

Punjab State AIDS Control Society

(Department of Health & Family Welfare)

Level IV, Prayaas Building, Sector 38-B, Chandigarh,

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PSACS/Proc/2023-24/205

Dated: 08/11/2023

Chandigarh

M/s Mount Talent Consulting Pvt Ltd

A-51 Sector 16 Noida-201301

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Subject: Work order for Social Media Marketing Agency

This is with reference to the your rates quoted in PSACS tender for hiring of social media agency, you are hereby given order to work at the rate specified against the items and as per specifications and terms and conditions given as under:-

Name of work/Item	Total amount after discount including GST
Social Media Marketing	9,90,000

Performance Security Deposit (PSD):-

- You have to pay a security deposit of 5 % of the contract value in the form of demand draft (DD)/BG drawn on a Nationalized/Scheduled Bank in favor of "Project Director, Punjab State AIDS Control Society" payable at Chandigarh.
- PSD is valid for entire project tenure and plus 6 months extra in accordance with the terms and conditions of Contract.
- No interest amount payable on the Performance Security Deposit. Performance security can be forfeited, if the agency fails to perform of its obligations under the Contract, in the event of there being any claims or demands whatsoever whether liquidated or which may at any time be made or have been made on behalf of the PSACS for or against the successful Bidder under this Contract or against the PSACS in respect of this Contract which remain unpaid by the successful Bidder the PSACS shall, without prejudice to its other rights and remedies hereunder or in law, be entitled to call in, in cash and appropriate the relevant amounts from the Performance Security as damages for such default, or loss suffered on account of failure to perform its obligations or non-payment of dues, any demands or claims.

Monitoring & Supervision:-

- All Social media advertisements/Artworks/response published during the entire duration of the project will be done as per the KPIs with prior approval of the IEC & BTS division. Using Social media platform capabilities, solution provider will be checked randomly to ensure that the profiles which are joining the official pages belong to and represent real people. Strict action will be taken against the agency and penalty would be imposed upon it if found using fraudulent methods to boost fans/followers.

Work/Contract Period:-

- One year from the date of issuance of work order issued by Punjab State AIDS Control Society and accepted by the selected agency.
- Renewal of Project: After completion of one year contract, the project can be extended on performance basis with similar terms and conditions of tender between both the parties for another one year. In case of project renewal, order value will not exceed the current order awarded.

Channels of communication:-

- Agency will have direct communication with IEC/BTS Division for planning and execution of work through email/whatsapp.
- The Joint Director (IEC)/Joint Director (BTS) will be the contact person on behalf of the Society for the Agency or anyone representing the Agency.

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Payment and Penalty terms:-

- Monthly payment will be made to the agency at the end of each month on submission of invoice along with the monthly report of work carried out during the month subject to acceptance/review of the performance report based on KPI by IEC/BTS Division..
- GST, Taxes, and levies as applicable will be levied separately and the Society shall pay the same. However, the payment to the agency will be subject to statutory deduction of taxes or other levies, by whatever name called, at source. Society shall not be liable to pay any other fees or charges, etc. apart from what has been stated above.
- The original bills should be raised. The payment will be released after satisfactory receipt/ report from concerned division. **Work Order No., Date & GST No. 04AAAJP0147MIDG** of Punjab State AIDS Control Society and **PSBTC GST No. 04AAAJP0213A1DE** must be mentioned on the invoice.

Sub-Contracts

- No Sub Contracting shall be allowed for this project, if firm is found doing sub contract, action will be taken against firm and firm will be blacklisted for 3 years.

Data Confidentiality

- The Agency shall maintain full confidentiality of the data provided to it or data generated while providing services. Under no circumstances will the Agency divulge/reveal/share such data for the purpose other than for meeting the Society's requirements. Any violation of this confidentiality clause may result in instant termination of the contract and blacklisting of the Agency's services from the Society. The decision of the client shall be final in this regard and binding on the Agency.

Scope of work, Plan for IEC, PSACS & PSBTC will include with Penalty:

Sr. No.	Key Performance Indicators	Plan	% of Penalty on monthly basis
1	Ensuring the comprehensive maintenance of the official Facebook, Twitter, Instagram, and YouTube pages, as well as the websites for both PSACS and PSBTC. This encompasses the responsibility of posting content and updates, including visuals designed specifically for social media posts on each platform, namely Facebook, Twitter, and YouTube	Posts must get the maximum engagement in the form of reactions/comments and clicks. Total 40 thematic creative's. (Jpeg & GIF's). (20 IEC & 20 BTS). Minimum 20 creative's each for PSACS and PSBTC to be uploaded per month.	5% of the monthly emolument. (if not able to upload the 20 creative's per month)
2	Create a total of three info- graphics and three animated creative's for both PSACS and PSBTC, respectively per month Minimum 6 every month (fortnightly three)	Minimum of 6 info- graphics- 3 each for PSACS and PSBTC per month. Minimum of six animated creative's- 3 each for IEC PSACS & PSBTC per month (To be uploaded fortnightly)	3% of the monthly emolument. (if not able to upload the 12 creative's per month)
3	Content creation, including footage- based Audio Visual, for both PSACS and PSBTC	12 content creations per month 6 content creations produced fortnightly for both IEC PSACS and PSBTC	3% of the monthly emolument. (if not able to upload the 12 content creations per month)

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	Content creation customization with text & photograph based on PSACS and PSBTC inputs/updates. (Twitter, Facebook, Instagram & YouTube):	Shall be on IEC PSACS & PSBTC activities based.	1% of the monthly emoluments. (if the agency is not able to upload the content within 24 hours.)
5	The agency should increase reach and engagements on Social Media. (Twitter, Facebook, Instagram & YouTube)	The posts shall be shared across all platforms as per RFP document for at least 1,00,000 reach per month on all social media both for PSACS & PSBTC. (Monthly budget for Ad campaign on social media shall be bear by the agency.)	5% of the monthly emoluments or the cost of boosting for reach whichever is high will be deducted.
6	Promoting and boosting of social media accounts	Minimum 500-1000 new followers have to increase every month.	5% of the monthly emoluments
7	Giving a new look to the social media accounts every month	Based on different themes. Occasions : World AIDS Day National Youth Day World Blood Donor Day International Youth Day National Blood Donation Day Thalassemia Day campaign. Hemophilia Day campaign Voluntary Blood Donation Campaigns.	3% of the monthly emoluments
8	Planning calendar for content strategy for Social Media Channels	At the beginning of every month.	3% of the monthly emoluments
9	Share the Link (NACO /DGHS and other State posts)	Shared by NACO/DGHS & other SACS.	2% of the monthly emoluments
10	Sharing Stories & highlighting best practices	Every post to be put up on Story	3% of the monthly emoluments
11	Planning & Development of interesting series	Minimum Two per month (one each for PSACS & PSBTC)	1% of the monthly emoluments
12	Comment/Message Management : Keep a track of comments and conversations about the adopted social media platform.	Real Time	1% of the monthly emoluments
13	There is a spamming on Society's social networking site page, take action for blocking/deleting the spam and report the abuse is sue to the Society/social media platform immediately.	Real Time	5% of the monthly emoluments or Any damage cost whichever is high.
14	Contain any incident/occurrence/news against the Society from getting viral on Social Media.	The agency will protect the Society's rights on the created artworks/designs/creative while fulfilling its marketing obligations.	1% of the monthly emoluments
15	The vendor must post duly approved contents on the said social media and respond to any comments made by public on the official platform of the Society.	From the IEC/PSBTC of the Society.	3% of the monthly emoluments
16	Providing monthly performance reports and analytics on all activities in all accounts including analysis of reach, engagement, and impressions etc of organic and paid posts.	By 5 th of every month.	3% of the monthly emoluments

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17	All artworks/designs/creative's developed by the agency for SocialMedia Marketing/ Digital Marketing as per the Society's requirement will be owned by the Society and the agency shall submit these artworks/ designs/ creative's along with open/ raw files to Society whenever required by Society. The agency will not use this artworks/designs/creative for any other purpose without written approval from the Society.	The agency will maintain a transparent relationship with the Society, protecting the Society's rights to the created artworks/designs/creative's while fulfilling its marketing obligations.	2% of the monthly emoluments
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The payment will be made by the two different heads so the agency will have to raise the two bills separately as per the above KPIs laid for IEC PSACS & PSBTC. All other terms and conditions as per tender document accepted and quoted by you.

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Additional Project Director
Punjab State AIDS Control Society

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- CST Division
- Finance Division
- Store Division
- SI Division to upload on PSACS Website

Sumit
Additional Project Director
Punjab State AIDS Control Society

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