  
Commissioner / Secretary,  
Housing and Urban Development Department, J&K

No. HUD/PLAN/ 86 /2017/CSS

Dated: 26.10.2017

In case of any queries and clarification, please contact:

Joint Director (P&S)

Housing and Urban Development Department,

Civil Secretariat, Jammu.

Tele-Fax: 0191-2569126, Email: [jdp.hud@gmail.com](mailto:jdp.hud@gmail.com)

## 1. INTRODUCTION:

The policies of Housing & Urban Development have come a long way since 1950. The increasing pressure on urban population and lack of Housing and Basic services is very much evident. This compounds with migration of people from rural areas. The cities have now become engine of economic growth; therefore, Urban Development has assumed utmost importance. As per the census 2011, the urban population is roughly 27% and continually increasing at rapid pace which has increased to 35.66 % over last 10 years.

The Housing and Urban Development Department administers the following six sectors for Urban Governance and development: -

1. Urban Development
2. Housing
3. Poverty Alleviation
4. Dal Development
5. Sewerage
6. Drainage

The Department has taken major initiatives in e-governance applications. Some of the citizen based services such as Building Permission, Registration of Deaths and Births, Public Grievance Redressal, Payment of utility Bills etc has been put in public domain through online system. The Department has also resorted to e-tendering to ensure transparency in award of contracts. Efforts are on to bring other citizen based services under the e-governance programme.

In addition to this, Housing & Urban Development Department is implementing various Centrally Sponsored Schemes(CSS) and flagship programmes of Govt. of India for creation of Housing Stocks, Up-Gradation of existing urban Infrastructure facilities and development of Low Cost Building Techniques which lay thrust on basic infrastructure related to Sanitation, Sewerage and Drainage, Urban Transport and Urban Governance.

### **1.1. Atal Mission for Rejuvenation and Urban Transformation (AMRUT)**

- AMRUT was launched in the year 2015 & Mission will be implemented over five years 2015-2020.
- Thrust area under AMRUT mission are:
  - Water Supply
  - Sewerage facilities and Septage management
  - Storm water drains to reduce flooding,
  - Pedestrian, non-motorized and public transport facilities, parking spaces, and
  - Enhancing amenity value of cities by creating and upgrading green spaces, parks and recreation centres, especially for children.
- Based on the population criteria, 4 cities/towns namely Srinagar, Anantnag, Jammu and Leh were initially approved by GoI under the AMRUT mission. On the request of Government of J&K, Govt. of India also approved the inclusion of Kargil Town into the Mission in 2016.
- A total of 59 projects have been approved under AMRUT in J&K for all the 5 mission cities.

## **1.2 Swachh Bharat Mission**

- Swachh Bharat, launched on 2<sup>nd</sup> October, 2014 by the Government of India, aims to accomplish various goals and fulfills the vision and mission of “Clean India” by 2<sup>nd</sup> of October, 2019 which is 150<sup>th</sup> birth anniversary of Mahatma Gandhi.
- Swachh Bharat Mission is being implemented by the Ministry of Housing and Urban Affairs (M/o HUA) and by the Ministry of Drinking Water and Sanitation (M/o DWS), Govt. of India for urban and rural areas respectively.
- The Housing and Urban Development Department, Govt. of Jammu and Kashmir is the State Nodal agency for implementation of the Swachh Bharat Mission (Urban) in J&K.
- The Mission has the following components: -
  - Individual Household Toilets
  - Community Toilets
  - Public Toilets
  - Solid Waste Management
  - IEC & Public Awareness
  - Capacity building and A&OE
- The aim of the Mission is elimination of open defecation, converting insanitary toilets into pour flush toilets, eradicating manual scavenging, complete disposal and reuse of solid and liquid wastes, bringing behavioural changes among people and motivate health practices, spreading cleanliness awareness among people, strengthening the cleanliness systems in the urban and rural areas as well as creating user friendly environment for all private sectors interested for investing in India for cleanliness & maintenance.

## **1.3 Prime Minister Awaas Yojana - Housing for All (Urban)**

- The scheme is under implementation in State since June 2015 with following achievements and proposals:
- The housing demand as per survey shall be addressed before Mission period i.e. upto 2022 through following four verticals:
  - Slum Redevelopment
  - Credit Linked Subsidy
  - Affordable Housing in Partnership
  - Beneficiary Led Construction
- Our state comprises of 80 cities/towns (02 Municipal Corporations, 06 Municipal Councils and 72 Municipal Committees) out of which 25 towns have been approved in phase I and remaining 55 towns in phase II.

## **1.4 Smart City Mission**

- Two smart cities viz. Jammu & Srinagar have been selected in Smart City Challenge II Round III, by the Ministry of Urban Development, GoI on 28th June 2017.
- Smart city proposals of both the cities have been prepared by the state with active participation of public through different on / offline mode as well as line departments and stand submitted to the Ministry after the approval of the state high power committee
- State has already constituted 2 committees viz state level advisory committee and Special Purposes Vehicles (SPVs) for implementation of smart city development projects.

## **1.5 Deen Dayal Antyodaya Yojana-National Urban Livelihood Mission (DAY-NULM)**

- Swaran Jayanti Shahri Rozgar Yojana (SJSRY) Scheme was a Centrally Sponsored Scheme launched in the state from 1997-98. The scheme had been restructured as National Urban Livelihood Mission (NULM) on 14-August-2014. DAY-NULM was implemented by District Urban Development Agencies in all district headquarters initially. In 2016-17, 19 more statutory towns were included for implementation of this scheme. As of now, DAY-NULM is being implemented in all towns of the state.
- There are 6 components in the scheme i.e.
  - Self-Employment Programme
  - Social Mobilization & Institutional Development,
  - Employment Through Skill Training & Placement,
  - Shelter for Urban Homeless,
  - Survey for Urban Street Vendors
  - Innovative and Special Projects.

## **2. GOALS AND OBJECTIVES:**

- a) To promote various departmental schemes and other developmental programmes on regular basis.
- b) To highlight the development initiatives taken by the Housing and Urban Development Department, Jammu and Kashmir in implementing various state and center schemes for people of Jammu and Kashmir and to encourage the people and youth participation in the initiatives across the state.
- c) To create a brand imagery for the department on various public information platforms like social media as well on the public forums, electronic and print media.
- d) To widen the Ministry's reach among different communities on above said platforms.
- e) To communicate with citizens via above platforms about existing programs, new policies, initiatives, opportunities and benefits for the people.
- f) To raise awareness about the latest meetings, events and conferences etc.
- g) To create a simple and user-friendly system for exchanging ideas and feedback / grievance management.
- h) To allay apprehensions, misconceptions if any, prevailing amongst people

## **3. SCOPE OF WORK:**

**2.1 Strategy Formulation;**

**2.2 Development of Content;**

**2.3 Publication or Hosting of Content;**

**2.4 Generate Buzz about the Ministry and Department;**

**2.5 Response / Feedback Management System via setup and management of Grievance Cell;**

**2.6 Reporting.**

## **2.1 Strategy Formulation**

- 2.1.1** To support Department in **strategy formation for content development, its hosting / publication and management** of communication material for various schemes and activities for the public information through various media like Social media platforms like Facebook, twitter, Instagram, YouTube, website, electronic media and print media.
- 2.1.2** To inform, aware, motivate, educate and persuade people to realize their roles and responsibilities, and take benefits from various schemes.
- 2.1.3** Through a strategy the Agency would need to identify the possible creative routes, taglines and strategic platforms for strengthening the positioning of Schemes and activities and seriousness of the Department in implementation of these programmes.

## **2.2 Development of Content**

**2.2.1** Agency will also undertake development of various contents on regular basis for social media, website, electronic and print media which will be text-rich, creative-rich, engaging and factually correct as well as publicity and promotional material on a regular basis which will be circulated, published and distributed to people, including the list below:

- 2.2.1.1 Creatives for Schemes promotion**
- 2.2.1.2 Creatives for Infographics of Schemes progress status**
- 2.2.1.3 Articles for blog / online publication**
- 2.2.1.4 Creatives banners for Bill boards**
- 2.2.1.5 Brochures / Pamphlets / fliers(designs only)**
- 2.2.1.6 Creatives for Standees and posters**
- 2.2.1.7 Newsletter Design for printing and emailers**
- 2.2.1.8 Video and Audio bites for any scheme related event or presentation interview for TV / Radio a or YouTube publication**
- 2.2.1.9 Department's event reports related to the above said schemes / other developmental activities in the form of presentation or print ready for publication, distribution and submission to concerned departments**
- 2.2.1.10 Concerned Minister's activity reporting for above said schemes in presentation or printable format**
- 2.2.1.11 Live coverage of event(s) on Social Media, at department's request.**
- 2.2.1.12 Creatives and content for Facebook, twitter, Instagram and YouTube**

## **2.3 Publication or Hosting of Content**

- 2.3.1** The contents developed as per para 2.2.1 shall be published at different social media platforms like Facebook, twitter, Instagram, YouTube, website(content to be provided from digital library to web management team)and supply the creatives as per para 2.2.1 to the department for indoor and outdoor publicity and distribution as per their requirement.
- 2.3.2** The populating (online publishing) and updating the content as and when required basis. The frequency of information will be on a continuous and on regular basis.

- 2.3.3 The Agency should host the content in such a way that it encourages users to express their thoughts and feedback.
- 2.3.4 The agency shall provide live coverage of event(s) on Social Media, at department's request, on a notice period of at-least 2 to 3 days, such that there is at-least 20% to 30% of the coverage on the same day itself, remaining (if any) on the day after, across all applicable social media sites as per contract. It is understood that live event coverage of several hours may translate as one or more posts on the social media; with text, snapshot or few minutes video of actual coverage (per post), as opposed to several hours captured in practice. Such event may not exceed 4 Press Releases and one Annual event.
- 2.3.5 The Agency should also ensure that content developed do no restrict accessibility on mobile devices.
- 2.3.6 The Agency should maintain an **Digital / Online Library** of the approved contents for future retrieval and access.

#### **2.4 Generate Buzz about the Ministry and Department Schemes, its progress and status for the public information**

- 2.4.1 The content should be developed around the various schemes and its progress and status of such schemes to create a buzz in the public and encourage the public support and cooperation.
- 2.4.2 Send the e-newsletter every month to public with the summary of all the activities published on the various media on monthly basis.

#### **2.5 Response Management System: Creation, Setup and Management of Grievance Cell for Feedback and Response Management**

- 2.5.1 Online Grievance Portal shall be provided and managed by Agency which will take account of the comments / queries / feedback / complaints collected from Social Media platforms, emails or through SMS on Department allotted mobile number.
- 2.5.2 Feedback, messages and any other communication received from visitors through Grievance Cell shall be forwarded to the officials concerned directly within 48 hours.
- 2.5.3 A ticket number to be provided to the concerned complainant and issue to be escalated to the concern division of the department for the status of the complaint.
- 2.5.4 Post reply from the department, complainant shall be updated via ticket in Online Grievance System or email / SMS.

#### **2.6 Reporting**

- 2.6.1 The reporting of the entire activity should be submitted to the department on monthly basis and optionally can be updated using the appropriate Customer Relationship Management(Optional) to track public sentiment
- 2.6.2 Overall trends on the various digital/ electronic / print to be reported in acceptable format
- 2.6.3 Submit monthly reports in various formats like graphs / Presentation or printable format to be accepted

Additionally, the bidder needs to provide the following: -

The bidder should assign one officer as Agency Single Point of Contact (ASPOC), with minimum qualification of B.E./B.Tech/MBA/MCA/MCOM and a minimum relevant experience of two years

in social media, dedicatedly for this assignment and shall be required to be present at the HUDD office as and when desired by Department.

The bidder should arrange their own Laptops/Computers, software, internet etc. Department would provide only space, furniture, electricity and accommodation for operations.

The department will also assign one Information Officer as Department Single Point of Contact (DSPOC) who will work in liaison with the ASPOC for any information or grievance feedback inputs from time to time.

#### 4. TIMELINES AND DELIVERABLES:

- 4.1. The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at time T(Issuance of Work Order).

S. No	Deliverables	Time
1	Inception Report	T+10
2	Preparation & Submission of detailed plan of Action	T+20
3	Content creation and Development	Continuous work till end of the period
4	Updating, Maintenance, New content creation	Continuous work till end of the period
5	Progress Reports/MIS	First week of every Month

#### 5. RESPONSIBILITIES

S. No	Responsibilities of the Agency	Responsibilities of Department
1	All the points enumerated in scope of work	Provide all the timely information which is possible within the resources available at department disposal
2	Agency may advise to department on any new emerging trends or specific requirements to leverage social media promotion	Provide timely approval for constructive feedback for all the activities undertaken by the agency for social media promotion
3	Submit content and response analysis reports	Collect Reports
4	Manage entire social media efforts on regular basis and neutralize negative feedback	Provide timely information or response for helping in neutralizing negative feedback.

#### 6. ELIGIBILITY CRITERIA/ TERMS & CONDITIONS:

The agency intending to submit the EOI shall fulfill the following eligibility conditions:

- 6.1. The agency must be a registered organization with registrar of companies.
- 6.2. The agency shall have been in business for at least 3 years
- 6.3. The agency must have a local office or Branch office or Liaison office in J&K State.
- 6.4. Shall have an average annual turnover of Rs. 15 Lacs or above for the last three years.
- 6.5. The firm should not have been blacklisted by any Govt. department (supported by an affidavit).
- 6.6. The bid document must be accompanied by bid document fee of Rs. 5000 (non-refundable) in the shape of DD favoring Joint Director (P&S), Housing & Urban Development Department, J&K payable at Jammu.



- 6.7. The bid must be accompanied by an Earnest Money Deposit (EMD) of Rs.100,000/- (Rupees One Lac) only in shape of CDR/FDR only favoring Joint Director (P&S), Housing & Urban Development Department, J&K payable at Jammu.
- 6.8. After selection of the suitable firm, the amount of EMD shall be refunded to the unsuccessful Bidder(s). The EMD of the successful Bidder shall be retained by the Authority till the completion of the assignment.
- 6.9. The selected bidder shall have to sign an MoU with the Department for conducting para 2.2.1 activities.

**7. EVALUATION METHODOLOGY:**

- 7.1. Strategy, concept and execution methodology presentation for the above said platforms(details also to be provided with the bid document)consists of 60 marks (refer Annexure A)
- 7.2. Technical Bid Format, refer Annexure B
- 7.3. Qualification & experience for 3 profiles of key technical personnel which consists of 20 marks. (CV are to be attached refer Annexure C)
- 7.4. Organizational Profile, expertise and any National or International Awards or accreditations which consists of 20 marks (refer Annexure D). More weightage shall be given to awarded company.

The criteria defined in Annexure A, B, C, D would be followed for evaluation of the proposals.

**8. TERMS OF PAYMENT:**

The payment will be made on quarterly basis as per rules. The payment will be made upon submission of an invoice backed by quarterly Progress Reports outlining the activities undertaken and areas covered with documentary proof like photographs, press cuttings etc.

**9. PENALTY CLAUSE:**

For non-performance, the following, all or any penalties may be imposed on the selected agency:

- i. Forfeiture of Bank Guarantee in case of any midway unilateral withdrawal from the assignment.
- ii. EMD will be forfeited in case of any midway unilateral withdrawal from the Bidding process.

**10. PERIOD OF THE ASSIGNMENT:**

The tenure of assignment / contract would be for a period of 12 months from the date of signing of agreement which may be extended, if any requirements are felt and subject to availability of funds with the department.

**11. PERFORMANCE SECURITY DEPOSIT:**

Performance security deposit of Rs. 2.00 Lacs in the form of bank guarantee shall be required to be deposited by the successful bidder. The security deposit shall be furnished by the bidder within one week from the date of issue of work order. Failure to do so within the stipulated period will make the bidder liable for cancellation of contract together with forfeiture of earnest money. Security deposit shall be valid till the end of the agreement.

**12. VALIDITY OF BID:**

The application Bid shall be valid for a period of 180 days from the last date of submission of EOI.

**13. WITHDRAWAL/AMENDMENT TO BID:**

At any time prior to the last date of receipt of Bids, the Department, may for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the EoI document by an amendment. In order to provide prospective Bidder reasonable time in which to take the amendment into account in preparing their Bids, the Department may at its discretion, extend the last date for receipt of Bids and/or make other changes in the requirements set for invitation to EoI.

The Department reserves the right to withdraw the EoI at any stage without any liability or any obligation for such withdrawal, without assigning any reason thereof.

**14. REJECTION OF APPLICATION/BID:**

The EOI / Bid submitted shall be liable to be rejected, if:

- i. It is not submitted online and hard copy is not received in proper sealed cover with superscription of name of the EOI(The envelope should bear the name & address of the sender).
- ii. It is not in prescribed format and not containing all required details/information/documents.
- iii. It is not properly signed.
- iv. It is received after the due date and time.
- v. Bid is received by telex, fax, telegram or e-mail.
- vi. Bid received without EMD and cost of the tender document.
- vii. Bid submitted under Joint ventures.

**15. THE AUTHORITY RESERVES THE RIGHT TO:**

- i. To reject any/all applications without assigning any reason thereof.
- ii. To relax or waive off any of the conditions stipulated in this document as deemed necessary in the best interest of the Authority.
- iii. To include any other items in the Scope of Work at any time after consultation in the pre-Bid meeting or otherwise during implementation of the mentioned scope of work.