

## **Notice inviting Proposals from Social Media Management entities for engagement with Haryana Police**

Haryana Police Department is seeking proposals for the services from qualified and experienced public relations and social media management service agencies or individuals who have the experience and domain expertise to manage and enhance our public relations and social media presence for engagement for a period of one year, extendable on the same terms & conditions by another year with mutual consent, with effect from the date of award of work. We invite such service provider to submit a proposal in response to this Request for Proposal (RFP) available at <https://haryanapolice.gov.in/login>

### **Background and overview:**

The Haryana Police Department is responsible for maintaining law and order, preventing and detecting crimes, and ensuring the safety and security of citizens in the state of Haryana. Effective communication with the public is crucial to fostering trust, transparency, and awareness of our activities and initiatives. To achieve this, we are seeking a social media management service agency or individual so qualified to handle our public relations and social media accounts and engage with the public effectively.

### **Scope of Work:**

The selected service provider will be expected to deploy himself/herself or at least one experienced resource person with Haryana Police, having the skills and experience to satisfactorily perform the following tasks:

- (a) Develop and implement a comprehensive Public Relations & social media strategy aligned with the objectives and goals of the Haryana Police Department.
- (b) Create and curate engaging content for public relations and various social media platforms, including but not limited to Print/Electronic media, Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- (c) Monitor print/electronic media & social media channels and promptly respond to posts, comments, messages, and inquiries from the public.
- (d) Provide regular reports and analysis of media/social media performance, including key metrics and insights.
- (e) Execute targeted advertising campaigns to reach specific demographics and maximize outreach.

- (f) Coordinate with various units of Haryana Police Department to ensure accurate and timely dissemination of information.

### **Proposal Submission**

Interested service providers must submit their proposals by [Submission Deadline]. The proposals should be sent to: [Contact Name] [Title] [Email Address] [Phone Number]. A hard copy may also be submitted in Room no 118, Haryana Police Headquarters, Sector 6, Panchkula.

The bid should be submitted in two parts. The first part - Technical bid - should contain all supporting documents to prove satisfaction of qualifying criteria along with the name, particulars and complete Biodata of the resource person(s) proposed to be deployed. The second part – Financial bid – shall contain the amount (all inclusive) the bidder proposes to charge for the services rendered per month including taxes.

### **Qualifying Criteria:-**

- i) The bidder must have expertise and experience in managing public relations & social media for proper performance of the assigned work as per the given Scope.
- ii) The bidder must have a minimum turnover of INR 1 Crore in the last financial year. There is no such condition of turnover for individual bidder.
- iii) The resource person(s) proposed by the bidder should have minimum 1 years' experience in managing social media.
- iv) Individual who has one year experience and domain expertise may also bid.

### **Evaluation Criteria:-**

Technical bid will be evaluated based on the qualifying criteria, and mainly the suitability of the resource person(s) proposed to be deployed by the bidder. The proposed resource person(s) will be called for interview and their suitability will be assessed taking into account the following criteria:-

- a) Experience and expertise in social media management and strategy.
- b) Understanding of law enforcement communication needs and challenges.
- c) Proposed approach and methodology.
- d) References from previous projects.

Financial bids of only those bidders will be opened whose resource person(s) are found suitable for the job. After opening of the financial bids, negotiations will be conducted as per the Government of Haryana policy vide DS&D Letter No. 14/29/2023-6FA, dated 26.05.2023

**Terms and Conditions:**

- The documents in support of claims regarding the criteria above should also be submitted along with the technical bid.
- The name, full particulars and complete Biodata of the resource person(s) proposed to be deployed should also be submitted.
- It is also clarified that the resource person of the social media management agency/individual engaged ensured by Haryana police shall not leave the engagement within the contract period without prior intimation and approval of the Director General of Police. Failure to do so will amount to material breach of contract and shall invite termination of contract without any notice.
- There will be sole discretion of DGP to reject any or all the bids without giving any reason.

**Details of Fee and EMD for Proposal is as under:-**

Sr. no.	Name of Work	Cost of Project	Earnest Money (EMD)	Cost of Tender document (Non Refundable) (in Rs.)	Time Limit
1.	Engagement of Social Media Management Agency for Haryana Police Department.	N .A.	10000/-	1000/-	The bid will be valid for 60 days from the last date of bid submission

Start date of Downloading and last date of Bid submission	<b>Start Date:- 21.01.2025</b>
Opening of Technical Bid	<b>Closing Date:- 10.02.2025</b>

Any corrigendum and addendum will be displayed only on websites <http://etenders.hry.nic.in>.