

HLL/CHO/HCS/IT/2019/26

29.03.2019

EXPRESSION OF INTEREST
ON ONLINE SOCIAL MEDIA MANAGEMENT
FOR
HINDLABS DIAGNOSTICS SERVICES

HLL Lifecare Limited
Corporate and Registered Office
HLL Bhavan, Poojappura, Thiruvananthapuram- 695012
Kerala, India. Tel: +91- 471-2354949
www.lifecarehll.com | www.hindlabs.in
CIN: U25193KL1966GOI002621

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Hindlabs, an initiative of HLL Lifecare Limited, a Govt. of India Enterprise (A Mini Ratna PSU)) under the Administrative Control of Ministry of Health and family welfare intends to invite EOI from the interested vendors/bidders for 'Engagement of a Social Media Agency'. The Invitation for Expression of Interest for Engagement of Social Media Agency with Ref.: HLL/CHO/HCS/IT/2019/26 dated 29/03/2019 as per details furnished below:

EOI Details	Online Social Media Management for Hindlabs Diagnostics Services
E-Tender Reference Number	HLL/CHO/HCS/IT/2019/26
Web-site Reference for E-tender	www.lifecarehll.com
Date of commencement of EOI	29.03.2019
Last date & Time for receipt / submission of EOI	11.04.2019 , 03.00 PM
Date & Time of Opening of Technical Bid	11.04.2019 , 03.30 PM
Date & time of Opening of Price Bids	To be intimated later to technically qualified bidders.
Place of submission of Bids	The Manager (IT) Healthcare Services Department HLL Lifecare Limited HLL Bhavan, Mahilamandiram Road
Address for communication	Near Chengalloor Junction, Poojappura, Thiruvananthapuram, Kerala 695012

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I. OVERVIEW:

HINDLABS' Diagnostic Centre is a Brand of HLL Lifecare Limited (HLL) a public sector company under the administrative control of the Ministry of Health & Family Welfare, Government of India. We offer high-end Diagnostics services at affordable cost to the needy populace across the country, in tie up with various state & central government institutes in public-public partnership mode. The different State Governments, Public Sector Undertakings etc. are giving us the opportunity to partner with them on nomination basis in order to make the healthcare facilities affordable to the common man.

We have set up top notch specialty Laboratories, MRI Scan centers, tele radiology services specialty clinic across the country, mainly in all Government Medical colleges in Kerala, so as to support the general public with the motto "Quality Medical Diagnostic Services at Affordable Cost". Also, we have the capability to conduct health checkup camps for the public in a large scale. We also conduct health checkup camps in remote villages in India as part of the CSR projects of various organizations. HLL's large marketing network has been delighting its customers over the last two decades. HLL is also one of the leading social marketing organizations in the country in the area of contraceptives - with a market share of over 70 percent in the rural and semi-urban markets. On the global front, HLL brands today reach more than 115 countries.

We invite sealed applications from Eligible Social Media Agencies/ Digital Marketing Promotion Agency for appointment as Hindlabs Social Media Management Agency at the Corporate Level for enabling its Social Media activities and initiatives for a period of three (3) months, subject to monthly performance review, which may be extended further for a period of (1) year as per the discretion of the expert panel of HLL IT. We propose to appoint Social Media Management Agency and this Agency shall be responsible for Social Media Management of HLL's (current as well as future) presence across various online social media platforms.

II. DURATION OF APPOINTMENT

The term / duration of engagement shall be initially for a period of 3 Months, which is further extendable to One (01) more year depending on the performance of the Social Media Agency and approval of competent authority. HLL's decision in this regard shall be final & binding on the Agency.

III. ELIGIBILITY CRITERIA

1. The firm should be based in India having market presence for more than 1 year. Proof for the same shall be attached.
2. Company shall have a registered office in India. Proof for the same shall be attached.
3. The company shall produce the GST Registration certificate along with the EOI.
4. Minimum 2 work orders need to be attached to prove the experience on similar platform.

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IV. REQUIREMENTS:

1. To create a brand imagery for Hindlabs on popular social media platforms.
2. To widen Hindlabs reach among different communities on social media and online platforms.
3. To create engagement between Hindlabs and Public via positive conversations using media messengers through instant replies.
4. To communicate with citizens via online platforms about new policies, initiatives, health packages and opportunities for the public.
5. To raise awareness about the latest and important events, summits, and conferences etc.

V. GUIDELINES FOR SUBMITTING TENDER DOCUMENTS: -

The EOI document consists of two parts: **TECHNICAL BID AND PRICE BID.**

These duly filled-in tender forms shall be placed in TWO separate covers as detailed below:

- i. **Cover – I** TECHNICAL BID [(Annexures- A)]
- ii. **Cover – II** PRICE BID [(Annexure -B)].
- iii. **Cover – III** Master Cover.

Cover I: - Technical Bid: The duly signed in Technical Bid (**Annexure- A**) General Conditions of Contract, Additional Conditions duly signed in all pages should be kept in a Cover and super scribed as Technical Bid Ref: HLL/CHO/HCS/IT/2019/26 Dated: 29.03.2019.

Cover II: - Price Bid: Only Price Bid (**Annexure- B**) should be kept in this Cover and no other document should be enclosed with the Price Bid. The Tenderer must sign the Price Bid and also affix company seal. The cover containing duly filled-in Price Bid should be sealed and super scribed as PRICE BID with Name of the work: and Tender Ref: HLL/CHO/HCS/IT/2019/26 Dated: 29.03.2019.

Cover III: Covers I, II should further be put in a Master envelope sealed and super scribed with the name of the work and Tender Ref: HLL/CHO/HCS/IT/2019/26 Dated: 29.03.2019.

The bidder must sign all the pages of Annexures enclosed and furnish all details.

This should be submitted to **Associate Vice President (HCS), Corporate and Registered Office, HLL Bhavan, Poojappura, Thiruvananthapuram – 695 012, Phone: 0471- 2354949.** on or before the due date for submission **15.00 Hrs of 11.04.2019.** and the same **will be opened at 15.30 Hrs on the same day** at the same venue in the presence of the representative of the bidders who chooses to attend. If the bid opening day is declared as holiday for HLL, the bid will be opened on the next working day of HLL.

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VI. SOCIAL MEDIA ACCOUNTS

Official **Facebook** Account (Current Likes: 3085): <https://www.facebook.com/HllHindlabs>

Official **Twitter** Handle (Current followers: 3): <https://twitter.com/HllHindlabs>

Official **LinkedIn** Profile (Current followers: 14): <https://www.linkedin.com/company/hllhindlabs>

Official **YouTube** Channel: https://www.youtube.com/channel/UC_bm3h9cftv51N-LsgGIOnA

Official **Instagram** (Current followers: 3): <https://www.instagram.com/hllhindlabs/>

Official **Blog**: <http://hindlabs.blogspot.com>

The scope of the work includes online content promotion through the above platforms. The following are the minimum requirements; however, the party can submit value added other add-ons on it.

VII. SCOPE OF WORK

1. STRATEGY FORMULATION

The party has to formulate a result oriented comprehensive social media promotion strategy and subsequently maintain the official Facebook Page, Twitter, You Tube Channel, Google plus, LinkedIn and Instagram including any other social media platform during the course of contract.

2. CREATE GREAT CONTENTS AND ROBUST PROFILE

The party to create minimum 4 (Four) innovative contents per week and post in our channels/social media pages. The creation & designing of online content shall be under the scope of party. The party has to create a calendar and populate it with a blend of content including promotions of our Hindlabs events/webinars, new lab inaugurations, newsletters, existing health camps, common health related tips, any major lab announcements, company blog posts, industry commentary and any other content that your followers may enjoy/ promote business by adding more followers.

- Out of the 4 (Four) Promotional content minimum 1(One) should be on Video format and (1) one should be in GIF Format.
- The content should be drafted in two languages (English & Hindi) and extended to other Indian languages as per need.
- While creating content, platform limitations should be given due care (e.g. -140-character limitation on Twitter, image guidelines on Facebook/ Instagram etc.)
- Select and upload images that increase curiosity and engagement amongst people.

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- Curate topics on relevant (#) Hashtags on digital platform
- Run (#) Hashtag based discussions frequently with Twitter/Facebook users, frequently.
- The agency must mark all electronic content (text, photo, video or otherwise) as copy right, wherever applicable; and monitor and report unauthorized use. This responsibility includes but is not limited to the following activities:
 - o Content sanitization, formatting and uploading.
 - o Use of SEO-friendly clean permalink structure.
 - o Tagging and categorization of posts and articles.

3. PAID CAMPAIGN.

The party shall conduct minimum 1 paid campaign to boost/promote the Official page/ posts / any data on the social media every week on every platform. The party shall also ensure the estimate reach of Minimum 500 people per day per platform.

4. SEO FOR BRAND FIRST PAGE ON SEARCH RESULTS.

There are multiple duplicate brand pages available on all social media platforms. Using SEO and show these official pages first on the search result.

Verify all profile pages (Facebook, Twitter, LinkedIn, Instagram, YouTube, Google plus, Google).

All documentations and processing needed for Profile Page verification needs to be taken care by the party.

5. PERIOD OF PROMOTION ACTIVITY: 3 (Three) Months.

6. All the contents shall be posted after Hindlabs Admin team approval.

VIII. TRAINING

The party shall provide training for social media marketing strategies and updates to IT Team of Hindlabs at free of cost wherever required by the HLL. The Agency shall provide all training material and documents. Conduct of training of HLL's personnel shall be at the Corporate Office of HLL.

IX. PAYMENT SCHEDULE

The payment will be released on three monthly installments.

The following documents shall have attached along with the invoice for claiming the payment.

- Monthly promotion activity report separately on each platform.
- Signed and sealed copy of invoices.

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No Advance payments will be made.

X. MODE OF SUBMISSION:

Interested parties shall submit the EOI along with a covering letter and brief about the company on or before 03.00 PM, 11.04.2019. The EOI shall address to

**Associate Vice President (HCS), Corporate and Registered Office,
HLL Bhavan, Poojappura, Thiruvananthapuram – 695 012,
Phone: 0471- 2354949, 9400027963**

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ANNEXURE – C

DETAILS OF PREVIOUS ORDER FOR SIMILAR WORK EXECUTED DURING THE LAST 3 YEARS

Sl. No.	Name of Client with full address, telephone numbers and nature of work	Order details such as quantity etc.	Value of works completed	Period of Completion with dates (in months)

SIGNATURE OF BIDDER

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ANNEXURE-D

PRE-QUALIFICATION CRITERIA ACCEPTANCE CHECKLIST

(To be filled in by the bidder)

NAME OF WORK FOR WHICH EOI SUBMITTED :

EOI NO: HLL/CHO/HCS/IT/2019/26.

Name & address of party:

The Bidders must ensure that the following document in support of their credentials for Pre-Qualification of Bid are submitted along with their Bid, **in absence of which, the offer is liable for rejection:**

1. **Proof of base in India and having market presence for more than 1 year.**
2. The company shall produce the GST Registration certificate along with the EOI.
3. Work Orders along with Schedule of Rates in support of their credentials for experience in similar nature.
4. Completion Certificate issued by the Work Order issuing authority for Work orders mentioned at sl. No. 3 above.
5. Copy of Permanent Account Number (PAN) Card.

Sl. No	Pre-Qualifying Document	Details of Document Submitted by Bidder	ATTACHED	
			YES	NO
1	Proof of base in India and having market presence for more than 1 year			
2	The company shall produce the GST Registration certificate along with the EOI			
3	Name of Work Orders submitted by bidder in support of their credential for experience in Similar nature of job	1		
		2		
		3		
4	Completion Certificate issued by the Work Order issuing authority for Work orders mentioned at sl. No. 3 above			
5	Name, Designation, email address and contact phone nos. of Work orders and	1		

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	Completion certificates issuing authority / EIC	2		
		3		
6	Permanent Account No. (PAN)	No.:		
7	The Bidder shall duly fill all the pages (duly signed and sealed) of this PRE-QUALIFICATION CRITERIA ACCEPTANCE CHECKLIST and the documents shall be self-attested (all pages) and serially numbered.			
8	All the documents should be either in English or Hindi Language. In case of documents submitted in language other than English or Hindi, the same should be translated into English and notarized copy may be submitted.			

DECLARATION: I/We understand that the above check list has to be duly filled in all respects and all the said document submitted. I/We agree to our offer being rejected in absence of above, without any further correspondence in this regard.

Authorized Signatory

Signature :

Name :

Designation:

Stamp:

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ACCEPTANCE FORM

(To be submitted in the letter pad of the firm indicating full name and address, telephone & fax numbers etc.)

From,

To

ASSOCIATE VICE PRESIDENT

HealthCare Service Division,

HLL LIFECARE LIMITED (A Government of India Enterprise)

Corporate Head Office, Poojappura.P.O,

Thiruvananthapuram – 695012, Kerala, India

Ph: 0471- 2354949

Dear Sir,

I / We, hereby offer to design/fabricate/supply/install/testing/commission as detailed in schedule hereto or such portion thereof as you may specify in the acceptance of Bid at the price given in the price bid and agree to hold this offer open for **three months** from the date of bid opening prescribed by the Purchaser. I/We have understood the terms and conditions mentioned in the invitation for bid and Conditions of Contract furnished by you and have thoroughly examined the specifications quoted in the bid document hereto and are fully aware of the nature of the scope of work required and my/our offer is to comply strictly in accordance with the requirement and the terms and conditions mentioned above.

The following pages have been added to and form part of this bid.

Yours faithfully,

SIGNATURE OF THE BIDDER WITH SEAL

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ANNEXURE- E

CERTIFICATE

I / we hereby certify that the information given with this bidding document is correct. If, at any stage, it is found to be incorrect, I / we understand that the contract will be liable to be terminated and action could be taken against me/us by the Company for damages.

SIGNATURE (S) OF BIDDER WITH SEAL

(To be submitted in the letter pad of the firm indicating full name and address, telephone & fax numbers etc.)

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ANNEXURE - B

EXPRESSION OF INTEREST TO DESIGN AND PROMOTE CREATIVE AND INNOVATIVE HEALTHCARE RELATED CONTENTS THROUGH HINDLABS SOCIAL MEDIA PLATFORMS					
FINANCIAL BID ANNEXURE					
EOI No: HLL/CHO/HCS/IT/2019/26 Dated: 29.03.2019				Date and Time of Technical Bid Opening : 11/04/2019, 15.30	
Sl. No.	Description/Particulars	Quoted Amount Per Month in INR	GST % & Amount in INR	Total Amount Per Month in INR (Incl. of All Taxes)	Total Amount for 3 Months in INR (Incl. of All Taxes)
1	Strategy Formulation				
2	Create Great contents and robust profile				
3	Paid Campaigns				
4	SEO for Brand First Page on Search results				
5	Verify all Profile pages (Facebook, Twitter, YouTube, Google, LinkedIn , Instagram)				
6	Miscellaneous /others				
7	Total Quoted Amount for 3 Months				
	(In Figures) (Incl. of All Taxes)				
	(In Words) (Incl. of All Taxes)				

Note: The Lowest Bidder/L1 Party will be arrived based on the value on serial number.07 (Seven)