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(U.P. Government Undertaking)
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FOR

Social Media Campaign website Development and App Development for Director General or state Project Director Office

Bid REFERENCE

: UPLC/Software /2020-21/20-RT-01

E-tender Portal

: <http://etender.up.nic.in>

Critical Dates

SN	Particulars	Date	Time
1	Publishing Date	23 March 2021	06:55 PM
2	Bid Submission Start Date	23 March 2021	6:55 PM Onwards
3	Bid Submission End Date	05 April 2021	02:00 PM
4	Bid Opening Date	05 April 2021	02:30 PM

Place of Opening e-Bids

: UP Electronics Corporation Ltd

10-Ashok Marg,

Lucknow-226001

This Document Contains — 32 pages
Limited Tender

Index

SN	Contents	Page Nos
1	e-Bid Notice	3
2	SECTION I : Letter of Invitation	5
3	SECTION II: INSTRUCTIONS TO BIDDERS (ITB)	6
4	SECTION III: TERMS OF REFERENCE (TOR) AND SCOPE OF WORK	12-15
5	SECTION IV: BIDDER'S ELIGIBILITY CRITERIA	16
6	SECTION V : STANDARD TERMS AND CONDITIONS	17-24
7	SECTION VI: TECHNICAL PROPOSAL SUBMISSION FORM (Annexure I & II)	25-29
8	DECLARATION FOR PROPOSAL SUBMISSION FORM (Annexure III)	30
9	FINANCIAL PROPOSAL SUBMISSION FORM (Annexure IV)	31

e-Bid Notice

FOR

Social Media Campaign , website Development and App Development for Director General or state Project Director Office

Online e-bids are invited from experienced Service Providers, who are already empanelled with U.P. Electronics Corporation Limited under Job Category-I (Software Development) and Service Provider Category ("A","B" & "C") only for **Social Media Campaign , website Development and App Development for Director General or state Project Director Office**

The e-bids are invited from 23 March 2021 to 05 April 2021 and e-Bids shall be opened on the 05 April 2021 or afterwards. The details of submission of e-Bids are available in the e-Bid document uploaded on the *e-tender portal* <http://etender.up.nic.in>. The Corporation reserves the right to cancel any or all the e-Bids or annul the Bidding process without assigning any reason thereof.

Managing Director
U.P. Electronics Corporation Ltd.
10 Ashok Marg
Lucknow-226001

e-Bid Ref No: : **UPLC/Software /2020-21/20-RT-01**

Request for Proposal For

Social Media Campaign , website Development and App Development for Director General or state Project Director Office

The Information Technology (I.T.) Act, 2000 enacted by Government of India provides the necessary legal and regulatory frame work in which we will use IT in our daily lives. This law has created the right environment for the entry of the private entrepreneur and at the same time, defines the standards of services to the consumers and mainly to the rural masses.

U.P. Electronics Corporation Ltd (UPLC) is the nodal agency appointed by the Government of Uttar Pradesh to provide IT/ITES solutions to the departments. One of the main objectives of the State Government's IT effort is to provide speedy, transparent, accountable and efficient conduct of Government Systems and Delivery of Services. The Government of UP shall use Information Technology as a tool to reduce poverty. The Government is the largest service provider to the rural masses who are handicapped by the lack of information. The UPLC, being the nodal agency is committed to provide the necessary inventories for the spread of IT based education, healthcare, agriculture and allied information in the rural areas.

SERVICES PROVIDED BY THE UPLC:

- (i) To Provide IT Consultancy to Various State Government Establishments of Uttar Pradesh.
- (ii) To provide services as 'System Integrator' to Various State Government Establishments of Uttar Pradesh.
- (iii) To Provide Hardware Solutions with Installation, Commissioning and Warranty (ICW) to meet out the requirement of Various State Government Establishments of Uttar Pradesh.
- (iv) To Provide Software Solutions to cater to the requirement of Various State Government Establishments of Uttar Pradesh.
- (v) To Provide IT&ITES Solution on a turnkey basis suitable for end-to-end or partial functioning of State Government Establishments.
- (vi) To provide Computer Education and Training to the officials of various Government Departments/ Organizations/Institutions

SECTION I: Letter of Invitation

Through this Request for Proposal (RFP), it is intended to invite e-Bids for the selection of appropriate Software Agency/firm for the work **Social Media Campaign , website Development and App Development for Director General or state Project Director Office**

Bidders are advised to study the e-Bid document carefully.

1. Submission of e-Bids against this tender shall be deemed to have been done after careful study and examination of the procedures, terms and conditions of the e-Bid document with full understanding and its implications.
2. The Corporation may, at its own discretion, extend the date for submission of e-Bids. In such case all the rights and obligations of the Corporation and Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.
3. **Only those Service Providers who are empanelled in U.P. Electronics Corporation Ltd under the Job Category – I (Software Development) and Service Provider Category ("A", "B" & "C") vide e-bid reference no UPLC/ Software / Empanelment 014/2018-19 and UPLC/ Software / Empanelment 015/2019-20 and UPLC/ Software / Empanelment 016/2020-21 are eligible to participate in this Tender. e-Bids submitted by any other bidders will be treated as non responsive and will not be considered against this e-Bid.**
4. The e-Bid document is available on e-tender portal <http://etender.up.nic.in> and also on UPLC's website www.uplc.in. Interested Bidders May view, download the e-Bid document, seek clarification and submit these e-Bids online only on e-tender portal <http://etender.up.nic.in>, up to the date and time mentioned in the table below:-

e-Bid Reference No.	UPLC/Software /2020-21/20-RT-01
Purpose	<u>Social Media Campaign , website Development and App Development for Director General or state Project Director Office</u>
Date of Publication of e-Bid notice	23 March 2021 on e-tender portal http://etender.up.nic.in .
Last date for submission of e-Bids	05 April 2021 up to 02:00 P.M.
Site for submission of e-Bid	http://etender.up.nic.in
Web site address	www.uplc.in
e-mail address	uplcsoftware@gmail.com , md@uplc.in & uplciko@gmail.com
e-Bid Inviting Officer	Managing Director
Date of opening of e-Bids	05 April 2021 at 02:30 PM or afterwards
Venue of Opening of e-Bids	UP Electronics Corporation Ltd, 10, Ashok Marg, Lucknow-226001
Contact numbers	(0522) 2286808, 4130303, (Extn. 311)
Fax number	0522-2288583

5. UPLC reserves the right to cancel any or all the e-Bids or annul the e-Bid process without assigning any reason thereof.

6. All the required documents must be uploaded by the Bidders electronically in the PDF format. It is suggested that the PDF Files should be made in grayscale using the minimum readable appropriate resolution so that the size of the files is minimized for fast uploading on the e-Bid portal <http://etender.up.nic.in>. The required electronic documents for each document label of Technical (Fee details, Annexure etc) schedules/packets can be clubbed together to make single different files for each label. The size of single label file should not exceed 15-20 MB size.

SECTION II: INSTRUCTIONS TO BIDDERS (ITB)

1. DEFINITIONS

In this Contract, the following terms shall be interpreted:

- a. "The Software Company/Firm" means only those Software Firms/Companies who are empanelled in U.P. Electronics Corporation Ltd as Service Provides vides e-bid reference no, UPLC/ Software / Empanelment 014/2018-19. And UPLC/ Software / Empanelment 015/2019-20 and UPLC/ Software / Empanelment 016/2020-21 .
- b. "e-Bid" means the Technical proposal and the financial proposal.
- c. "Instructions to Bidders" means the document which provides interested Bidders with all information needed to prepare their Bids. This document also details out the process for the selection of the Consultant for the work mentioned in this tender document.
- d. "Scope of work" (SOW) means Scope of work mentioned in Section III: Terms of Reference of the RFP which explains the objectives, Scope of work, activities, tasks to be performed, and expected results and deliverables of the assignment, respective responsibilities of the Purchaser and the Bidder.
- e. "The Contract rates" mean the charges for the various consultancy assignment payable to the Consultant under the Contract for the full and proper performance of its contractual obligations;
- f. "The Project Site", where applicable, means the sites or office of **state Project Director Office**
- g. Commission U.P "Services" means the Development and implementation of application Software services and other obligations of the Service provider covered under the Work Order/Contract;
- h. "Day" means a calendar day.
- i. The "End-Customer/Client Department" means the **Director General or state Project Director Office**

2. THE BIDDING DOCUMENT

1. Availability of e-Tender Document

This e-tender document is available on the e-tender portal <http://etender.up.nic.in> and UPLC's website www.uplc.in to enable the Bidders to view and download the Bidding document, submit their e-Bids online up to the last date and time mentioned in e-tender document only on e-Bid portal <http://etender.up.nic.in>.

2. Contents of e-Bid Document

The nature and types of various consultancy services required, Bidding procedure, terms and conditions etc. are prescribed in the e-bid document. The e-bid document includes:

- SECTION I : LETTER OF INVITATION
- SECTION II : INSTRUCTIONS TO BIDDERS (ITB)
- SECTION III : TERMS OF REFERENCE (TOR) AND SCOPE OF WORK
- SECTION IV : BIDDER'S ELIGIBILITY CRITERIA
- SECTION V : STANDARD TERMS AND CONDITIONS
- SECTION VI : TECHNICAL PROPOSAL SUBMISSION FORM (Annexure I & II)

- DECLARATION FOR PROPOSAL SUBMISSION FORM (Annexure III)
- FINANCIAL PROPOSAL SUBMISSION FORM (Annexure IV)

The Bidders are expected to examine all the instructions, forms, terms and conditions, requirements and qualifications in the e-tender documents. Failure to furnish all the information required as per the Bidding documents or submission of an e-Bid not responsive to the e-tender document in every respect will be at the Bidder's risk and May result in the rejection of his e-Bid.

3. Clarifications of e-Tender Documents

A prospective Bidder requiring any clarification of the e-tender documents may raise his point of clarification to UPLC's e-mail uplcsoftware@gmail.com, md@upcl.in or uplclko@gmail.com.

4. Amendment of e-Tender Document

At any time prior to the deadline for submission of eBids, the UPLC May, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the e-tender document by amendments. Such amendments shall be posted/ uploaded on the e-tender portal <http://etender.up.nic.in> through corrigendum and shall form an integral part of the eBid documents. The relevant clauses of the e-tender documents shall be treated as amended accordingly.

It shall be the sole responsibility of the prospective Bidders to check the e-tender portal <http://etender.up.nic.in> and www.uplc.in from time to time for any amendment in the e-Bid document. In case of failure to get the amendments, if any, the UPLC shall not be responsible for any negligence on part of the Bidder.

In order to allow prospective Bidders a reasonable time to take the amendment into account in preparing their e-Bids, UPLC at its discretion, May extend the deadline for the submission of e-Bids. Such extensions shall be posted/up-loaded on the e-tender portal <http://etender.up.nic.in>.

3. **PREPARATION & SUBMISSION OF e-Bids**

3.1 Documents Constituting the e-Bid

The e-Bids prepared by the Bidder shall comprise the following components:
e-Bids - e-Bids will comprise of:

- a) Technical proposal submission form – Annexure I , II & III
- b) Financial proposal submission form – Annexure IV

3.2 Documents Establishing Bidder's Qualification

The Bidder shall furnish, as part of Technical Proposal (Annexure I& II), documents establishing the qualification to perform the Contract. The documentary evidence in support of the information furnished should be submitted by the Bidder electronically in the PDF format. The Bidder's eligibility criteria and selection procedure are defined in Section IV of e-Tender document.

It is suggested that the PDF files should be made in grayscale using the minimum readable appropriate resolution so that the size of the files is minimized for fast uploading on the e-Bid portal.

4 Format and Signing of e-Bids

The Bidder shall prepare one electronic copy for the e-Bids.

Bidder or a person or persons duly authorized to bind the Bidder to the Contract. All the pages/documents of the e-Bid shall also be signed manually by the person authorized to sign the e-Bids before converting them into PDF and uploading them as bidding documents.

5 Submission of e-Bids

The e-Bid Submission module of e-tender portal <http://etender.up.nic.in> enables the Bidders to submit the e-Bid online against the e-tender published by the UPLC. Bid Submission can be done only from the Bid Submission start date and time till the e-Bid Submission end date and time given in the e-Bid. Bidders should start the Bid Submission process well in advance so that they can submit their e-Bid in time. The Bidders should submit their Bids considering the server time displayed in the e-tender portal. This server time is the time by which the Bid submission activity will be allowed till the permissible time on the last/end date of submission indicated in the e-tender schedule. Once the Bid submission date and time is over, the Bidders cannot submit their e-Bid. For delay in submission of e-Bids due to any reasons, the Bidders shall only be held responsible.

The Bidders have to follow the following instructions for submission of their e-Bids:

For participating in e-tender through the e-Bidding system, it is necessary for the Bidders to be the registered users of the e-tender portal <http://etender.up.nic.in>. For this, the Bidders have to register themselves by depositing a fee of Rs 6000/- (Rupees Six thousands only) in the office of U.P. Electronics Corporation Limited, 10, Ashok Marg, Lucknow-226 001 for getting a valid User ID and password and the required training/ assistance etc. on e-tender portal <http://etender.up.nic.in>. The Bidders May contact U.P. Electronics Corporation Limited at the contact details given in Section I of e-tender document.

In addition to the normal registration, the Bidder has to register with his/her Digital Signature Certificate (DSC) in the e-Bidding system and subsequently he/she will be allowed to carry out his/her e-Bids submission activities. Registering the Digital Signature Certificate (DSC) is a onetime activity till its validity. Before proceeding to register his/her DSC, the Bidder should first log on to the e-Bidding system using the User Login option on the home page with the Login Id and Password with which he/ she has registered as enumerated in the preceding paragraph above.

For successful registration of DSC on e-Procurement portal <http://etender.up.nic.in> the Bidder must ensure that he/she should possess Class-2/ Class-3 DSC issued by any one of certifying authorities approved by Controller of Certifying Authorities, Government of India. The Bidder May also apply to office of U.P. Electronics Corporation Limited, (UPLC) for getting DSC at the address given in the preceding paragraph above on a prescribed form available at UPLC's website www.uplc.in along with the payment of fee of Rs 1708/- per person, The Bidder is also advised to register his/her DSC on e-tender portal well in advance before Bid submission end date so that he/she should not face any difficulties while submitting his/her e-Bid against this e-tender. The Bidder can perform User Login registration/creation and DSC registration exercise as described in preceding paragraphs above even before e-Bid submission date starts. The UPLC shall not be held responsible if the Bidder tries to submit his/her e-Bids at the last

moment before end date of submission but could not submit due to DSC registration or any other technical problems.

The Bidder can search for active Bids through "Search Active Bids" link, select a Bid in which he/she is interested in and then move it to 'My Bids' folder using the options available in the e-Bid Submission menu. After selecting and viewing the Bid, for which the Bidder intends to e-Bid, from "My Bids" folder, the Bidder can place his/her Bid by clicking "Pay Offline" option available at the end of the view Bid details form. Before this, the Bidder should download the Bid document and study them carefully. The Bidder should keep all the documents ready as per the requirements of e-Bid document in the PDF format.

After clicking the 'Pay Offline' option, the Bidder will be redirected to the Terms and Conditions page. The Bidder should read the Terms & Conditions before proceeding to fill in the Processing Fee offline payment details. After entering and saving the Processing fee details, the Bidder should click "Encrypt & Upload" option given in the offline payment details form so that "Bid Document Preparation and Submission" window appears to upload the required documents Technical Proposal Submission Form etc (Annexure "I" to Annexure "IV") of this e-tender document. The details of the Demand Draft or any other accepted instrument which is to be physically sent in original before Bid submission and date and time, should tally with the details available in the scanned copy and the data entered during e-Bid submission time otherwise the e-Bid submitted will not be accepted.

Before uploading, the Bidder has to select the relevant Digital Signature Certificate. He May be prompted to enter the Digital Signature Certificate password, if necessary. For uploading, the Bidder should click "Browse" button against each document label in Technical schedules/packets and then upload the relevant PDF files already prepared and stored in the Bidder's computer. The required documents for each document label of Technical Schedules/packets can be clubbed together to make single different files for each label.

The Bidder should click "Encrypt" next for successfully encrypting and uploading of required documents. During the above process, the Bid documents are digitally signed using the DSC of the Bidder and then the documents are encrypted/locked electronically with the DSC's of the Bid openers to ensure that the Bid documents are protected, stored and opened by concerned Bid openers only.

After successful submission of e-Bids, a page giving the summary of e-Bid submission will be displayed confirming end of e-Bid submission process. The Bidder can take a printout of the Bid summary using the "Print" option available in the window as an acknowledgement for future reference.

6 Deadline for Submission of e-Bids

E-Bids must be submitted by the Bidders on e-tender portal <http://etender.up.nic.in>, not later than the date and time specified in this e-tender document.

The UPLC May extend this deadline for submission of e-Bids by amending the e-tender document in accordance with ITB Clause 4, in which case all rights and obligations of the UPLC and Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.

UPLC shall not consider any request for date-extension for e-Bid-submission on account of late downloading of e-tender (RFP) by any prospective Bidder. E-Bids should be uploaded on e-tender portal <http://etender.up.nic.in> on or before **02:00 P.M. of 05 April 2021**.

7 Late e-Bids

The server time indicated in the Bid Management window on the e-tender portal <http://etender.up.nic.in> will be the time by which the e-Bids submission activity will be allowed till the permissible date and time scheduled in the e-tender. Once the e-Bids submission date and time is over, the Bidder cannot submit his/ her Bid. Bidder has to start the e-Bid Submission well in advance so that the submission process passes off smoothly. The Bidder only, will be held responsible if his/ her e-Bids are not submitted in time due to any reasons.

8 Withdrawal and Resubmission of e-Bids

At any point of time, a Bidder can withdraw his/ her e-Bids submitted online before the e-Bids submission end date and time. For withdrawing, the Bidder should first log in using his/ her Login Id and Password and subsequently by his/ her Digital Signature Certificate on the e-procurement portal <http://etender.up.nic.in>. The Bidder should then select "My Bids" option in the Bid Submission menu. The page listing all the Bids submitted by the Bidder will be displayed. Click "View" to see the details of the Bid to be withdrawn. After selecting the "Bid Withdrawal" option, the Bidder has to click "Yes" to the message "Do you want to withdraw this Bid?" displayed in the Bid Information window for the selected Bid. The Bidder also has to enter the Bid Withdrawing reasons and upload the letter giving the reasons for withdrawing before clicking the "Submit" button. The Bidder has to confirm again by pressing "Ok" button before finally withdrawing his/ her selected Bid. Once the Bidder has withdrawn his /her Bid he/she cannot re-submit this Bid again.

The Bidder has to request the UPLC with a letter, attaching the proof of withdrawal and submission of e-Bids Processing Fee in the office of Managing Director, UPLC, to return back the e-Bids Processing Fee as per the procedure.

The Bidder can resubmit his/ her e-Bids as and when required till the Bid submission end date and time. The e-Bids submitted earlier will be replaced by the new one. The payment made by the Bidder earlier will be used for revised e-Bids and the new Bid submission summary generated after the successful submission of the revised e-Bids will be considered for evaluation purposes. For resubmission, the Bidder should first log in using his/ her Login ID and Password and subsequently by his/ her Digital Signature Certificate on the e-procurement portal <http://etender.up.nic.in>. The Bidder should then select "My Bids" option in the Bid Submission menu. The page listing all the Bids submitted by the Bidder will be displayed. Click "View" to see the details of the Bid to be resubmitted. After selecting the "Bid Resubmission" option, click "Encrypt & Upload" to upload the revised e-Bids documents by following the methodology provided in clauses 09 above.

The Bidders can submit their revised Bids as many times as possible by uploading their e-Bids documents within the scheduled date & time for submission of e-Bids.

No e-Bids can be resubmitted subsequently after the deadline for submission of e-Bids.

9 Receipt and Opening of e-Bids by the Purchaser

Bidders are advised to submit their e-bids in 'Two-Bid' system with Technical and Financial bids separately on e-tender portal.

Please note that prices should not be quoted in the Technical Bid. The Prices should be quoted in the Financial Bid only. On receipt on e-tender portal, the technical proposals will be opened first by the Committee members in the office of U.P. Electronics Corporation Ltd, Lucknow.

UPLC will open all e-Bids, in the presence of bidder's authorized representatives who choose to attend at **02:30 PM on 05 April 2021** at UP Electronics Corporation Ltd, 10 Ashok Marg, Lucknow-226001. The bidder's representatives who are present shall sign a register evidencing their attendance. In the event of the specified date of e-Bid opening being declared a holiday for the Purchaser, the e-Bids shall be opened at the appointed time and place on the next working day. The bidder's names and the presence and other details as the Purchaser at its discretion May consider appropriate, will be announced at the opening. The name of such bidders not meeting the qualification requirement shall be notified subsequently.

After evaluation of technical e-Bids, UPLC shall notify those bidders whose e-Bids were considered non-responsive to the Conditions of the Contract and not meeting the Qualification Requirements indicating that they did not technically qualify for selection as Consultant. UPLC will simultaneously notify the bidders, whose technical e-Bids were considered acceptable and they have been short listed for opening of their financial e-bids.

Scope of Work

7

सोशल मीडिया कैम्पेन-कॉन्सेप्ट नोट

निःशुल्क एवं अनिवार्य बाल शिक्षा का अधिकार अधिनियम- 2009 की संकल्पना के अनुरूप 6 से 14 आयु वर्ग के बच्चों को गुणवत्तापूर्ण प्रारम्भिक शिक्षा उपलब्ध कराये जाने के उद्देश्य से गत वर्षों से बेसिक शिक्षा विभाग/समग्र शिक्षा, उ0प्र0 द्वारा प्राथमिक एवं उच्च प्राथमिक स्तर पर संचालित शिक्षा प्रणाली का मिशन प्रेरणा के अन्तर्गत डिजिटलाइजेशन किया जा रहा है। इसके अन्तर्गत विभिन्न प्रकार के माड्यूल्स, जैसे- भौतिक परिवेश के सुदृढीकरण हेतु आपरेशन कायाकल्प, विभाग के समस्त स्टाफ, शिक्षकों एवं सभी प्रकार के कार्मिक सम्बन्धी अभिलेखों के लिए मानव सम्पदा एवं गुणवत्ता शिक्षा के लिए दीक्षा एप्प, बच्चों की त्रैमासिक परीक्षा, शिक्षकों एवं जनपदों में तैनात कार्मिकों का क्षमता संवर्धन आदि कार्य किये जा रहे हैं। किन्तु, जन-सहभागिता के बिना प्रारम्भिक शिक्षा के सर्वभौमिकरण के लक्ष्य को प्राप्त नहीं किया जा सकता।

वर्तमान परिदृश्य:-

जन-सहभागिता के लिए विभागीय योजनाओं को जन समुदाय तक पहुँचाने, जन सामान्य को जागरूक करने तथा शिक्षा के महत्व से जन समुदाय को अवगत कराने के उद्देश्य से अनेक ठोस कदम उठाये जा रहे हैं। इसके अन्तर्गत विभाग द्वारा मिशन प्रेरणा लक्ष्य और प्रेरणा सूची, आपरेशन कायाकल्प, दिव्यांग बच्चों के लिए संचालित समर्थ कार्यक्रम, आउट आफ स्कूल बच्चों के लिए संचालित शारदा कार्यक्रम, आदि विषयों पर अभिभावकों से अपील हेतु पोस्टर तथा लीफ-लेट छपवाकर बँटवाये गये। मिशन प्रेरणा की ई-पाठशाला के अन्तर्गत दूरदर्शन के प्राइमरी चैनल- दूरदर्शन, उत्तर प्रदेश, पर नियमित रूप से शैक्षिक कार्यक्रमों का प्रसारण किया जा रहा है। आकाशवाणी के प्राइमरी चैनल पर एक घण्टे का शैक्षिक कार्यक्रम तथा सामुदायिक जागरूकता एवं विद्यालय प्रबन्ध समिति के सदस्यों को अधिकारों के प्रति सजग करने हेतु "जनपहल रेडियो कार्यक्रम" प्रसारित किया जा रहा है। दीक्षा एप्प पर पाठ्यक्रम के प्रत्येक अध्याय के 4000 से अधिक वीडियो उपलब्ध कराये गये हैं। समय-समय पर समाचार पत्रों के माध्यम से विज्ञापन प्रसारित किये जा रहे हैं। मिशन प्रेरणा त्रैमासिक पत्रिका प्रकाशित कर समस्त जनपदों को वितरित की जा रही है। परिवहन निगम की बसों के माध्यम से बस ब्रांडिंग करते हुए 1500 बसों के द्वारा ग्रामीण अंचलों तक योजनाओं को प्रचारित प्रसारित किया गया। आउटरीच कार्यक्रम को बढ़ाने के लिए आशा बहुओं एवं ए0एन0एम0 द्वारा अपने क्षेत्र भ्रमण के दौरान ई-पाठशाला कार्यक्रम की जानकारी दूरस्थ क्षेत्र में रहने वाले अभिभावकों एवं बच्चों तक पहुँचाकर उन्हें कार्यक्रम से जुड़ने हेतु प्रेरित करने के लिए स्वास्थ्य विभाग से समन्वय स्थापित करते हुए दूरस्थ अंचलों में अभिभावकों एवं बच्चों तक संदेश पहुँचाये गये हैं। इन कार्यों को और अधिक व्यापक एवं जन-सुलभ बनाकर प्रदेश के प्रत्येक व्यक्ति तक पहुँचाने के उद्देश्य से एक वृहद नियोजित प्रयास की आवश्यकता है।

औचित्य :-

मा0 मुख्यमंत्री कार्यालय द्वारा शासनादेश संख्या-168/चौतीस-लो0शि0/05/2020 दिनांक 02.03.2020 के माध्यम से सभी विभागों को उनकी विभिन्न योजनाओं एवं उनसे होने वाले लाभ की जानकारी जन सामान्य तक पहुँचाने हेतु अन्य माध्यमों के अतिरिक्त सोशल मीडिया सेल का गठन करने तथा विभाग द्वारा जन कल्याण हेतु संचालित सभी योजनाओं एवं विभागीय उपलब्धियों को आमजन तक सुरुचिपूर्ण एवं बोधगम्य रूप से पहुँचाने हेतु वीडियो और ग्राफिक्स के माध्यम का अधिकतम प्रयोग सुनिश्चित करने हेतु निर्देशित किया गया है।

उक्त के दृष्टिगत सोशल मीडिया कैम्पेन हेतु कार्यदायी संस्था के रूप में एक डिजिटल एजेंसी को आबद्ध कर उसके माध्यम से विभिन्न मीडिया प्लेटफॉर्मस का उपयोग कर जन-जन

को बेसिक शिक्षा और उसके विविध कार्यक्रमों के प्रति भिन्न एवं जागरूक किया जाना तथा विभाग एवं सरकार की अच्छी छवि निर्मित किए जाने का प्रयास किया जाना है।

कार्यदायी संस्था के कार्य :-

आबद्ध कार्यदायी संस्था एवं विभाग के मध्य एक अनुबंध (MoU) संपादित किया जाएगा। तदनुसार कार्यदायी संस्था द्वारा मुख्य रूप से निम्नलिखित कार्य सम्पादित किए जायेंगे-

उक्त एजेंसी निम्न सभी सोशल मीडिया कार्यों का रूपरेखा एवं क्रियान्वन सुनिश्चित करेगी।

- **मानव संसाधन :-** कार्यदायी संस्था द्वारा एवं उच्च शैक्षिक अर्हताओं एवं कार्य अनुभव के आधार पर गुणवत्तापूर्ण मानव संसाधन का चयन करना होगा।
- **सोशल मीडिया प्रबंधन एवं रणनीति:-** सम्बन्धित एजेंसी द्वारा विभिन्न सोशल मीडिया प्लेटफॉर्मस जैसे- ट्विटर, फेसबुक, यू-ट्यूब, इंस्टाग्राम आदि पर विभाग के एकाउण्ट्स, हैंडिल्स/चौनल्स बनाना एवं उनका रख-रखाव करना तथा इन प्लेटफॉर्मस का नियमित रूप से लोकप्रियता के आधार पर संचालित रखना होगा। विभिन्न सोशल मीडिया प्लेटफॉर्मस के उपभोक्ताओं के शैक्षिक व सामाजिक पृष्ठभूमि का अध्ययन कर उनका वर्गीकरण करते हुए उनके रुचि और ज्ञान के अनुरूप कंटेंट तैयार करने की रणनीति बनानी होगी।
- **कंटेंट डिजाइन एवं डेवलपमेंट:-** उक्त रणनीति के अनुरूप सम्बन्धित कार्यदायी संस्था को कंटेंट का निर्माण करना होगा। कंटेंट विभिन्न प्रकार का हो सकता है, जैसे- ग्राफिक्स, कार्टून्स, स्मार्ट आर्ट, एनीमेशन, स्टोरी बोर्ड, विडियो, आडियो, लघु फिल्म, साक्षात्कार, न्यूज आदि, जिसमें मुख्य विषय विभाग की विभिन्न योजनाओं कार्यक्रमों एवं नीतियों पर आधारित होगा, जिन्हें प्रतिदिन अद्यतन करना होगा। उक्त के अनुसार संस्था कंटेंट डेवलप करेगी, साथ ही पूर्व निर्मित कंटेंट की समीक्षा कर उसे पुनर्निर्मित करना, कंटेंट में परिवर्तन तथा उसे मॉनिटर भी करेगी।
- **प्लानिंग वायरल कंटेंट:-** सम्बन्धित एजेंसी द्वारा निर्मित कंटेंट को इंटरनेट एवं विभिन्न सोशल मीडिया साइट पर वायरल कराया जायेगा, जिससे विभागीय योजनाओं एवं कार्यक्रमों को सोशल मीडिया प्लेटफॉर्म के माध्यम से प्रदेश के सुदूर क्षेत्रों तक पहुँच हो सकेगी एवं उसका रियल टाइम अनुश्रवण इटरनेट के माध्यम से किया जा सकेगा।
- **कम्यूनिकेशन एवं मीडिया आउटरीच स्ट्रेटजी :-** सम्बन्धित एजेंसी द्वारा विभिन्न सोशल मीडिया प्लेटफॉर्मस पर वायरल किए गए कंटेंटके प्रति प्राप्त होने वाली प्रतिक्रियाओं को सूचीबद्ध किया जाएगा तथा उसका विश्लेषण कर जन समुदाय की आशा, अपेक्षा एवं सुझावों को ध्यान में रखते हुए बेसिक शिक्षा विभाग के महत्वपूर्ण कार्यों एवं गतिविधियों को प्रभावी रूप से जन-समुदाय के मध्य पहुँचाने के लिए विभाग एवं समुदाय के मध्य एक कम्यूनिकेशन स्ट्रेटजी का निर्माण करना होगा।
- **एम्प्लीफिकेशन ऑफ सोशल मीडिया कैम्पेन:-** सम्बन्धित एजेंसी द्वारा इसकी परिकल्पना, रूपरेखा एवं क्रियान्वयन के अन्तर्गत नवाचारी गतिविधियों को सम्मिलित करते हुए विभाग का सोशल मीडिया प्लान तैयार किया जाना और उसे डिजिटल मार्केटिंग कम्यूनिकेशन एवं मैसेजिंग के रूप में विभिन्न डिजिटल एवं मोबाइल कैम्पेन में उपयोग किया जाना होगा।
- **ब्लॉगिंग/आर्टिकल्स :-** सम्बन्धित कार्यदायी संस्था नियमित अन्तराल पर नये विषयों पर ब्लॉग के रूप में लेख तथा निबंध प्रकाशित करेगी। साथ ही सम्बन्धित कार्यदायी संस्था विभागीय वेबसाइट व अन्य प्लेटफॉर्मस पर आर्टिकल्स भी अपडेट करेगी।
- **क्राइसेज कम्यूनिकेशन रणनीति का निर्माण :-** इसके अंतर्गत उन गतिविधियों एवं रणनीति को निर्धारित करना है, जो विभाग की छवि का सकारात्मक चित्रण एवं सूचनाओं का प्रसार करें। इसके लिए विभिन्न माध्यम, जैसे- वीडियो वैन या बस ब्रांडिंग, होर्डिंग्स, टी0वी0 चौनल्स, रेडियो, समाचार पत्र के लिए सकारात्मक संदेशों का निर्माण और उनका प्रचार-प्रसार करना होगा।

- **ओ0आरोएम0 (online Reputation Management) रणनीति:-** विभाग/सरकार की सकारात्मक छवि को निर्मित करने एवं उसे अक्षुण्ण बनाये रखने के लिए विभाग की अपनी जवाबी रणनीति होनी चाहिए। विपरीत स्थितियों एवं समय-समय पर आने वाली समस्याओं तथा विभागीय शिक्षकों/कर्मचारियों के बीच विभागीय योजनाओं के सम्बन्ध में किसी प्रकार का भ्रम उत्पन्न होने अथवा जनसमुदाय में कोई नकारात्मक संदेश प्रसारित होने की दशा में उक्त मैनेजमेण्ट के माध्यम से स्थिति का आकलन एवं अनुश्रवण करते हुए विभागीय उच्चाधिकारियों को वस्तु स्थिति से अवगत कराया जायेगा तथा उसका समुचित समाधान कराया जाएगा।
- **स्टोरेज ऑफ कंटेन्ट:-** रॉ-फुटेज/कन्टेन्ट/प्रोसेस्ड कंटेन्ट का स्टोरेज डिजिटल फॉर्मेट पर संग्रह किया जायेगा तथा संग्रहित सामग्री को विभाग के पास हार्डडिस्क में जमा कराया जायेगा।
- **डाटा सुरक्षा और फ्राड से बचाव:-** कार्यदायी संस्था की यह जिम्मेदारी होगी कि सुरक्षा के सभी नियमों का पालन किया जाये एवं डाटा को संरक्षित रखा जाये ताकि किसी भी गैर कानूनी गतिविधि से विभाग की छवि धूमिल न हो।
- **कार्य मूल्यांकन:-** प्रत्येक पखवाड़े में संस्था द्वारा अपने कार्यों का स्व-मूल्यांकन करते हुये अपनी आख्या विभाग को प्रेषित करनी होगी तथा विभाग की टिप्पणियों के आधार पर अपने कार्य में सुधार करते हुए क्रियान्वित किया जायेगा।
- **रिपोर्टिंग:-** संस्था के द्वारा प्रत्येक माह प्रगति की आख्या प्रेषित की जायेगी।

उक्त एजेंसी निम्न सभी टेक्निकल सर्विसेज पूर्व निर्धारित शर्तें एवं व्यय के अंतर्गत करेगी।

- **वेब डेवलपमेंट:-** सम्बन्धित कार्यदायी संस्था विभाग की वेबसाइट का डेवलपमेंट करेगी, वेबसाइट को आकर्षक और उपयोग करने में आसान बनाने के लिए यूजर इंटरफेस और अन्य विजुअल इमेजरी पर ध्यान देगी।
- **ऐप डेवलपमेंट:-** सम्बन्धित कार्यदायी संस्था विभागीय ऐप का डेवलपमेंट भी करेगी तथा ऐप को यूजर के लिए उपयोग करने में आसान बनाने के लिए यूजर इंटरफेस को बेहतर बनाएगी।
- **क्लाउड एवं सर्वर मैनेजमेंट :-** वर्चुलाइजेशन के माध्यम से सम्बन्धित कार्यदायी संस्था क्लाउड सर्वर को भी मैनेज करेगी तथा सर्वर नेटवर्क पर क्लाउंट के रूप में ज्ञात अन्य कंप्यूटरों को संसाधन, डाटा, सेवाएं तथा प्रोग्राम प्रदान करायेगी।
- **सर्च इंजन ऑप्टिमाइजेशन :-** सम्बन्धित कार्यदायी संस्था सर्च इंजन ऑप्टिमाइजेशन भी हैंडल करेगी, यह तकनीक वेबसाइट के वेबपेज को सर्च इंजन, जैसे- याहू तथा गूगल में टॉप पर लाने में सहायक साबित हो सकेगी।

निम्न सभी प्रकार की ऑडियो वीडियो फिल्मों का निर्माण डी०आ०वि०पि० द्वारा निर्धारित मानकों के अनुसार किया जायेगा।

- **डॉक्यूमेंट्री फिल्म:-** कलात्मकता, अभिनय और मनोरंजन के स्थान पर वृत्त के विषय और उद्देश्य पर अधिक ध्यान देते हुए सम्बन्धित कार्यदायी संस्था डॉक्यूमेंट्री फिल्म का निर्माण करेगी। इस ऑडियो विजुअल फॉर्मेट के माध्यम से सम्बन्धित कार्यदायी संस्था द्वारा प्रदेश में बेहतर हो रहे प्राथमिक शिक्षा के स्तर की कहानी यू-ट्यूब चौनल पर प्रकाशित कर लोगों तक पहुँचाया जा सकेगा।
- **एजुकेशनल फिल्म:-** सम्बन्धित कार्यदायी संस्था प्रदेश के लोगों तक आसानी से जुड़ने वाले किरदारों की सहायता से एजुकेशनल फिल्म बना कर यू-ट्यूब अथवा अन्य सोशल मीडिया प्लेटफॉर्म पर प्रकाशित करेगी।
- **डी एनीमेशन फिल्म :-** इन फिल्मों के माध्यम से बच्चों को पढ़ने के लिए प्रेरित करना आसान होगा। अतः सम्बन्धित कार्यदायी संस्था कार्टून किरदारों के माध्यम से इन फिल्मों का

निर्माण कर सोशल मीडिया पर भी प्रेषित कर लोगों के मध्य विभाग की लोकप्रियता बढ़ाने का काम करेगी।

- **स्टॉक फुटेज वीडियो :-** बेसिक शिक्षा विभाग में अब तक कराए गए विभिन्न शैक्षिक कार्यक्रमों तथा आयोजनों में ली गई तस्वीरों को विडियो फॉर्मेट में संकलित कर बैकग्राउंड कथन के साथ सम्बन्धित कार्यदायी संस्था द्वारा स्टॉक फुटेज वीडियो का निर्माण किया जाएगा। इसके माध्यम से बेसिक शिक्षा विभाग में हुए नए विकास के सकारात्मक चित्र को दर्शाया जा सकेगा।

उक्त एजेंसी निम्न सभी मीडिया कार्यों के रूपरेखा बनाने के लिए जिम्मेदार रहेगी एवं थर्ड पार्टी एजेंसीज से क्रियान्वन सुनिश्चित करेगी

- **आउटडोर मीडिया प्लान:-** सम्बन्धित कार्यदायी संस्था आउटडोर मीडिया हेतु रणनीति भी बनाएगी। इसके अंतर्गत समाचार पत्रों में प्रिंट ऐड, रेडियो में जिंगल आदि का निर्माण स्वयं कार्यदायी संस्था करेगी। इसके साथ ही, आउटडोर मीडिया के वेंडर्स से भी सम्बन्धित विभिन्न कार्यों को स्वयं देखेगी।
- **विज्ञापन गीत:-** सम्बन्धित कार्यदायी संस्था बेसिक शिक्षा विभाग के दृष्टिगत सरकार की विभिन्न नीतियों से सम्बन्धित 10 सेकन्ड से 2 मिनट तक लम्बे ऑडियो फॉर्मेट में जिंगल निर्मित कर आउटडोर एडवर्टाइजिंग के तहत रेडियो पर प्रसारित भी करवायेगी। इसमें स्वरचित गीत के माध्यम से नवीन शिक्षा नीति तथा अन्य सम्बन्धित जानकारियां भी प्रसारित की जा सकती हैं।
- **की-इन्फ्लूएंसर प्रोग्राम :-** इस प्रोग्राम का मुख्य उद्देश्य समाज को सबसे ज्यादा प्रभावित करने वाले लोगोसमुदायों से सम्पर्क कर उनको अपना मुख्य प्रवक्ता बनाना है। की-इन्फ्लूएंसर प्रोग्राम की परिकल्पना एवं रूपरेखा तैयार कर इस कार्यक्रम के लिए सामग्री का निर्माण करना तथा उसे विभिन्न सोशल मीडिया प्लेटफार्म, ब्लॉग, फोरम या विभिन्न सोशल चैनल्स वेब लिस्टिंग एवं डायरेक्ट्री आदि के माध्यम से क्रियान्वित किया जाना होगा।

SECTION IV: BIDDER'S ELIGIBILITY CRITERIA

- a. Only those bidders shall be eligible for bidding in this tender who are empanelled in UPLC under *Job Category-I (Software Development) and Service Provider Category ("A","B" & "C") only vide e-bid reference UPLC/ Software/Empanelment 013/2018-19 and UPLC/ Software / Empanelment 014/2018-19 and PLC/ Software / Empanelment 015/2019-20 and UPLC/ Software / Empanelment 016/2020-21 .*
- a) Bids should comprise of following sections:
- i) Technical Bid
 - ii) Financial Bid
- b) Both the bids must be submitted separately on e-tender portal <http://etender.up.nic.in>. Prices should not be quoted in the Technical Bid. The prices should be quoted in the Financial Bid only.
- c) **As per IT& Electronics Anubhag-2 G.O Ref-236/78-2-2018-42IT/2017(27), dated 16-Apr-2018, It is mandatory for the prospective bidder to register their digital signature on e-Procurement portal (etender.up.nic.in.) through U.P. Electronics Corporation Limited for participating in the tender. If bidder is already registered their digital signature on e-Procurement portal with UP Electronics Corporation Limited, then bidder must upload copy of registration slip in the technical bid of the tender, otherwise, their bid would not be considered.**
- d) The bidder should submit/upload the following documents as mentioned in SECTION VI (Annexure –I & II) of Technical Proposal Submission along with the followings for technical eligibility of the tender failing which your bid may be rejected:-
- (i) **Demo Screen Shots**
 - (ii) **Bidder Must have upload ISO Certificate**
 - (iii) **Strategy and Work Plan of completing the entire job work (as per scope of work)**
 - (iv) **Bidder should have executed one projects in relevant field for Central Govt. / state govt. / PSU**
 - (v) **Business Process Logic (Annexure –II)**
 - Functional Requirement Specifications
 - Software Architecture Diagram
 - Business Use Cases of Each Module Based on UML Diagrams
 - Sequence Diagram of Each Module Based on UML Diagrams
 - Collaboration Diagram of Each Module Based on UML Diagrams
 - Activity Diagram of Each Module Based on UML Diagrams
 - Deployment Diagram of Each Module Based on UML Diagrams
 - Proposed Hardware Requirement **(if required)**.
 - Proposed Development Technology

SECTION V – Standard Terms and Conditions

1. Prices

- 1.1 The total Prices (F.O.R. destination) quoted by the Service Provider should be F.O.R. destination and inclusive of all prevalent Taxes e.g. GST, Duties, License fees, etc till delivery , installation and implementation of application software and all the services to the end-customer.
- 1.2 If at any time during the said period, the Service Provider reduces the sale price, sells, or offers to sell such Services and goods to any person/organization, Central or State Government Departments etc as the case May be, at a price lower than the price chargeable under the contract, the Service Provider shall forthwith notify such reduction, or sale or offer to sell to the UP Electronics Corporation Ltd (UPLC) and the price payable under the contract for the supply of Services and material after the date of coming into force of such reduction or sale or offer to sell, shall stand correspondingly reduced.

2. Period of Validity of Offer

The offer shall remain valid for 150 days after the date of offer opening prescribed by UPLC. Any offer valid for a shorter period shall be rejected by UPLC as non-responsive.

3. UPLC's Centage Charges

UPLC's Centage Charges as per norms, would be added over and above the prices quoted by the Vendor/negotiated prices payable to the Service Provider, before submission of final proposal of UPLC to the end-customer, by UPLC.

4. Scope of Work

The Scope of Work shall be as per requirement of the end-customer, as mentioned in Section –III (Terms of Reference (TOR) And Scope of Work.

5. Time Schedule/Delivery Period

The supply or installation of Software and training as per schedule mentioned in Section-III and all other items and integrated Solution, if required in the project to the end-customer should be completed within the time specified by the end-customer/as per requirement of the project.

6. Submission of Offer

The Service Provider should submit their e-bid duly signed and stamped by the authorized Signatory on each and every page of the documents.

7. Evaluation of Offers

The Service Providers will upload their e-bid within stipulated time. The selection will be based on the proven competence of technically qualified bidder and lowest bid.

8. Changes in Technical Specifications

- 8.1 UPLC reserves the rights to effect changes within the general scope of work in consultation with the end-customer in any one or more of the following:
 - (a) technical specifications of the systems and Goods to be furnished under the scope of work are to be specifically designed and manufactured to meet the requirement of project for supply to end-customer; and the application software so developed on the required SW environment to meet the requirement of project
 - (b) the method of transportation or packing;
 - (c) the place of delivery; and/or
 - (d) The Services to be provided by the Service Provider.
- 8.2 Any such change will be notified in writing, before opening of the financial proposal/quotation. In case, any of the Service Provider has already submitted its offer before receiving the notification of changes from UPLC, will be allowed to submit its revised offer. If any such change causes an increase or decrease in the cost, or the time required for, the Supplier's performance of any provisions under the Contract, an equitable adjustment shall be made in the Contract Price or delivery schedule, or both, and the Contract shall accordingly be amended.

Any claims by the Supplier for adjustment under this clause must be asserted within seven (7) days from the date of the Supplier's receipt of the Purchaser's change order.

8.3 UPLC reserve the right to reject the bid in following conditions

- a. if and only if the bidder has participated as a consortium.
- b. if the bidder has participated in the bid with conditions.

9. Right to negotiate

The negotiation, if required shall be carried out only with the technically qualified with the lowest Bidder by UPLC and/or end-customer / any other competent authority/ high power purchase committee of the State Government as per the procedures/policy of the Government of UP, prevailing at that point of time.

10. Award Criteria

10.1 The UPLC will determine to its satisfaction whether the Service Provider that is selected as having submitted the lowest evaluated responsive offer, meets the criteria specified, and is qualified to perform the contract satisfactorily.

10.2 Lowest (L-1) cost will be evaluated based on the total cost quoted against on Serial No. 1.1 to 1.26 only Financial Bid (BOQ) – Annexure -IV.

10.3 The UPLC will award the contract/order after receiving work order/confirmation of contract from client department to the lowest evaluated successful Service Provider whose offer has been determined to be responsive to all the conditions of the contract and meeting the Technical specification and qualification requirement of the end-customer.

11. Acceptance of the Bid

UPLC do not bind itself to accept the lowest or any bid, and reserves the right to:-

- (a) Reject any or all offers with/without any reason
- (b) Accept any offer of Service Provider without assigning any reason and also reduce or extend the period of contract without assigning any reason.
- (c) Accept any offer of Service Provider, who is capable to handle the project and/or whose offer is viable.

12. Notification of Award

12.1 After receiving the firm Order from the end-customer, prior to the expiration of the validity period (i.e. 180 days), UPLC will notify the successful Service Provider in writing by letter/e-mail/fax, that its offer has been accepted.

12.2 The notification of award will constitute the formation of the Contract.

13. Signing of Contract

13.1 As soon as the UPLC notifies the successful Service Provider whose offer has been accepted, (if required by the client department) the UPLC will send the Service Provider the Contract Form, incorporating all the conditions of the contract between the parties only after executing agreement with client department i.e. UPLC and successful Service Provider, and if required with the end-customer also. On back to back basis.

13.2 Within 7 days of receipt of the Contract Form, the successful Service Provider shall execute, sign and date the Contract and return it to the UPLC.

14. Inspection & Tests

Inspection and tests prior to web enabled application software for Work Progress Information System (WPIS) and at final acceptance are as follows:

14.1

- (i) Service Provider shall intimate to the UPLC indicating that the developed Application Software and are ready for inspection and the UPLC can send their representative for inspection at their premises. After receipt of such intimation from the Service Provider, the UPLC shall arrange for test. The test will be conducted in the premises of the Service Provider prior to supply and installation at final destination. For conducting the inspection and tests at the premises of the Service Provider, all reasonable facilities and assistance, shall be furnished by the Service Provider

at no charge to the inspectors of the UPLC/end-customer. The developed application Software, which is required to be carried out after approval of SRS, Design document etc by the end-customer, such approved application Software should be delivered and installed by the Service Provider at the respective sites within the time schedule and integrate it with the Hardware environment for satisfactory performance of the project. For site preparation, the Service Provider should furnish all details to the UPLC sufficiently in advance so as to enable to the end-customer to get the works completed before receipt of the equipment.

- (ii) The acceptance test will be conducted by the UPLC/end-customer, their consultant or any other person nominated by the UPLC/end-customer, at its option. There shall not be any additional charges for carrying out acceptance tests. The acceptance will involve trouble-free operation during acceptance testing period. No malfunction, partial or complete failure of any part of hardware or excessive heating of motors attached to printers, drivers etc. or bugs and malfunctioning in the software should occur. The software should be complete in itself in totality or module-wise as approved in the project by the end-customer. During acceptance tests, the items having the same or only higher technical specifications as given in the contract shall be accepted. The Service Provider shall maintain necessary log in respect of the result of the tests to establish to the entire satisfaction of the UPLC/end-customer. An average uptake efficiency of 98% for the duration of test period shall be considered as satisfactory.
- (iii) In the event of the developed Application Software and/or goods failing to pass the acceptance test, if carried out at site of installation, a period specified by UPLC/end-customer will be given to rectify the defects and clear the acceptance test, failing which the UPLC/end-customer reserves the rights to get the application SW/equipment replaced by the Service Provider at no extra cost.

14.2 The UPLC's rights to inspect, test and, where-ever necessary, reject the Goods after the Goods' arrival at Project Site shall in no way be limited or waived by reason of the Goods having previously been inspected, tested and passed by the UPLC or its representative prior to the Goods shipment.

14.3 Manual and Drawing

14.3.1 The technical/operational/user manual shall be in the English or Hindi language and in such form and numbers as stated in the purchase order. Manual May be in CD/DVD Format also.

14.3.3 The Service Provider at its own expense will provide necessary training to the officials of the end-customer on the Software and Systems supplied by the Service Provider.

15. Incidental Services

All the incidental costs e.g. On-site delivery & satisfactory installation of all the items and/or LAN/WAN/Networking as per purchase order; Furnishing all the manuals as per purchase order to the project sites; and Maintenance and repair of the equipment at each location during the comprehensive warranty period including the cost of all spares shall be deemed to be included in the Contracted Value with the Service Provider and the Service Provider should provide such services without claiming for any extra charges for it.

16. Warranty and Maintenance Services

- a) The Service Providers shall be responsible for providing technical support for the successful running of the software/system so developed/ deployed as per the approved project during the period of Warranty for one year & as extended by UPLC.
- b) The Service Providers shall be required to provide maintenance support of the developed software and/(or) hardware equipment etc, provided to the client, under the Specific Job awarded to the Service Provider, for the period mutually agreed upon with the client.
- c) The UPLC shall promptly notify the Service Provider in writing of any claims arising under this warranty.

During warranty period, any changes suggested after one month of feedback time shall be taken care of in the support period extending up to one year. The defects/bugs/edit/modification of application software shall be rectified or repaired

whatever required, by the Service Provider, to the satisfaction of the user departments. Period for correction of defects in the warranty period is 48 hrs.

17. UPLC's right to vary Quantities at the Time of Award

The UPLC reserves the right at the time of Contract award to increase or decrease the services originally specified in the Schedule of Requirements without any change in unit price or other terms and conditions.

If any such change causes an increase or decrease in the cost, or the time required for, the Supplier's performance of any provisions under the Contract, an equitable adjustment shall be made in the Contract Price or delivery schedule, or both, and the Contract shall accordingly be amended. Any claims by the Supplier for adjustment under this clause must be asserted within seven (7) days from the date of the Supplier's receipt of the Purchaser's change order.

18. Performance Bank Guarantee

19.1 The Service Provider will have to submit a Bank Guarantee (BG) of 10% of order value valid for project period. In case of delay in submitting the BG, corresponding amount will be withheld by the Corporation out of payment payable to the service provider for a period till satisfactory project completion, or for a period specifically mentioned by the client department required for the smooth services during the Warranty period. The performance Bank Guarantee shall be denominated in Indian Rupees. After submission of Bank Guarantee in UPLC, its cognizance would be taken only after its verification from the concerned Bank.

19.2 The proceeds of the performance Bank Guarantee shall be payable to the authority in favor of whom the performance bank guarantees was prepared, as compensation for any loss resulting from the Service Provider's failure to complete its obligations under the Contract.

19.3 The Performance Bank Guarantee will be discharged by the UPLC/ end-customer and returned to the Service Provider upon the written request as promptly as possible following the date of its validity or completion of the Service Provider's performance obligations including any onsite warranty/extended warranty obligations, whichever is later, under the contract.

19. Assignment/Sub-contracting

The Service Provider shall not assign/sub-contract, in whole or in parts its obligations to perform under the Contract to any other firm except with the UPLC's prior written consent, but not absolving of Sub-Provider's ultimate responsibilities to successfully implement the project in totality in proper functional performance.

20. Termination for Default

21.1 The UPLC May, without prejudice to any other remedy for breach of contract, by written notice of default sent to the Service Provider, terminate the Contract in whole or part:

- (a) If the Service Provider fails to deliver any or all of the Goods or services within the period(s) specified in the Contract/Purchase Order, or within any extension thereof granted by the UPLC/ end-customer
- (b) If the Service Provider fails to perform any other obligation(s) under the Contract or Purchase Order.
- (c) In the event the UPLC terminates the Contract in whole or in part, UPLC May procure, upon such terms and in such manner as it deems appropriate. Goods or Services similar to those undelivered, and the Service Provider shall be liable to the UPLC for any excess costs for such similar Goods or Services. However, the Service Provider shall continue the performance of the Contract to the extent not terminated.

21. Termination for Insolvency

The UPLC May at any time terminate the Contract by giving written notice to the Service Provider, if the Service Provider becomes bankrupt or otherwise insolvent. In this event termination will be without compensation to the Service Provider, provided that such

termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the UPLC/end-customer.

22. Termination for Convenience

- 23.1 The UPLC, by written notice sent to the Service Provider May terminate the Contract, in whole or in part, at any time for its convenience. The notice of termination shall specify that termination is for the UPLC/end-customer's convenience, the extent to which performance of the Service Provider under the Contract is terminated, and the date upon which such termination becomes effective.
- 23.2 The Goods that are complete and ready for shipment at the time of Service Provider's receipt of notice of termination shall be accepted by the UPLC/end-customer's at the Contract terms and prices. For the remaining Goods, the UPLC/end-customer's May elect:
- (a) To have any portion completed and delivered at the Contract terms and prices; and/or
 - (b) To cancel the remainder and pay to the Service Provider an agreed amount for partially Completed Goods.

23. Service Provider Integrity

The Service Provider is responsible for and obliged to conduct all contracted activities in accordance with the contracts using state-of-the-art equipments/SW solutions, methods and economic principles and exercising all means available to achieve the performance specified in the contract.

24. Service Provider's Obligations

The Service Provider is obliged to work closely with the UPLC/end-customer's staff, act within its own authority and abide by directives issued by the UPLC/end-customer and implement all the activities. The Service Provider shall abide by the job safety measures prevalent in the country and will indemnify the UPLC from all demands or responsibilities arising from consequences, accidents or loss of life and property due to negligence of the Service Provider. The Service Provider will pay all indemnities arising from such incidents and will not hold the UPLC responsible or obligated. The Service Provider is responsible for managing the activities of its personnel and will hold itself responsible for any misdemeanors. The Service Provider will treat all data and information as confidential about the UPLC and end-customer, obtained in the execution of his responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of the UPLC/end-customer.

25. Patent Right

In the event of any claim asserted by a third party of infringement of copy right, patent, trademark or industrial design rights arising from the use of the services, Goods or any parts thereof in the country, the Service Provider shall act expeditiously to extinguish such claim. If the Service Provider fails to comply and the UPLC is required to pay compensation to a third party resulting from such infringement, the Service Provider shall be responsible for the compensation including all expenses (court costs and lawyer fees etc), without delay on getting demand notice from UPLC.

26. Site Preparation and Installation

Incharge of the project site, deputed by the end-customer will be solely responsible for site preparation in compliance with the technical and environmental specifications defined by the Service Provider. The incharge of project site will identify the installation site before the scheduled installation date to allow the Service Provider to perform a site inspection to verify the appropriateness of the sites before the installation of the Hardware and Software.

27. Software and System Installation

The Service Provider is responsible for all unpacking, the assemblies, installations of required hardware and software, cabling between hardware units and connecting to power supplies. The Service Provider will test all required hardware and software operations and accomplish all adjustments necessary for successful and continuous operation of the hardware and software at all installation sites.

28. Software and System Maintenance

The Service Provider will accomplish preventive and breakdown maintenance activities to ensure that all required Hardware execute without defect or interruption for at least 98% up time for 24 hours a day, 7 days of the week of operation of the machine worked on a quarterly basis. If any critical component of the entire configuration is out of service for more than two days, the Service Provider shall immediately replace the defective unit at its own cost. The Service Provider will ensure to respond to a project site visit and commence repair work on the equipment/ make functional the application Software within 24 hours of being notified of system malfunction.

29. Transfer of the Rights of the UPLC

All the items are being procured by the UPLC on behalf of end-customers (various offices/institutions of Government of Uttar Pradesh). Till successful installation and commissioning of all the items, the UPLC will be responsible for monitoring of the observance of the clauses under this contract. After successful installation & commissioning of all the items, all the rights, duties and obligations of the UPLC under this contract, shall be exercised by the concerned offices/ institutions of Government of Uttar Pradesh.

30. Code of Conduct

- a) **Relationship with Client:** Dealings with client must be conducted in an ethical manner, terms of agreement should be clearly and precisely expressed and fulfilled in good faith; work undertaken should be carried out promptly and efficiently and client's interests properly safeguarded and confidentiality maintained.
- b) **Relationship with other Service Provider:** Dealings with other Service Providers must be conducted in a positive and professional manner and in utmost courtesy and fairness; property rights, work results, confidential data and vendor/client relations of Service Providers ought to be respected; and no engagement in harmful, disappearing or predatory tactics will be entertained.
- c) **Relationship with Principals:** Service Providers shall represent Principals in a fair and business-like manner in accordance with their contract, their property and other rights; and provide full and accurate business records.
- d) **Relationship with Employees:** Service Providers shall strive to employ high caliber staff and offer fair and equal opportunities for growth and development. Relevant training and constant upgrading of the employees has to be provided in line with job responsibilities. Also, employees have to be informed of their obligation to keep important data confidential. And of the fact that any professional misconduct constituting of unauthorized disclosure of confidential nature or violation of copyright laws will cause employers to take disciplinary action.
- e) **Relationship with Public:** Service Providers shall promote effective use of Information Technology as an instrument for social and economic good and act as good corporate citizens and fulfill their responsibilities to the community.
- f) **Intellectual Property Protection:** Service Providers shall neither use nor encourage the use of Pirated Software in their own and their client's organizations. All Software and other related Software Products must be Original, Licensed and genuine and must conform to the norms and guidelines of Information Technology (IT) Act, 2000 and its amendments from time to time, failing which the empanelment of Service Providers will automatically stand terminated.

31. Use Of Documents And Information For Software Projects

The Service Providers shall not, without UPLC's prior written consent, disclose any document containing specification, plan, drawing, pattern, sample or information furnished by or on behalf of end-customer in connection therewith to any person other than a person employed by the Service

Providers in the performance of the allotted job. Disclosure to any such employed person shall be made in confidence and shall extend only as far as May be necessary for purpose of such performance.

32. Intellectual Property Rights(IPR) and Replication Rights

Application software plans, drawings, specifications, design, reports and other documents prepared by the Service Providers in the execution of the allotted Job order shall become and remain the exclusive property of the UPLC. The Source Code of the Application Software and the documents will be the exclusive property of UPLC and UPLC will have the Intellectual Property Rights (IPR) and Replication Rights on developed software and documents. Service Providers will be obliged to submit at least two copies of Software with Source Code and complete SRS and Complete Operational documentation. The bound copies of Documentation of System Study, System Requirement Specification (SRS) and Users Manuals are to be handed over to the end-customer after its completion at respective stages along with its soft copies on the latest media available at that time.

33. Force Majeure

38.1 Notwithstanding the provisions of conditions of contract, the Service Provider shall not be liable for forfeiture of its performance security, liquidated damages or termination for default, if and to the extent that, its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.

38.2 For purpose of this Clause, “Force Majeure” means an event beyond the control of the Service Provider and not involving the Service Provider’s fault or negligence and not foreseeable. Such events May include, but are not limited to, acts of the UPLC either in its sovereign or contractual capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes. If a Force Majeure situation arises the Service Provider shall promptly notify the UPLC in writing of such conditions and the cause thereof. Unless otherwise directed by the UPLC in writing, the Service Provider shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

34. Settlement of Disputes

39.1 If any dispute or difference of any kind whatsoever arises between the UPLC and the Service Provider in connection with or arising out of the Contract both the parties shall make every effort to resolve amicably such dispute or difference by mutual consultation.

39.2 If, the parties have failed to resolve their dispute or difference by such mutual consultation within 30 (thirty) days, then aggrieved party May give notice to other party of its intention to commence arbitration, as hereinafter provided, as to the matter in dispute, and no arbitration in respect of this matter May be commenced unless such notice is given.

39.3 Any dispute or difference in respect of which a notice of intention to commence arbitration has been given in accordance with this Clause shall be finally settled by arbitration. Arbitration May be commenced prior to or after delivery of the Goods and services under the Contract.

40. Arbitration

40.1 In case of dispute or difference arising between the UPLC and a Service Provider relating to any matter arising out of or connected with the award of contract, such dispute or difference shall be referred to Sole Arbitrator, the Principal Secretary/Secretary, IT & Electronics Department, Govt of U.P. or its nominee, to decide the dispute both in case of foreign supply as well as Indian supply. The provision of Arbitration and Conciliation Act, 1996 shall apply.

40.2 Arbitration proceedings shall be held at Lucknow, India, and the language of the arbitration proceedings and that of all documents and communications between the parties shall be in English or Hindi.

40.3 The decision of the Sole Arbitrator or its nominee shall be final and binding upon both parties. The cost and expenses of arbitration proceedings will be paid as determined by the Arbitrator. However the expenses incurred by each party in connection with the preparation, presentation etc. of its proceedings shall be borne by each party itself.

40.5 Notwithstanding any reference to arbitration herein.

The parties shall continue to perform their respective obligations under the Contract unless they otherwise agree; and

The UPLC shall pay the Service Provider any money due to the Service Provider.

40.6 All disputes shall be subject to the jurisdiction of the Courts at Lucknow only.

41. Limitation of Liability

Except in cases of criminal negligence or willful misconduct, and in the case of Infringement

- (a) the Service Provider shall not be liable to the UPLC/end-customer, whether in contract tort, or otherwise, for any indirect or consequential loss of damage, loss of use, loss of production, or loss of profits or interest costs, provided that this exclusion shall not apply to any obligation of the Service Provider to pay liquidated damages to the UPLC; and
- (b) the aggregate liability of the Service Provider to the UPLC/end-customer, whether under the Contract, in tort or otherwise, shall not exceed the total value of items ordered under this Contract provided that this limitation shall not apply to the cost of repairing or replacing defective equipment.

42. Governing Language

The Contract shall be written in English or Hindi language. Subject to condition of contract, English language version of the Contract shall govern its interpretation. All correspondence and other documents pertaining to the Contract which are exchanged by the parties shall be written in the same languages.

43. Applicable Law

The Contract shall be interpreted in accordance with the laws of the Union of India.

44. Notices

44.1 Any notice given by one party to the other pursuant to the award of Contract shall be sent to other party in writing by e-mail or by Fax or by post and confirmed in writing to the other Party's address. For the purpose of all notices, the following shall be the address of the UPLC and Service Provider

UPLC: U.P. Electronics Corporation Ltd,
10, Ashok Marg,
Lucknow (U.P.) - 226 001

Service Provider: (To be filled in at the time of Contract execution)

.....

A notice shall be effective when delivered or on the notice's effective date whichever is later.

45. Acquaintance with all Conditions

The Service Provider acknowledged that he has made himself duly acquainted with all the terms, conditions and circumstances under which the services/supplies required under the contract will have to be made or furnished and with all the terms, clauses, conditions, specifications and other details of the contract and the Service Provider shall not plead ignorance of any of those as excuse in case of complaint against or on rejection of supplies and services tendered by him or with a view either to ask for encashment of any rates agreed to in the contract or to evading any of his/her obligations under the contract.

SECTION VI - Technical Proposal Submission Form

Annexure -I

Bid Reference No: UPLC/Software /2020-21/20-RT-01

1. Bidder's General Information –

SN	Particulars	Description/Details	Reference Documents	Page No.
A.	Name of Bidding Company			
B.	Contact Details			
	a) Address			
	c) Telephone with STD Code d) Mob No.–			
	e) Fax			
	f) email			
	g) Website			
	h) Name of Managing Director/ CEO			
C	a. Demo Screen Shots	(attached separate sheet)		
D	Job Category and Service Provider Category in which your firm is empanelled.	(attached UPLC's letter of Empanelment)		

2- Technical / Managerial Staff [Enclosed Separate Sheet if required]

Sl. No.	Name	Qualification	Position	Task	Years of Experience
1.					
2.					
3.					
4.					

3.0 List your clientele with amount of project completed

Name of Client:		Approx. Value of Services (INR)
Assignment Name:		Assignment Ref no:
Address:		Job Awarding Authority
Start date (Month / Year):	Completion date (Month / Year):	Job Completion Certificate Ref no:

NOTE:

- 1. Bidder must enclose copy of the LOI/LOA/WO/Agreement / Client certificate placed by the Procurer /Department/sponsoring authority on the Bidder towards award of Consultancy assignments.**
- 2. Bidder must have sufficient infrastructure for smooth implementation of the project.**
- 3. The Bidder must enclose separate sheets for each requirement.**

Signature.....

In the capacity of.....

**Duly authorized to sign proposal for
and on behalf of.....**

Date.....

Place.....

Proposed Hardware Requirement (if required).

Sn	Description		Required Hardware	Quantity	Detailed Specifications
1	Client	(a)	Desktop Computer		Processor with Chipset Clock speed RAM HDD DVD R/W Ports Operating System
		(b)	Printers		
		(c)	Scanners		
		(d)	Network Switches and Routers		
		(e)	Mention any other Hardware requirement, if any		
2	Data Centre/Hired Web Space	(a)	Application/Hosting Servers		Processor with Chipset Clock speed RAM HDD DVD R/W Ports Operating System with No of Licenses etc
		(b)	Database Servers		Processor with Chipset Clock speed RAM HDD DVD R/W Ports Operating System with No of Licenses etc
		(c)	Mention any other Server requirement, if any		
		(d)	Printers		
		(e)	Scanners		
		(f)	Network Switches and Routers		
		(g)	Mention any other Hardware requirement, if any		
		(h)	Data Base		Name of Database, Version and No of Licensed
		(i)	Middleware/Application Server Software		Name of Middleware Like Tomcat/JBoss/ Web logic/IIS etc
		(j)	Other System Software, if required		
		(j)	If Web Space is Hired, then specify		Hired Size in GB..... Service Provider Name- Service Provider website- Service Provider e-mail Id-

Proposed Development Technology

SN	Description	Details	Mention Yes/No
1	Structural Architecture	Web Enabled	
		Web Enabled Multilingual	
		Cloud Based Web Enable (Please specify whether Public/Private Cloud). In case of public cloud then mention the Cloud Service Provider Name	
		Stand alone peer –to-peer with Database	
		If any Structural Architecture, please specify...	
2	Technology	Windows	
		Open Source	
3	Frame work	Net	
		JEE	
		Spring	
		Hibernate	
		Struts	
		JSP	
		PHP	
		If any other Frame work, please specify	
4	Middleware	Web logic	
		JBoss	
		Tomcat	
		IIs	
		Apache	
		Oracle Application Server	
		If any other Frame work, please specify	
5	Web Server	If any Web Server, please specify	
6	Data base	My SQL	
		Oracle	
		MS SQL Server (specify version) and No of Licenses	
		If any Database, please specify	
7	If any other required, please specify		

DECLARATION FOR PROPOSAL SUBMISSION FORM

The Managing Director,
UP Electronics Corporation Ltd.
10, Ashok Marg, Lucknow.

Sub: Submission of Techno- Commercial Proposal against your letter UPLC/Software /2020-21/20-RT-01

Dear Sir,

Kindly refer your letter no. **UPLC/Software /2020-21/20-RT-01** on the subject cited above and find enclosed our Techno-Commercial Proposal on your prescribed format.

We as an Empanelled Software Service Provider registered with your Corporation vide letter no: _____ Dated _____, hereby declare that though we are bound by the terms and conditions laid down while empanelling us as a Software Vendor. We however specifically submitted that we are also bound by the terms and conditions of this tender and also fulfill the eligible criteria as mentioned in this tender in addition to terms and condition aforesaid.

We are looking forward to take this opportunity.

Regards.

Yours faithfully

Date:
Place:

[authorized signatory]
Name of Firm with address
(Seal)

Financial Proposal Submission FormRef: **Submission of Proposal against your RFP Reference No. UPLC/Software /2020-21/20-RT-01**

Our details financial proposal is as follows:

S. No.	Description	Quantity	Price (Rs.)	GST @18.00%	Grand Total (Rs.)
(1)	(2)		(3)	(4)	5=(3+4)
1	<u>Social Media Campaign , website Development and App Development for Director General or state Project Director Office</u>				
1.1	Creation and operation / management of official social media account Facebook, Twitter and Youtube	1			
1.2	Creating and repackaging multimedia visual/ graphic designs and develops creative content in Hindi and English.	1			
1.3	Analyzing and reporting the results and optimizing activities based on the analysis and perform improvisation and the new items to implement	1			
1.4	Content writing & editing services.	1			
1.5	Graphics designing services	1			
1.6	Integration of social media accounts with official website of department	1			
1.7	Online promotional activities	1			
1.8	Reporting tools services	1			
1.9	Integrated Application To Manage Multiple Social Platforms	1			
1.10	Design and Development of Website	1			
1.11	Android App Development	1			
1.12	iOS App Development	1			
1.13	Search Engine Optimization(SEO)	1			
1.14	Cloud Based Infrastructure	1			
1.15	Storage 10 TB	1			
1.16	Virtual Machines(Web server)	1			
1.17	Virtual Machines(DB server)	1			
1.18	Bandwidth	1			
1.19	Public Ips	1			

1.20	Network Security and Firewall	1			
1.21	Documentary Film	1			
1.22	Educational Film	1			
1.23	Animation Film	1			
1.24	Outdoor Media Management	1			
1.25	Key Influencer Management	1			
1.26	Advertisement song Management	1			
	Total				
	Amount in Words:-				

Date:
Place:

[authorized signatory]
Name of Firm with address
(Seal)