



OFFICE OF THE MISSION DIRECTOR
NATIONAL HEALTH MISSION, ASSAM

Saikia Commercial Complex, Sri Nagar Path, Near Post Office Bus Stand, G. S. Road, Christianbasti, Guwahati – 781005

Website: <https://nhm.assam.gov.in> :: Phone No: 0361-2340236/39 :: Email Id: mdnrhmasm@gmail.com

TENDER DOCUMENT

**Short Tender for selection of a
firm/ agency for Managing Social Media Platforms of National Health Mission, Assam**



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NATIONAL HEALTH MISSION, ASSAM

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Tender Ref No: **NHM-19017/8/2025-IEC/BCC-NHM/** (ECF No: 675177)

Dated: 11/09/2025

SHORT NOTICE INVITING TENDER (NIT)

Tender for selection of a
firm/ agency for Managing Social Media Platforms of National Health Mission, Assam

Date of publication of the Tender	11/09/2025
Last Date and Time of submission of Bid Document	17/09/2025 up to 11:00 AM
Date and Time of Bid opening	17/09/2025 at 11.30 AM
Place of Bid opening	Office of the Mission Director, National Health Mission, Saikia Commercial Complex, Sri Nagar Path, Christianbasti, G.S Road, Guwahati-781005, Assam.
Address for Communication	Mission Director, National Health Mission, Saikia Commercial Complex, Sri Nagar Path, Christianbasti, G.S Road, Guwahati-781005, Assam
Tender Processing Fee	₹ 180/- (Rupees One Hundred Eighty only)
Earnest Money Deposit (EMD)	₹ 18,000/- (Rupees Eighteen Thousand only)

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SECTION-I

1.0 INSTRUCTION TO BIDDER

1.1 SUBMISSION OF BID

1.1.1 Tenders in Two Bid System i.e. Technical Bid and Price Bid, affixing court fee stamp of ₹8.25 or IPO of ₹10/- only, are invited separately by National Health Mission, Assam, from reputed Firms/Agencies for **managing Social Media Platforms of National Health Mission, Assam.**

1.1.2 Bids in two parts {Technical bid (Cover “A”) and Price Bid (Cover “B”) should be submitted on or before 17/09/2025 till 11:00 AM at the Office of the Mission Director, National Health Mission, Saikia Commercial Complex, Shreenagar Path, Christianbasti, G S Road, Guwahati-781005, Assam.

1.2 IMPORTANT NOTES

1.2.1 The bidder shall quote prices in Indian Rupees only for the service.

1.2.2 Tender is invited for selection of a firm/ agency for managing Social Media Platforms of National Health Mission, Assam.

1.2.3 Any amendment or clarifications (if any) shall be uploaded on <https://nhm.assam.gov.in> . No public or separate communication shall be sent to prospective bidders in this regard.

1.3 ELIGIBILITY CRITERIA

1.3.1 Bidder The bidder must be one of the following entities registered in India:

- i. A Company registered under the Companies Act; or
- ii. A Society registered under the Societies Registration Act, 1860; or
- iii. A Partnership Firm under the Indian Partnership Act, 1932; or
- iv. A Proprietorship Firm.

A copy of the registration certificate or partnership deed, as applicable, must be submitted.

1.3.2 The bidder should be a Media Creator/Management organisation having a **minimum of three (3) years of experience** (as on the last date of bid submission) in managing social media platforms for Government Department(s). Self-attested copies of relevant **work orders or contracts** must be enclosed with the Technical Bid.

1.3.3 The Bidder should have executed atleast three comprehensive Social Media Management assignment for any Government Organization/PSU in any of the last three F.Ys i.e., 2022-23, 2023-24 and 2024-25.

1.3.4 The Bidder should have executed atleast one comprehensive Social Media Management assignment for any Government Organization/PSU for a value not less than ₹ 20,00,000/- in any of the last three F.Ys i.e., 2022-23, 2023-24 and 2024-25.

1.3.5 Average Annual Turnover of the bidder in the last three financial years i.e. 2022-23, 2023-24 and 2024-25 from similar activity (i.e. **managing Social Media Platforms** services) should not be less than **₹18.00 Lakhs**. The average annual turnover certificate as issued by the Auditor/Chartered Accountant should be submitted in the format enclosed as **Annexure-IV**. The Certificate must be accompanied by attested copies of audited Statement of Accounts of last three financial years.

1.3.6 The bidder should confirm (with CV submission) availability of – Communication Expert cum SPOC- Must be a graduate in Mass Communication/Social Science/Sociology or any relevant field with atleast 3 years of specific experience in Social Media Content Ideation, content creation and similar activities.

1.3.7 Bidder blacklisted either by the Bid Inviting Authority or by any State Government or Central Government Organization shall not be allowed to participate in the Bidding process during the period of blacklisting. An undertaking should be submitted in the format enclosed as **Annexure-XI**.

1.3.8 Registration: The Bidder should also be registered under Income Tax and GST. Self Attested copy of the GST Registration certificate and photo copy of PAN Card should be submitted along with the bid document.

1.4 GENERAL CONDITIONS

1.4.1 The Bid should be submitted along with Court Fee Stamp (₹8.25)/IPO (₹10.00) to the Mission Director, National Health Mission, Assam, Saikia Commercial Complex, Shreenagar Path, Christianbasti, G S Road, Guwahati-781005, Assam on or before the last date and time of submission of the Bid.

1.4.2 Bids will be opened in the presence of bidders / authorized representatives who choose to attend on the specified date and time as stipulated in the NIT.

1.4.3 At any time prior to the date of submission of bid, the Tender Inviting Authority may, for any reason, whether on his own initiative or in response to a clarification requested by a prospective Bidder, modify the Tender document by an amendment. All prospective bidders who have received the tender document will be notified of the amendment and that will be binding on them. In order to provide reasonable time to take the amendment into account in preparing their bid, Tender Inviting Authority may at its discretion, extend the date and time for submission of bid (Technical & Financial Bid).

1.4.4 The Rate shall be valid for six (06) months from the date of signing of the Agreement. The agreement will be signed for six (06) months. The period may be further extended for a period of six (06) months based on mutual consent on the same rate.

1.4.5 Interested eligible bidders may obtain further information from the office of the Tender Inviting Authority.

1.5 DELIVERABLES / SERVICES TO BE PROVIDED

- 1.5.1 The selected agency shall manage the official social media handles of **National Health Mission, Assam** across **Facebook, Instagram, Twitter/X, and YouTube**, in accordance with NHM's communication goals and cultural relevance.
- 1.5.2 The service shall be engaged for an initial period of six (06) months, which may be extended by another six (06) months based on satisfactory performance and **mutual consent**.
- 1.5.3 A designated **Communication Expert-cum-Single Point of Contact (SPOC)** shall be deployed by the agency to liaise with NHM for content planning, approvals, reporting, and coordination.
- 1.5.4 The agency shall ensure uninterrupted delivery of services and timely resolution of technical or operational issues. All digital assets and performance data shall be maintained for at least one year or until settlement of final bills.
- 1.5.5 All activities must comply with relevant **IT laws**, platform policies, and Government of India communication protocols.
- 1.5.6 The detailed **Scope of Work** and **Service Level Agreements (SLAs)** may be referred to at Clause/**Point 10** of this bid document.

1.6 TECHNO-COMMERCIAL BID - COVER "A"

- 1.6.1 The Bidder should furnish the following documents in a separate cover hereinafter called "Cover A".
- 1.6.2 Court fee stamp of ₹8.25 or IPO of ₹10/- in favour of "**State Health Society, Assam**" payable at Guwahati should be submitted.
- 1.6.3 The non-refundable Tender Processing Fee shall be paid in form of Demand Draft only in favour of "**State Health Society, Assam**" payable at Guwahati.
(Tender Fee: As per Finance Department's Office Memorandum No. FEB/269/2017/27 dated 21/08/2019)
- 1.6.4 The bid document must be accompanied by the Earnest Money Deposit (EMD) in the form of Demand Draft only in favour of "**State Health Society, Assam**" payable at Guwahati. EMD/Bid Security in any other form will not be entertained.

The bid security of all unsuccessful bidders would be refunded without interest by Authority on finalization of the bid in all respects by the successful bidder. The bid security for the successful bidder would be returned without interest upon submission of Performance Bank Guarantee by the successful bidder. In case bid is submitted without the bid security then Authority reserves the right to reject the bid without providing opportunity for any further correspondence to the bidder concerned.

- 1.6.5 Constitution of the Bidder:** Along with the Technical bid the bidder shall also furnish documentary evidence regarding constitution of the bidder such as Memorandum and Articles of Association, Certificate of incorporation, byelaws, partnership deed, etc.
- 1.6.6 Details of the Bidder:** Name, contact number and address of the Managing Director, CEO, and Managing Partner of the bidder should be uploaded.
- 1.6.7 Particulars of the Bidder:** Particulars of the Bidder in the as per **Annexure - III** should be enclosed.
- 1.6.8** Attested copy of work order and completion certificate must be submitted with the Technical Bid.
- 1.6.9 Power of Attorney of Bidder:** Instruments such as Power of Attorney, Resolution of Board etc., authorizing an officer of the Bidder to be enclosed with the bid and such authorized officer should sign the bid documents as per **Annexure-VII**.
- 1.6.10 Undertaking of Bidder:** Undertaking should be submitted as per **Annexure-II**.
- 1.6.11 Annual Turnover Certificate of the Bidder:** The average annual turnover certificate issued by the Auditor/Chartered Accountant should be submitted in the format enclosed as **Annexure - IV** of this Tender document. Certificate of Auditor/Chartered Accountant must be accompanied by attested copies of audited "Statement of Accountants" of last three financial years.
- 1.6.12 GST Registration Certificate& PAN:** Copy GST registration Certificate and Income Tax PAN.
- 1.6.13 Undertaking Against Fraud & Corruption:** Undertaking against fraud and corruption in the format at **Annexure-V**.
- 1.6.14 Agreed Terms & Conditions of Bidder:** Agreed Terms & Conditions as per **Annexure - VI**.
- 1.6.15 Signature with Seal:** Bid document duly stamped and signed in each page by the authorised person along with the Forwarding Letter as per "**Annexure - I**" should be scanned and uploaded.
- 1.6.16 Checklist of Documents:** A Checklist (**Annexure-IX**) for the list of documents enclosed with their page number. The documents should be serially arranged as per this **Annexure-IX** and should be securely tied or bound.

1.6.17 The above documents should be sealed in a separate cover super scribed as "TECHNICAL BID, COVER "A" (Tender for Selection of a Firm/Agency for managing Social Media Platforms of National Health Mission, Assam due on 17.09.2025)" and addressed to the Mission Director, National Health Mission, Assam, Saikia Commercial Complex, Sri Nagar Path, Christianbasti, G S Road, Guwahati-781005.

1.7 PRICE BID

1.7.1 The price bid/financial bid should be submitted as per **Annexure-VIII** only.

1.7.2 The price bid should be sealed in a separate cover super scribed as "PRICE BID, COVER "B" (Tender for due on.....)" and addressed to the Mission Director, National Health Mission, Assam, Saikia Commercial Complex, Srinagar Path, Christian Basti, G S Road, Guwahati-781005.

1.7.3 No Bidder shall be allowed at any time on any ground whatsoever to claim revision or modification in the rates quoted by him. Representation to make correction in the Tender documents on the ground of Clerical error, typographical error, etc., committed by the bidders in the Bids shall not be entertained after submission of the bids.

1.7.4 Both technical and price bid should be sealed in a separate cover super scribed as "Tender for due on....." and addressed to the Mission Director, National Health Mission, Assam, Saikia Commercial Complex, Srinagar Path, Christian Basti, G S Road, Guwahati-781005.

2.0 VALIDITY OF BID

Bids shall remain valid for acceptance for a period of 180 days after opening of Technical Bid i.e. Cover 'A'. Bids with shorter validity shall be rejected. Tender Inviting Authority may solicit bidders consent for an extension of validity period.

3.0 VALIDITY OF OFFER OF SUCCESSFUL BIDDER

The validity of offer of the successful bidder shall be at least six (06) months from the date of finalization of the Rate and the successful bidder will be bound to provide services at agreed rates and terms during this period.

4.0 ACCEPTANCE OF TENDER

4.1 Tender Evaluation

Tenders will be evaluated with reference to various criteria of technical bid. L1 bidder shall be selected based on the lowest rate (*combined lowest rate for managing all the social media platforms as outlined in details in the scope of work*) quoted by the technically qualified/responsive bidders. Conditional discounts shall not be taken into account for price comparison. Financial bids will be opened for technically qualified bidders only.

4.2 Right to Reject Tender

Tender Inviting Authority reserves the right to accept the tender or to reject the tender at any point of time without assigning any reason.

4.3 Tender Acceptance

The acceptance of the tenders will be communicated to the successful bidder in writing.

5.0 AGREEMENT

The successful bidder shall execute an agreement on a non-judicial stamp paper of the value of ₹100 (stamp duty to be paid by the bidder) within 10 days from the date of the intimation from Tender Inviting Authority informing that his tender has been accepted or within 10 days from the date of issue of Rate Contract.

6.0 SECURITY DEPOSIT

6.1 The successful bidder, within 10 days of signing of the contract, shall be required to submit Security Deposit amounting 5% of the yearly rate including applicable taxes in the form of bank guarantee/ fixed deposit from any Indian nationalized bank in favour of "State Health Society, Assam" **valid for a period of nine (09) months** from the date of issue of the order.

6.2 The Authority may cancel the letter of award, if the successful Bidder (Applicant) withdraws its Proposal (Bid) after its acceptance or fails to submit the required Performance Securities for the initial contract, and forfeit the EMD.

7.0 NON ASSIGNMENT OR SUB- LETTING

The bidder shall not, at any time, assign, sub-let or make over the contract or the benefit thereof or any part thereof to any person or persons, whatsoever.

8.0 COMMUNICATION

All notices or communications relating to or arising out of the agreement or any of the terms thereof shall be considered duly served on or given to the bidder if delivered to him or left at his premises, places of business or abode.

9.0 ANNULMENT OF AWARD, FORFEITURE OF SECURITY DEPOSIT & FRESH AWARD

Failure of the successful bidder to comply with the requirements of signing of agreement and / or submission of security deposit within the time schedule as stipulated above shall constitute sufficient grounds for the annulment of the award and forfeiture of the bid security. Under such a situation, the proposal may be reviewed for award of the contract on the next lowest evaluated technically qualified bidder or go for a fresh bid depending on the circumstance. In case it is decided to go for the next lowest bidder, negotiation may be considered to bring down their price nearer to the originally evaluated lowest bid.

10.0 SCOPE OF WORK

10.1 Objective of the Engagement

To enhance the digital visibility and public engagement of National Health Mission (NHM), Assam through effective and compliant management of its official social media handles (Facebook, Instagram, Twitter/X, and YouTube). The agency will design and implement a comprehensive digital communication strategy that aligns with NHM Assam's vision, health goals, and outreach priorities.

10.2 Social Media Handles to be Managed

The selected agency will be responsible for end-to-end management of the following verified social media platforms of NHM Assam:

- Facebook
- Instagram
- Twitter/X
- YouTube.

10.3 Key Personnel

The selected agency must deploy one Communication Expert who will act as the Single Point of Contact (SPOC) and shall coordinate all activities with NHM Assam's media and communication wing. He/She (i.e. SPOC) must be a graduate in Mass Communication/Social Science/Sociology or any relevant field with at least 3 years of specific experience in Social Media Content Ideation, content creation and similar activities.

10.4 Strategy & Planning

- i. Assess NHM Assam's current digital presence and suggest improvements.
- ii. Prepare a quarterly content calendar aligned with key health observances, programmatic campaigns, and seasonal messaging needs.
- iii. Devise strategies for increased reach, engagement, and public trust-building on digital platforms.
- iv. Ensure all strategies follow GoI/State branding guidelines, behavior change communication principles, and WHO health communication norms.

10.5 Content Development & Adaptation

The agency will be responsible for producing and adapting digital content across various formats and languages as outlined below:

Static Creatives

- Design social media creatives for campaigns, schemes, public health advisories, etc.
- Modify/adapt existing static creatives for relevant platforms.
- Translate creative content between English and local languages (Assamese, Bodo, Bengali, Hindi, etc.).
- Provide DTP services in the above languages.

Videos/Reels

- Produce short video clips, reels, animations, interviews, success stories, and campaign messages.
- Translate and adapt video/reel scripts and subtitles to/from English and local languages.
- Modify existing video/reel content as needed.
- Provide language-specific DTP and subtitling services for videos.

All content must be culturally sensitive, inclusive, and aligned with local context and NHM messaging priorities.

10.5 Platform Management

- Create, curate, and schedule daily posts as per platform best practices (Facebook, Instagram, Twitter/X, and YouTube).
- Post formats may include: images, short videos, reels, infographics, carousels, polls, GIFs, etc.
- Ensure consistent bilingual (English and Assamese) communication on all platforms.

10.6 Community Engagement

- Monitor and respond to public queries/comments/inbox messages within 24 working hours.
- Coordinate with NHM for subject-specific queries requiring official input.
- Moderate pages to prevent misinformation, spam, and inappropriate content.
- Conduct sentiment analysis periodically to inform strategy.

10.7 Reporting and Analytics

Submit periodic performance reports (monthly/quarterly/annually) including:

- Content performance
- Audience insights
- Engagement statistics
- Follower growth
- Campaign impact analysis
- Recommendations for improvement

10.8 Content Archive & Data Backup

- Maintain an organized archive of all created digital assets (images, videos, editable files).
- Set up a secure digital backup system with at least **12 months retention** of all content.
- All content, including source files, will remain the property of NHM Assam.

10.9 Statutory & Legal Compliance

The agency shall:

- Ensure compliance with the **Information Technology Act, 2000**, and all its amendments.
- Follow **IT Rules 2021**, especially related to social media intermediary responsibilities, content moderation, and grievance redressal.
- Ensure that all published content adheres to applicable **copyright laws, data privacy standards, and government communication protocols**.
- The Bidder shall comply with the provisions of the Digital Personal Data Protection (DPDP) Act, 2023

Be liable for any violations or lapses resulting from non-compliance with statutory requirements.

10.10 Service Level Agreement (SLA)

Activity	Standard	Penalty for Non-Compliance
Content Calendar Submission	Calendar for each month to be submitted 7 days in advance	₹1,000 per delayed day
Response to Social Media Queries	Within 24 hours	₹500 per instance of delayed response beyond 48 hours
Post Frequency	Minimum one post per platform per day	₹1,000 per missed day (per platform)
Reporting	Monthly reports by 5th of the following month	₹1,000 per delayed day
Compliance to IT & Govt. Guidelines	100% compliance mandatory	May lead to warning/termination, depending on severity

11.0 PAYMENT TERMS

- 11.1** No advance payments will be made to the successful bidder.
- 11.2** Payments towards the service will be made strictly as per rules of the Tender Inviting Authority.
- 11.3** Payments will be released on quarterly basis.
- 11.4** Bill in triplicate along with the detail delivery report should be submitted for release of the payment.
- 11.5** In case of any issues with the service provided, related issues NHM will lodge a complaint which should be attended immediately. If problem is not resolved within 24 hours after lodge of complaint, then penalty @₹ 1000/- per day shall be deducted from the bill.
- 11.6** Without Agreement and Performance Security Deposit, payment shall not be released.
- 11.7** In case of any enhancement in tax due to notification of the Government after the date of submission of bids and during the validity period of contract, the quantum of additional tax so levied will be allowed to be charged extra as a separate item without any change in price structure under the tender. For claiming the additional cost on account of the increase in tax, the bidder should produce a letter from the concerned Authority confirming payment of additional tax on the services to the Tender Inviting Authority and also must claim the same in the invoice separately.

12.0 FRAUD & CORRUPTION

12.1 The bidders, suppliers & contractors shall observe the highest standard of ethics during bidding and during performance of the contract. For the purposes of this provision, the following acts shall be considered as corrupt and / or fraudulent practices –

- (a) “Corrupt Practice” means offering, giving, receiving, or soliciting directly or indirectly, of anything of value to influence the action of an official in the procurement process or in contract execution.
- (b) “Fraudulent Practice” means misrepresentation or omission of facts in execution of contract.
- (c) “Collusive practice” means a scheme of arrangement between two or more bidders, with or without the knowledge of the Authority, designed to establish bid prices at artificial, non-competitive level.
- (d) “Coercive Practice” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process or in execution of a contract.

12.2 During the process of evaluation of a bid or proposal for award of a contract, if it is detected that a bidder directly or through agent has engaged in corrupt, fraudulent, collusive or coercive practice in competing for the contract in question, then a) the bid shall be rejected and b) declare the firm ineligible for a specific period or indefinitely to participate in a bidding process. However, if any such practice is detected at any subsequent stage or during execution of the contract, the Authority will exercise the right to cancel the contract and make suitable alternative arrangement at the risk and cost of such offending bidder.

13.0 JURISDICTION OF COURT

Legal proceedings if any shall be subject to Gauhati High Court, Guwahati, Assam jurisdiction only

14.0 SAVINGS CLAUSE

No suit, prosecution or any legal proceedings shall lie against Tender Inviting Authority or any person working under the directions if the authority, for anything that is done in good faith or intended to be done in pursuance of the tender.

SECTION – II

ANNEXURE - I: FORWARDING LETTER

(To be submitted by all bidders/applicants on their letterhead)

Date.....

To

The

Sub: Tender for

Tender Ref No:..... Dated

Sir,

We are submitting, herewith our bid for
.....

We agree to accept all the terms and condition as stipulated in Tender document. We also agree to submit required Performance Security as stipulated in Tender document, if selected for signing the contract.

We agree to keep our offer valid for the period as stipulated in your Tender document.

Enclosures:

- a)
- b)
- c)
- d)
- e)

Signature of the Bidder.....

Seal of the Bidder.....

ANNEXURE - II : UNDERTAKING (BY THE BIDDER)

UNDERTAKING

To

Mission Director,
National Health Mission, Assam

Tender No. _____

For _____

Sir,

1. I, Shri _____, on behalf of M/s _____ having registered office at _____ and branch office at-----, do hereby declare that I have gone through the terms and conditions mentioned for the above and undertake to comply with all tender terms and conditions. The rates quoted by me/us are valid and binding on me/us for acceptance for a period of one year from the date of award of contract to us.
2. We agree to the conditions of the tender under which the PERFORMANCE SECURITY DEPOSIT shall be forfeited by us.
3. The tender inviting authority has the right to accept or reject any or all the tenders without assigning any reason.
4. We understand all the terms and conditions of the contract and bind myself/ourselves to abide by them.
5. We hereby declare that there is no vigilance/CBI or court case pending/contemplated against us at the moment.
6. We hereby declare that, our organization is not blacklisted by any Government Organization.
7. We hereby declare that, our organization is not under legal action for corrupt or fraudulent practices

SIGNATURE :

NAME & DESIGNATION :

DATE :

NAME & ADDRESS OF THE FIRM :

ANNEXURE - III: PARTICULARS OF THE BIDDER

Sl		
1	Name of the Bidder	
2	Registration No and Valid Up to	
3	Address of the Registered Office	
	Phone No:	
	Fax No:	
	Official Email ID:	
4	Year of Establishment	
5	Type of Organization (Govt. Undertaking/ Corporation/ Public Limited/ Private Limited/etc)	
6	Name & Designation of the Authorized Signatory	
7	Contact Person	
	Name:	
	Designation:	
	Phone No:	
	Fax No:	
	Mobile No:	
	Email ID:	
5	Website	
6	Address of Guwahati/ Assam Office	
7	Contact Person of Guwahati, Assam Office	
	Name:	
	Designation:	
	Phone No:	
	Fax No:	
	Mobile No:	
	Email ID:	
8	Brief Description of the organization	

Date:

Place:

Signature of Bidders

Name

Office Seal

ANNEXURE - IV: TURNOVER CERTIFICATE (FROM SIMILAR ACTIVITY)

(TO BE FURNISHED IN THE LETTER HEAD OF THE AUDITOR/CA)

This is to certify that the average annual turnover of M/s in last three financial years is Rs(In words).

This is further to certify that the financial information as furnished below are true and correct and are inconsistent with the Statement of Accounts (audited) and other Statutory Returns.

Financial Year	Turnover
Total	
Average	

Date :

Seal :

Signature of Auditor / Chartered
Accountant
(Name in Capital Letters)
Firm Registration No.....

UDIN:

ANNEXURE-V: UNDERTAKING AGAINST FRAUD & CORRUPTION

We do hereby undertake that, in competing for (and, if the award is made to us, in executing) the bid “**Tender for**
.....” under Tender Reference No
..... we shall strictly observe the policy against fraud and corruption in force in India.

SIGNATURE :

NAME & DESIGNATION :

DATE :

NAME & ADDRESS OF THE FIRM :

ANNEXURE-VI: AGREED TERMS & CONDITIONS

Tender No. & Date _____

A. Details of Bidder

Bidder Name:

Offer Ref:

Contact Person:

Telephone No:

Signature:

Fax No:

E-mail:

B. Definitions

1. "Purchaser" means the Mission Director, National Health Mission, Assam or his authorized representative.
2. "Bidder" means a person or firm or company who has made an offer for supply of goods and /or service as per tender.
3. "Vendor" or "Supplier" means a person or firm or company, to whom the order is addressed for supply of goods and /or services.
4. "Site" means the premises of the purchaser or any other place as decided by the Purchaser.

NOTE: The questionnaire below must be duly filled in and should be enclosed with un-priced Technical Bid, (Cover A). Clauses confirmed here under should not be repeated. All commercial terms and conditions should be indicated in this format. If necessary, details including deviations to the terms and conditions of the bid document, if any, should be enclosed as annexure to this questionnaire.

Sl. No.	Description	<u>Vendor's Confirmation</u> (Confirmed/Noted/Deviation furnished separately)
	C. Technical	
1.	Confirm acceptance of Technical Specification and scope of supply as per Tender Document.	
2.	In case of deviations, confirm that the same have been highlighted separately.	

Sl. No.	Description	Vendor's Confirmation (Confirmed/Noted/Deviation furnished separately)
3.	Confirm that literature and technical data, wherever applicable, have been enclosed.	
4.	Confirm that all certificates/ documents furnished and Court Fee stamp affixed.	
5.	Confirm acceptance of Guarantee condition indicated.	
	D. Commercial	
1.	It is noted that any deviations to the commercial terms and conditions shall lead to loading of prices or rejection of offer.	
2.	Confirm furnishing of price break-up of each item showing basic rate of service and GST as % age of basic rate to arrive at final price in D1 above.	
3.	It is noted that the statutory variations in taxes and duties within the contractual delivery period shall be borne by the NHM authority.	
4.	Confirm that in case any new or additional duties and taxes are imposed after the contractual delivery date due to delays attributable to the supplier the same shall be borne by the agency.	
5.	Confirm acceptance of relevant payment terms specified in the bid document.	
6.	It is noted that delivery period, price reduction, termination etc., are subject to Force Majeure Condition as stipulated in the bid document.	
7.	Confirm that the quoted prices shall remain firm & fixed till validity of the tender.	
8.	Confirm that security deposit of 5% of the yearly contract values including taxes in the form of a Bank Guarantee from a scheduled commercial bank having branch in Guwahati shall be furnished, which will be valid for a period of 90 days beyond the contract period.	
9.	Terms & Conditions indicated in this format shall not be repeated in the bid. Terms & Conditions indicated elsewhere and contradicting those in this format shall be ignored. Confirm compliance.	
10.	Confirm that you shall observe the highest standard of ethics during bidding and in case favored with an order, the execution of the order will be completed,	

Sl. No.	Description	<u>Vendor's Confirmation</u> (Confirmed/Noted/Deviation furnished separately)
	without resorting to any fraud, corruption and/or coercion.	
11.	Confirm that the offer shall be valid for a period of 180 days from the date of bid opening.	
12.	<p>Confirm:</p> <p>Compliance with the Information Technology Act, 2000, and all its amendments.</p> <p>Follow IT Rules 2021, especially related to social media intermediary responsibilities, content moderation, and grievance redressal.</p> <p>Ensure that all published content adheres to applicable copyright laws, data privacy standards, and government communication protocols.</p> <p>The Bidder shall comply with the provisions of the Digital Personal Data Protection (DPDP) Act, 2023</p> <p>Be liable for any violations or lapses resulting from non-compliance with statutory requirements.</p>	
13.	Confirm and agree compliance to Service Level Agreement (SLA) terms.	

SIGNATURE :

NAME & DESIGNATION :

DATE :

NAME & ADDRESS OF THE FIRM

ANNEXURE - VII : FORMAT OF POWER-OF-ATTORNEY FOR SIGNING OF BID

POWER OF ATTORNEY

(On Stamp Paper of relevant value)

Know all men by these presents, we _____ (name of the company and address of the registered office) do hereby appoint and authorize Mr / Ms _____ (full name and residential address) who is presently employed with us and holding the position of _____ as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our bid document for **“Tender for” for National Health Mission, Assam**, in response to the tenders invited by Mission Director, National Health Mission, Assam including signing and submission of all documents and providing information / responses to National Health Mission, Assam in all matters in connection with our bid.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Dated this ____ day of _____ 202

For _____

(Signature)

(Name, Designation and Address)

Accepted

(Signature)

(Name, Title and Address of the Attorney)

Date:

Note:

1. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants and when it is so required the same should be under common seal affixed in accordance with the required procedure.
2. Also, wherever required, the bidder should submit for verification the extract of the charter documents and documents such as a resolution / power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the bidder.
3. In case the bid is signed by an authorized Director / Partner or Proprietor of the bidder, a certified copy of the appropriate resolution / document conveying such authority may be enclosed in lieu of the Power of Attorney.

ANNEXURE - VIII : FINANCIAL BID (Price Bid)

Sl. No.	Name of the Service	Quarterly Rate (₹)	GST (%)	GST Amount per Quarter (₹)	Total Cost per Quarter (Incl. GST) (₹)	Total Cost (6 months) (₹) including GST (Two quarters)
1	Facebook Page Management					
2	Instagram Account Management					
3	Twitter/X Account Management					
4	YouTube Channel Management					
Grand Total (Annual)						

Note: Financial Bid/Price bid should be submitted in a separate envelope only – Cover-B

ANNEXURE – IX: CHECK LIST

Sl No.	Cover A	Yes	No	Page No.
1	Court fee stamp of ₹ 8.25 or IPO of ₹10/- only			
2	Tender Processing Fee of ₹180/- submitted in form of Demand Draft.			
3	Earnest Money Deposit (EMD) / Bid Security of ₹18,000/- submitted in form of Demand Draft.			
4	Forwarding Letter as per Annexure-I			
5	Check List as per Annexure-IX .			
6	Undertaking as per Annexure-II			
7	Particulars of the Bidder as per Annexure-III .			
8	Annual Turnover Statement for the past 3 financial years as per Annexure – IV along with profit & Loss and Balance Sheet Statement			
9	Undertaking on fraud and corruption as per Annexure – V			
10	Agreed Terms & Conditions as per Annexure-VI .			
11	Power of Attorney, Resolution of Board etc., authorizing an officer of the bidding firm to sign the Tender documents as per Annexure – VII .			
12	Undertaking on fraud and corruption as per Annexure – XI			
13	Documentary evidence for the constitution of the company/Agency			
14	Registration & Incorporation Details			
15	GST Registration Certificate.			
16	PAN Details			
17	Name, contact number of the Managing Director, CEO, Owner of the bidder.			
18	Attested copy of work order and completion certificate			
19	Signature and seal on each page of Bid Document			
20	Price Bid as per Annexure-VIII			

ANNEXURE - X: AGREEMENT FORMAT

THIS CONTRACT AGREEMENT is made

This day of month..... year.....

This contract agreement is valid for **Six (06) months** from the date of signing of the agreement.

BETWEEN

(1) Name and Address of the Purchaser:

(2) Name and Address of the Supplier:

WHEREAS the Purchaser invited bids for certain goods and ancillary services, viz., [insert: brief description of goods and services] and has accepted a bid by the Supplier for the supply of those goods and services in the sum of [insert: contract price in words and figures] (hereinafter called "the Contract Price")

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. In this Agreement words and expressions shall have the same meaning as are respectively assigned to them in the Condition of Contract referred to.
2. The following documents shall constitute the Contract between the Purchaser and the Supplier, and each shall be read and constructed as an integral part of the Contract:
 - (a) This Contract Agreement
 - (b) Special Conditions of Contract
 - (c) General Conditions of Contract
 - (d) Technical Requirements (including Technical Specifications)
 - (e) The Supplier's bid and original Price Schedules
 - (f) The Purchaser's Notification of Award (Order No)
 - (g) [Add here: **any other documents**]
3. In consideration of the payments to be made by the Purchaser to the Supplier as hereinafter mentioned, the Supplier hereby covenants with the Purchaser to provide the Goods and Services and to remedy defects therein in conformity in all respects with the provisions of the Contract.
4. The Purchaser hereby covenants to pay the Supplier in consideration of the provision of the Goods and Services and the remedying of defects therein, the Contract price or such other sum as may become payable under the provisions of the Contract at the times and in

the manner prescribed by the Contract.

For and on behalf of

(National Health Mission, Assam)
(Authorized Representative)

Signature with Seal:

Name:

Designation: Mission Director,
National Health Mission, Assam

Address: Office of the Mission Director, National
Health Mission, Assam, Saikia Commercial
Complex, Christianbasti, Guwahati-
781005, Assam

In the presence of following witnesses:

1)

Signature:

Name:

Designation:
Address:

2)

Signature :

Name:

Designation:
Address:

For and on behalf of

(*Name of the Supplier*)
(Authorized Representative)

Signature with Seal:

Name:

Designation:

Address:

In the presence of following witnesses:

1)

Signature:

Name:

Designation:
Address:

2)

Signature :

Name:

Designation:
Address:

ANNEXURE-XI Undertaking

(To be provided in the clients letter head)

To,
The Mission Director,
National Health Mission, Assam

Tender No.

We, [*Name of the Bidder*], hereby declare that, as of the date of submission of this bid, we have not been blacklisted or debarred from participating in tenders by any Government or Semi-Government agency. Furthermore, we confirm that we are not currently blacklisted or debarred by any Central or State Government organization and are, therefore, eligible to participate in NHM Assam's Tender No. [*Tender Number*], dated [*Date*], for hiring of Light Passenger Vehicles.

SIGNATURE :

NAME & DESIGNATION :

DATE :

NAME & ADDRESS OF THE FIRM :