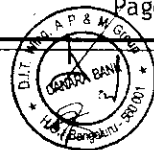




REQUEST FOR PROPOSAL [RFP]
FOR
"SELECTION OF SERVICE PROVIDER FOR SOCIAL MEDIA SERVICES"

Issued by: Canara Bank,
AP&M Group, 1st Floor,
DIT Wing, Naveen Complex,
14, MG Road, Bengaluru -560 001
Phone No - 080- 5590070,25584873
Email Id- hoditapm@canarabank.com



Bid Details in Brief

Sl. No.	Description	Details
1.	RFP No. and Date	RFP 07/2018-19 dated 09/08/2018
2.	Brief Description of the RFP	Selection of Service Provider for Social Media Services
3.	Bank's Address for Communication and Submission of Tender	Deputy General Manager Canara Bank, AP&M Group, 1st Floor, DIT Wing, Naveen Complex, 14 MG Road, Bengaluru -560 001
		Tel - 080-25590070,25584873 Fax- 080-25596539 Email: hoditapm@canarabank.com Senior Manager, Asset Procurement & Management Group
4.	Date of Issue	09/08/2018, Thursday
5.	Last Date for Submission of Queries for Pre Bid Meeting	17/08/2018, Friday, 3.00 PM
6.	Date of Pre Bid Meeting	20/08/2018, Monday, 3.00 PM
7.	Last Date of Submission of Bids	31/08/2018, Friday upto 3.00 PM
8.	Date and time of Opening of Part A - Conformity to Eligibility Criteria.	31/08/2018, Friday, 3.30 PM
9.	Date and time opening of Technical Bid Part-B/Commercial Bid Part-C	Will be intimated at a later date.
10.	Tender Fee (Not Refundable)	Rs.29,500/- (25,000 Tender Fee and 18% GST)
11.	Earnest Money Deposit(Refundable)	Rs.20,00,000/-

This document can be downloaded from following website <http://canarabank.com/english/announcements/tenders> & <https://eprocure.gov.in/epublish/app>. In that event, the bidders should pay the Tender Fee for tender document by means of DD drawn on any Scheduled Commercial Bank for the above mentioned amount in favour of Canara Bank, payable at Bengaluru and submit the same as mentioned above.

Any Amendments, Modifications, Pre Bid Replies, Clarifications & any communication etc. will be uploaded in the Bank's website only (i.e. <http://canarabank.com/english/announcements/tenders>). No individual communication will be sent to the individual bidders.

DISCLAIMER

The information contained in this Request for Proposal ("RFP") document or information provided subsequently to bidders or applicants whether verbally or in documentary form by or on behalf of Canara Bank (or Bank), is provided to the bidder(s) on the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided. This RFP document is not an agreement and is not an offer or invitation by Canara Bank to any parties other than the applicants who are qualified to submit the bids (hereinafter individually and collectively referred to as "Bidder" or "Bidders" respectively). The purpose of this RFP is to provide the Bidders with information to assist the formulation of their proposals. This RFP does not claim to contain all the information each Bidder requires. Each Bidder may conduct its own independent investigations and analysis and is free to check the accuracy, reliability and completeness of the information in this RFP. Canara Bank makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP. The information contained in the RFP document is selective and is subject to updating, expansion, revision and amendment. It does not purport to contain all the information that a Bidder requires. Canara Bank does not undertake to provide any Bidder with access to any additional information or to update the information in the RFP document or to correct any inaccuracies therein, which may become apparent.

Canara Bank reserves the right of discretion to change, modify, add to or alter any or all of the provisions of this RFP and/or the bidding process, without assigning any reasons whatsoever. Such change will be published on the Bank's Website (<http://canarabank.com/english/announcements/tenders>) and it will become part and parcel of RFP.

The information provided by the bidders in response to this RFP Document will become the property of the Bank and will not be returned. This RFP document prepared by Canara Bank should not be reused or copied or used either partially or fully in any form.

Canara Bank in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP. Canara Bank reserves the right to reject any or all Request for Proposals received in response to this RFP document at any stage without assigning any reason whatsoever. The decision of Canara Bank shall be final, conclusive and binding on all the parties.

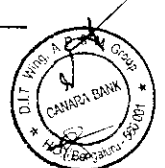


Abbreviations used in this Document:

1.	AMC	Annual Maintenance Contract
2.	ATS	Annual Technical Support
3.	BG	Bank Guarantee
4.	BOM	Bill of Material
5.	DD	Demand Draft
6.	DIT	Department of Information Technology
7.	DR	Disaster Recovery
8.	EMD	Earnest Money Deposit
9.	GST	Goods and Service Tax
10.	HO	Head Office
11.	HTTP	Hyper Text Transfer Protocol
12.	HTTPS	Hyper Text Transfer Protocol Secure
13.	ISDN	Integrated Services Digital Network
14.	ITU	International Telecommunication Union
15.	LAN	Local Area Network
16.	LD	Liquidated Damage
17.	MAF	Manufacturer Authorization Form
18.	MSME	Micro Small & Medium Enterprises
19.	MTBF	Mean Time Between Failure
20.	MTTR	Mean Time To Restore
21.	NEFT	National Electronic Funds Transfer
22.	NI Act	Negotiable Instruments Act
23.	OEM	Original Equipment Manufacturer
24.	OS	Operating System
25.	PDI	Pre Delivery Inspection
26.	PERT	Project Execution and Review Technique
27.	POC	Proof of Concept
28.	RFP	Request For Proposal [Interalia the term 'Tender' is also used]
29.	RTGS	Real Time Gross Settlement
30.	SEO	Search Engine Optimization
31.	SCM	Search Engine Marketing

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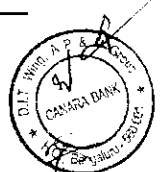
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A. INTRODUCTION

1. About Canara Bank

CANARA BANK, a body Corporate and a premier Public Sector Bank established in the Year 1906 and nationalized under the Banking Companies (Acquisition and Transfer of Undertakings) Act, 1970, having its Head office at 112, J C Road Bengaluru-560002 and among others, having DIT Office at Naveen Complex, No.14, M G Road, Bengaluru-560001. The Bank is having pan India presence of more than 6,200 branches, 21 Circle offices and 118 Regional Offices situated across the States. The Bank is working on Core Banking System using Flexcube solutions. The Bank is a forerunner in implementation of IT related products and services and continuously making efforts to provide the state of art technological products to its customers.

2. Definitions

- 2.1. 'Bank' means unless excluded by and repugnant context or the meaning thereof, shall mean 'Canara Bank', described in more detail in Clause 1 above and which has invited bids under this Request for Proposal and shall be deemed to include its successor and permitted assigns.
- 2.2. 'RFP' means Request for Proposal for 'Selection of Service Provider for Social Media Services' in Canara Bank.
- 2.3. 'Bidder' means a vendor submitting the proposal in response to RFP.
- 2.4. 'Services' means providing Social Media Analytics, Social Media Marketing, and Campaign Management as per this RFP. This also includes tools required to run these services.
- 2.5. 'Contract' means the agreement signed by successful bidder and the Bank at the conclusion of bidding process, wherever required.
- 2.6. 'Successful Bidder' / 'L1bidder' means the Bidder who is found to be the lowest bidder after conclusion of the bidding process including the reverse auction, subject to compliance to all the Terms and Conditions of the RFP, etc.

3. About RFP

The Bank wishes to select a vendor who can undertake the activity of providing the services as described elsewhere in the scope of work for Social Media Services. In this connection, Bank invites sealed offers (subject to 'Conformity to Eligibility Criteria', 'Technical Proposal' and 'Commercial Bid') for Social Media Services across the country as per the Terms & Conditions, Technical Specifications and Scope of Work described elsewhere in this document.

4. Objective

The Bank wishes to select a vendor who can undertake the activity of providing the services as described elsewhere in the scope of work for Social Media Services for a period of Three years contract.

5. Eligibility Criteria

- 5.1. A vendor submitting the proposal in response to this RFP shall hereinafter be referred to as 'Bidder' and Social Media Services shall hereinafter be referred as "Services".
- 5.2. Interested Bidders, who can provide Social Media Services in Canara Bank and meet the Eligibility Criteria as per Annexure-3 may respond.

6. Participation Methodology

- 6.1. In a tender either the Indian Agent on behalf of the Principal/OEM or Principal/OEM itself can bid but both cannot bid simultaneously for the same solution/software in the same tender.
- 6.2. If an agent bids on behalf of the Principal/OEM, the same agent shall not submit a bid on behalf of another Principal/OEM in the same tender for the same solution/software.
- 6.3. In the event of Agent/Representative being not able to perform the obligations as per the provisions of this RFP, the Principal/OEM should assume complete responsibility on behalf of the OEM/Agent for providing required product/license that would be required to meet intent of this RFP at no additional cost. To this effect Bidder should provide a dealer/distributor certificate as per **Annexure-15**.

7. Existing Infrastructure

Canara Bank Marketing & Retail Resources Wing is presently using manual methods for managing Bank's Social Media Accounts.

8. Requirement Details

- 8.1. Bank invites sealed offers ('Conformity to Eligibility Criteria', 'Technical Proposal' and 'Commercial Bid') for Social Media Services for the Bank as per the Terms & Conditions, Technical Specifications and Scope of Work described elsewhere in this document.
- 8.2. Detailed Technical Requirements for Social Media Services is furnished in **Annexure-10**. All the Hardware/Software ordered for Social Media Services tool should have comprehensive onsite warranty of one year with onsite OEM engineer.

9. Scope of Work:

Canara Bank is looking for a Social Media service provider, who can assist the bank in creating & managing a strong Social media presence as per the prevailing market trend and requirements of the bank.

The Bank intends to engage a service provider who can provide Social Media Services and assist the bank in creating & managing a strong Social media presence whereby Bank can listen and engage with customers via social media handles, monitor unstructured social media data for analysis & insights of customer sentiment, behavior and interests; and deliver through social channels the best of one-to-one experiences. However, the promotion of Bank's products, services, events and campaigns through social media will be in accordance with its overall marketing plan.

The participant bidder is expected to be thorough with the laws with regard to social media participation and facilitate the Bank to establish appropriate policy, procedure, guidelines and monitoring tools etc.

The Service Provider is envisaged to facilitate the following:

1. Social Media Listening & Analytics
2. Marketing Digital Products
3. Purchased Media: Campaign Management
4. Social Outreach across diverse platforms
5. Market Research
6. Brand management
7. Content Management



8. Response management

All Digital and Social Media Services should be enabled on Mobile device.

The scope includes the implementation of a comprehensive social media services for the following activities:

9.1. Social Media Listening and Analytics

The tool should gather data from blogs and social media websites (at least 20,000 websites/ blog sites) and analyze the data to make business decisions and should perform the following activities under analytics:

9.1.1. Audience Reach and Engagement:

- 9.1.1.1. Right Audience Profile: Post an advertisement on social media sites on official page/handle and work out a target profile based on the response to the advertisement.
- 9.1.1.2. Engagement: Quantify Content Engagement and Monitoring of the engagement.
- 9.1.1.3. Traffic: Traffic generated for the content which should help in generating leads.

9.1.2. Community Responsiveness:

- 9.1.2.1. Providing access to bank team for social media listening tool, so that response to complaints can be given.
- 9.1.2.2. The tool should have option to track the complaints and response. Suitable audit trail should be available.
- 9.1.2.3. An integrated system for response management and escalations with a facility to prioritize posts.
- 9.1.2.4. Create a list of FAQs specific to the brand, products and services being offered by the Bank for first level response.
- 9.1.2.5. Create adequate response templates based on various scenarios across brand, products and services.
- 9.1.2.6. All comments/complaints shall be forwarded to the web communication team (super user). The super user shall forward the queries/comments/complaints to respective Wings (two users for each Wing).
- 9.1.2.7. Multi-lingual support for response management. Further, any response given in vernacular language should be translated and given in English.

9.1.3. Competitor Benchmarking:

- 9.1.3.1. The tool should provide a way to monitor competitors (all Scheduled Commercial Banks). This monitoring will present a clear picture on which ideas to follow and which ones to avoid.
- 9.1.3.2. Statistics such as audience profile, audience growth etc. should be made available for comparison.
- 9.1.3.3. Suggest strategies (at least 1 strategy a Month) suitable to the Bank among the strategies adopted by competitors.
- 9.1.3.4. Ability to view and compare weekly trends of brand share, social mentions and other competitive brands.

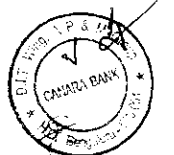
9.1.4. Sentiment Analysis:

- 9.1.4.1. Social Media Listening tool should be provided for gathering data from various social media outlets and news sources.
- 9.1.4.2. Bidder shall perform sentiment analysis across at least 20,000 websites/blog sites, on at least 20,000 messages per month.

- 9.1.4.3. The services should have the ability to monitor conversations and generate text analytics based on predefined criteria.
- 9.1.4.4. The services should also determine the sentiment of a speaker or writer with respect to some topic or document. The information gathered can guide the organizations public relations group in assessing the effectiveness of communication strategies. Indicatively, following are some of the utility areas of the social media listening:
 - a. Track reach and spread of banks messages and press releases.
 - b. Handle crisis situations.
 - c. Continuously monitor conversations.
 - d. Identify and reach out to key bloggers and influencers.
 - e. Spot emerging trends, discussions themes and topics.
- 9.1.4.5. The services should provide us customer details like name, mobile number, e-mail id and category of complaint. (ATM/branch service etc.)
- 9.1.4.6. Based on the data gathered, the services should provide a dashboard to the bank duly categorizing the sentiments of the customers. Further a daily report should be provided to bank.
- 9.1.4.7. The services should provide both the Reporting approaches as mentioned below:
 - a. First approach: reporting on Owned & Paid Channels such as Facebook, Twitter, etc. where the brand is present. Owned Channel reporting measures the channel performance in detail & provides insights, highlights & lowlights.
 - b. Second approach: reporting on Earned Mentions. Here the objective varies from monitoring the Brand Health in the social space to tracking the competition to tracking the industry & deriving actionable insights.
- 9.1.4.8. Track reach and spread of banks messages and press releases
- 9.1.4.9. Identify and reach out to key bloggers and influencers
- 9.1.4.10. Spot emerging trends, discussion themes and topics.
- 9.1.4.11. 360 degrees customer listening to reposition the Bank's strategy as per customer or prospective customer needs
- 9.1.4.12. Monitor customer/ non-customer conversations related to the Bank and process the same to derive insights and feedback.
- 9.1.4.13. Suggest appropriate strategies according to the responses

9.2. Marketing Digital Products

- 9.2.1. Develop and execute a targeted social media-advertising program to reach out to existing and potential customers
- 9.2.2. Develop a mechanism that captures user behavior, interests and optimize digital advertising campaigns whenever launched.
- 9.2.3. Arrangement with Google /Facebook /Twitter /LinkedIn and blog sites/websites for advertisement and publicity of Bank products and linking our websites by providing landing page to these sites or advertisement.
- 9.2.4. The services should use latest techniques that facilitates generation of leads against the below mentioned aspects. Leads thus generated shall be forwarded to respective Wings.
 - a. Key Word Targeting: Help in identification of key words and reach the users based on predefined key words.



- b. Negotiate, purchase and monitor advertising space and airtime on behalf of the Bank as a Media Buyer.
- c. Use Search Engine Optimization (SEO)/ Search Content Marketing (SCM) for climbing up the search result for Canara Bank and Joint Ventures Websites
- d. Ensure Canara Bank presence in searches through use of aggregator websites such as Bank Bazaar, Policy Bazaar etc.
- e. Partnerships: Digital and social media targeted partnerships with consumer brands
- f. Placement Targeting: Help in Target locations, website, places where the bank products and services should appear.
- g. Topic targeting: Choose the web pages that relate to chosen topics, relevant to Bank's products and services.
- h. Remarketing: Segment audience of past site visitors and deliver relevant bank products and services ads on search based on actions people have taken on bank site.
- i. Interest categories: Target people whose interest lie in banking products and services.
- j. In market segments: Target the visitors who are actively browsing, researching and comparing banking products and services.
- k. Affinity segments: To reach those who have shown a proven interest in a topic related to Canara bank
- l. Target Specific Segments: Ability to target specific customer segments like IT employees, College students, etc.

9.3. Campaign Management

9.3.1. Campaign Preparation:

- 9.3.1.1. Campaign Goals: The services should be able to define goals and objectives pertaining to campaigns.
- 9.3.1.2. Target: The services should provide the facility to define and configure necessary custom fields for segmentation.
- 9.3.1.3. Campaign Program and Outcome: Create/Edit/Delete a campaign program. Every response has a specific outcome. Define outcome for each response and the course of action thereafter.
- 9.3.1.4. Provide digital solutions - website improvements, e-Campaigns, Digital Media Campaigns and more.
- 9.3.1.5. The services should include strong Response Management capabilities for both Earned and Owned channels.
- 9.3.1.6. The services should be able to plan, develop and execute videos/images etc. on social media.
- 9.3.1.7. The bidder should have a dedicated team ensuring reputation management and response management. Best practices should be shared and implemented across social platforms.

9.3.2. Campaign Execution:

- 9.3.2.1. Campaign hierarchies: a categorization tool that enables you to analyze/report on health of the integrated multi-channel campaign.
- 9.3.2.2. A well-defined promotional cycle
- 9.3.2.3. Tracking responses to e-mails/SMSs
- 9.3.2.4. Repeating the promotional cycle only for those who have not responded

9.3.3. Campaign Tracking:

- 9.3.3.1. Track the responses to your offers to track overall effectiveness, platform wise.
- 9.3.3.2. Top influencer tracking: Identify who is most actively talking about our brand, products and services and how influential they are.
- 9.3.3.3. Provide a user friendly dashboard that allows seeing vital data and identifying the key outcomes in various marketing efforts.
- 9.3.3.4. Special Reports: analyze, provide insights & learning, and most importantly provide status on campaign performance. These reports can be special tracking exercises done on specific brands or on specific efforts or on a common situation in the country or on an industry related change for ex: RBI Guidelines & Acceptance of people/ users.

9.4. Social Outreach Scope

9.4.1. Business Impact:

- 9.4.1.1. The bidder should ensure that there is gain in business from efforts in social media marketing
- 9.4.1.2. Recommendations on potential clients and respective products should be made based on social listening and campaigns
- 9.4.1.3. Recommendations to improve existing products should be made through popular comments in social media

9.4.2. Channel wise Activity:

9.4.2.1. Facebook:

- 9.4.2.1.1. Page Creation & Management
- 9.4.2.1.2. Content Architecture & Calendar
- 9.4.2.1.3. Evergreen posts, presence & response management, spam management
- 9.4.2.1.4. Organic Relationship building with fans / TG, building conversations
- 9.4.2.1.5. Tab Creation
- 9.4.2.1.6. Track Fan activity & profiling, including Influencers
- 9.4.2.1.7. Campaigns and Engagement
- 9.4.2.1.8. Reporting

9.4.2.2. Twitter:

- 9.4.2.2.1. Account Management
- 9.4.2.2.2. enable conversations across twitter
- 9.4.2.2.3. Content Architecture & Calendar, Messaging and managing conversations
- 9.4.2.2.4. Track Fan activity & profiling, including Influencers
- 9.4.2.2.5. Reporting

9.4.2.3. YouTube:

- 9.4.2.3.1. Account/ Channel Management
- 9.4.2.3.2. Managing Content, uploading videos periodically
- 9.4.2.3.3. Creating appropriate asset fields - tags, titles, video quality, thumbnails, etc.
- 9.4.2.3.4. Grow subscriptions
- 9.4.2.3.5. Promote on primary channels like FB & Twitter

9.4.2.4. LinkedIn:

- 9.4.2.4.1. Account Creation & Management
- 9.4.2.4.2. Create relevant groups/ Join relevant groups
- 9.4.2.4.3. Identify relevant opportunities to participate in various groups & discussions
- 9.4.2.4.4. Building network & engage the TG
- 9.4.2.4.5. Presence Management on LinkedIn

9.4.2.5. Instagram:

- 9.4.2.5.1. Account/ Channel Creation & Management
- 9.4.2.5.2. Managing Content, uploading pictures & videos periodically
- 9.4.2.5.3. Grow followers

9.4.2.6. Blogs:

- 9.4.2.6.1. Account/ Channels creation and Management
- 9.4.2.6.2. Authoring Blogs/ Collaborating with domain experts
- 9.4.2.6.3. Blog Moderation
- 9.4.2.6.4. Growing the community

9.5. Market Research

The bidder should assess the brand position & status, re-branding, exploring competitors & competing products. Identifying the targeted audience based on needs & requirements with following abilities:

- 9.5.1. Assess the performance of social media in development of banks business using defined ROI parameters.
- 9.5.2. Ability to view and compare weekly trends of brand share, social mentions and other competitive brands.
- 9.5.3. It should be able to track leading regional (more popular in particular geographical areas & in regional languages) as well as leading international websites (website of international news agencies, magazines etc.) & social site for analyzing.

9.6. Brand Management

- 9.6.1. Updating Our banks latest information and other details on regular basis and when required
- 9.6.2. Developing branding collaterals - background image, skins, cover photo, etc.
- 9.6.3. Managing user feedback and inquiries on official brand channels
- 9.6.4. Identifying and removing unofficial profiles/presence on social media channels relevant to Canara Bank
- 9.6.5. Managing the Online Reputation of the Bank
 - 9.6.5.1. Developing a comprehensive reputation management system that allows for tracking and gauging of a brand's influence across various platforms.
 - 9.6.5.2. Keeping a close watch on relevant stakeholders and their projection of our brand, as well as the community that dwell within that channel and how they respond to our brand, as a part of feeds received from online monitoring of specific top keywords defined.
 - 9.6.5.3. Strategy to make this online reputation positive
 - 9.6.5.4. Creation of a positive sentiment on social media platforms during the time of negative inflow on social media.



- 9.6.6. Conducting an in-depth study of the present official/unofficial presence of the Bank on Social Media and relevant platforms across the web.
 - 9.6.6.1. The mentions/tweets/blogs/news/forums etc. on Social Media and relevant platforms across the web
- 9.6.7. The sentiment about the Bank at present on Social Media and relevant platforms across the web Conversation and Sentiment Drivers
 - 9.6.7.1. How people feel about the Bank's brand and what words or qualities they associate with it.
 - 9.6.7.2. Where conversations occur and their drivers, along with key trending topics
 - 9.6.7.3. Connecting with the positive sentiment drivers and listening and converting negative sentiment to positive.
- 9.6.8. Location, Time, and Impact of Conversations
 - 9.6.8.1. Channel/Region affinity of brand conversations
 - 9.6.8.2. Reach and virility of conversations
- 9.6.9. Competitive Implications, as a part of listening module and social media analysis as per keywords defined for competitors of Canara Bank
 - 9.6.9.1. How people talk about our competitors
 - 9.6.9.2. Positioning in industry/product area
- 9.6.10. Identification of trend
 - 9.6.10.1. Emerging negative/positive trends
- 9.6.11. Influence
 - 9.6.11.1. Identifying key advocates or detractors.
 - 9.6.11.2. Influencers to be tapped into for propagating the positive reputation of the Bank online
 - 9.6.11.3. Building relationships through official social media channels for becoming a more trusted and positive brand.
 - 9.6.11.4. Differentiating the brand through emotional connections with the followers on Social Media
 - 9.6.11.5. Nurturing loyal fans to become more essential and propagating the sentiment.
 - 9.6.11.6. Engaging with the influencers and strategy to use them at appropriate occasions.
- 9.6.12. Opportunities and Threats
 - 9.6.12.1. Understand the trend among customer's conversation about what they want to see in our services/products.
 - 9.6.12.2. Identify what features of our competition are winning over us.
- 9.6.13. To obtain the verified stamp on all official channels of the Bank within the time-line stated by the Bank, as per guidelines and recommended process by social media platforms to successfully conduct the activity.
- 9.6.14. Removal of Fake pages of the Bank on various social sites, as per guidelines and recommended process by social media platforms to successfully conduct the activity. Capability to integrate with Bank's existing system on need basis.
- 9.6.15. Find the top keyword's momentum in social networks.
- 9.6.16. Any other requirement given by the bank



9.7. Content Management

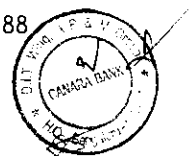
- 9.7.1. Innovative Content is to be designed to evince user interest. Content to be shared and approved by bank before planned content release date.
- 9.7.2. Development of creative, animated videos and any other relevant content at least one month before the launch of the posts.
- 9.7.3. Creation of a content plan for all the Social Media channels.
- 9.7.4. Creation of work-flow for content creation and approval between the Bank and the Service Provider.
- 9.7.5. Posting the Approved Content with a mutually agreed frequency (being 2-3 times a day.)
- 9.7.6. Creation and execution of social media campaigns and contests for drawing users to the Bank's pages as per the requirement given by the bank from time to time basis.
- 9.7.7. Develop creative (images, flash files etc.) for the official pages of the Bank and modify existing creative to interest the Social Media Users. (Creative should be designed as and when desired by the Bank)
- 9.7.8. The content once provided to the bank will be a property of the bank and may be deployed at any other channel/platform as decided by the bank.
- 9.7.9. This software tool would be able to -publish the content on various social media platforms and social media users / accounts having an approved workflow and ability to schedule post for different date & time.
- 9.7.10. Any other requirement given by the Bank.

9.8. Response Management

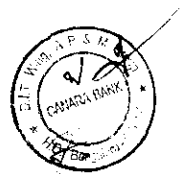
- 9.8.1. Time line to be fixed for the response/acknowledgement by the agency to any post/queries by the customers (5-10 min).
- 9.8.2. Any generic queries can be replied from the standard template and FAQs designed as mentioned in point 9.1.2.4 & 9.1.2.5.
- 9.8.3. Complaints received after the banks working hours should be acknowledged and forwarded to the concerned wing so that same can be resolved immediately on next working hour slot.

The above mentioned services are to be performed through a Software/ tool which are to be customized as per our services requirement, which will enable our bank to engage with people at large. Broadly the software tool would include following:

- 9.8.4. Customization of dashboard through a Graphical User Interface, GUI, which will enable a comprehensive and user-friendly interaction on various Social Media Platforms through a single interface
- 9.8.5. This software tool would be able to segregate responses of various social media platforms and manage to reply of those messages accordingly. Thus flow of activities would be such as:
 - 9.8.5.1. Segregation of response
 - 9.8.5.2. Replying on the response based upon the replies received from Departments
 - 9.8.5.3. Analysis of response
 - 9.8.5.4. Generation of reports based on response
- 9.8.6. This software tool would enable responses in real time
- 9.8.7. This software tool would have the ability to reply through multiple accounts & multiple social media platforms in multiple team environment
- 9.8.8. Doing labeling for each comment and tool based auto labeling mechanism
- 9.8.9. Channel based (Social Media platforms) selection & view
- 9.8.10. Work Flow mechanism for team management
- 9.8.11. Inbox kind of look and feel for response management processing



- 9.8.12. The Platform should have ability to send and receive emails from anyone
- 9.8.13. The platform should have APIs to add custom sources for tracking
- 9.8.14. Platform should create tickets for the tracked mentions according to business rules
- 9.8.15. The platform should have robust workflow management to escalate the mentions to various departments in the bank
- 9.8.16. These mentions can be sent to anyone in bank for resolution using the same platform via emails or escalation.
- 9.8.17. The platform should have business logics to ensure timely response and robust escalation
- 9.8.18. The system should have capability to setup service level agreements (SLAs)
- 9.8.19. It should also provide management information system (MIS) as per banks requirement including the number and type of Issues faced by departments and the resolution provided along with response and resolution time.
- 9.8.20. As a step towards ensure good customer experience, the agency is required to help the bank with best practices in the social media industry for response management, better customer experience and improve the resolution of customer issues in the bank.
- 9.8.21. Tracking:
- 9.8.21.1. Ability to track public mentions on multiple official accounts on various social Media platform of Canara Bank
- 9.8.21.2. The Software should be capable of tracking Google Play store reviews of Canara Bank Mobile Application
- 9.8.21.3. The Software should have email management capabilities. This would include ticket creation of emails received on official email IDs of Canara Bank.
- 9.8.21.4. The Software should have APIs to add custom sources for tracking in the future.
- 9.8.22. Workflow Management:
- 9.8.22.1. Software should create individual ticket of the tracked mentions according to business rules and Natural Language Processing.
- 9.8.22.2. The Software should have robust workflow management to escalate the mentions to various officials of Canara Bank by Social Media Agency Team members and have better coordination. Escalation should be allowed via both assignment of ticket and forwarding tickets as emails.
- 9.8.22.3. These tickets can be sent to anyone over emails to Canara bank departments for resolution using the same Software.
- 9.8.22.4. The Software should have business logics to ensure timely response and robust escalation
- 9.8.22.5. The system should have capability to setup service level agreements (SLAs), Due Date, Priority, etc.
- 9.8.22.6. The software should have the APIs to integrate a form on custom sources to create a ticket
- 9.8.22.7. The software should have features to improve productivity and segregation, such as:
- Teams
 - Different User Types
 - Custom Views
 - Assignment Rules



- Ticket Creation Rules
- Tags
- Filters

9.8.23. MIS & Analytics:

9.8.23.1. Develop any custom MIS reports as per the requirement of our Bank

9.8.23.2. The software should have real-time analytics of various metrics such as:

- Agent Performance
- Complaints Data
- Complaint Type
- CSAT over Emails
- Company Split of Complaints over Social Media

9.8.24. Integration: Software should have APIs for any future integration with Canara Bank CRMs/Any other system

9.8.25. The bidder will be required to carry out requirement study/analysis of business processes to thoroughly understand the functional and operational mechanism of the CPGRS (Canara Public Grievance Redressal System) tool and collect requirements from the concerned officer(s) and undertake the integration with the tool.

9.8.26. Integration of social media to our bank website to further direct the micro page created for core business/associate party business.

9.9. Regulatory Compliance

9.9.1. The services proposed by the bidder should abide to the security requirements of the RBI, respective Government/ other regulatory agencies and the Bank and provide such regulatory requirements at no additional cost to bank during the contract period.

9.9.2. The bidder should assist the bank in adhering to compliance guidelines of the regulatory authorities and facilitate bank to devise appropriate guidelines for the staff members.

9.9.3. The bidder should ensure that all interface / license required will be procured by the vendor in the name of the Bank.

9.9.4. The Bidder should have necessary arrangement / agreement / certification with major Social platform management companies like Google / Face-book / Twitter / Linked-in, etc. Bidder has to register the application in the name of Bank and registration should be renewed periodically.

9.9.5. The bidder should ensure that all the regulations of Information Technology Act, 2000 as amended from time to time, are being adhered to.

9.9.6. The bidder should provide the parameters to audit the tools by 3rd party auditor and any vulnerability observed shall be rectified by the bidder without any additional cost to the Bank.

9.10. Security Aspects

9.10.1. The bidder must disclose the limitation/capability of the tool provided.

9.10.2. The bidder will be responsible for conducting risk assessment and risk mitigation.

9.10.3. The bidder should ensure recording of all forms of data exchange on social media for the Purpose of bank's internal audit.

9.10.4. Authentication, Access Control, Encryption, Integrity, Confidentiality, Biometric Logins, Audit Trail & Logs, VAPT, Security Audit, Source Code Audit, IIS/OS/Server Hardening, Health Check Status of Server, Escrow Management, Ethical Hacking, Security Controls advised by Cert-In, CDAC, Deloitte, RBI etc.

9.11. Training

- 9.11.1. The bidder should provide training on social media, trends, usage of the tool for the employees of the Bank. A detailed curriculum should be planned for this training program in consultation with Bank.
- 9.11.2. The training 5 days shall be given for 20(2 batches of 10 each) officials of the Bank at no extra cost to the Bank.
- 9.11.3. Employees with social media accounts and social media training should be encouraged for sustained activity on all platforms.
- 9.11.4. Employee base should be leveraged to increase penetration in social media space.
- 9.11.5. Internal Employee groups should be created on social media platforms for discussions and updates.
- 9.11.6. The successful bidder should provide Handholding support to the team, establish the practice, and transfer the knowledge to the Bank during the engagement period, along with documentation.

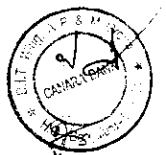
9.12. Other Aspects

- 9.12.1. The scope of the Services is to be provided for a period of three years from the date of acceptance by the Bank.
- 9.12.2. The Scope of the work is for Social Media Services with advanced security features.
- 9.12.3. Bidder should follow a standard development process to ensure that services meet functional, security performance and regulatory requirements of the bank.
- 9.12.4. Bidder should comply with the IS Security Policy and Social Media Marketing Policy of the bank.
- 9.12.5. Bidder should help the Bank in resolving any security observation as per the IS Policy of the bank.
- 9.12.6. Bidder is responsible for collection of logs and submission of the logs for further analysis and implementing the solution to resolve the incidents.

B. BID PROCESS

10. Clarification to RFP and Pre-Bid Queries

- 10.1. The bidder should carefully examine and understand the specifications, terms and conditions of the RFP and may seek clarifications, if required. The bidders in all such cases should seek clarification in writing in the same serial order as that of the RFP by mentioning the relevant page number and clause number of the RFP as per format provided under Appendix-F.
- 10.2. All communications regarding points requiring clarifications and any doubts shall be given in writing to the Deputy General Manager, Canara Bank, DIT Wing, HO (Annex), 14 MG Road, Naveen Complex, Bengaluru-01 or an email can be sent to hoditapm@canarabank.com by the intending bidders before **03:00 PM on 17/08/2018 (Friday)**.
- 10.3. No queries will be entertained from the bidders after the above date and time.
- 10.4. The Bank will consolidate all the written queries and any further queries during the pre-bid meeting and the replies for the queries shall be made available in



the Bank's website (www.canarabank.com) and no individual correspondence shall be made. The clarification of the Bank in response to the queries raised by the bidder/s, and any other clarification/amendments/corrigendum furnished thereof will become part and parcel of the RFP and it will be binding on the bidders.

10.5. No oral or individual consultation will be entertained.

11. Pre-Bid meeting

11.1. A pre-bid meeting of the intending bidders will be held as scheduled below to clarify any point/doubt raised by them in respect of this RFP.

Date	Day	Time	Venue
20/08/2018	Monday	3.00PM	Canara Bank, Second Floor, Conference Hall, DIT Wing-HO (Annex), Naveen Complex, 14 M G Road, Bengaluru 560001.

No separate communication will be sent for this meeting. If the meeting date is declared as a holiday under NI Act by the Government subsequent to issuance of RFP, the next working day will be deemed to be the pre-bid meeting day. Authorized representatives of interested bidders shall be present during the scheduled time. In this connection, Bank will allow maximum of Two (2) representatives from each Bidder to participate in the pre-bid meeting.

11.2. Bank has the discretion to consider any other queries raised by the bidder's representative during the pre-bid meeting.

11.3. Bank will have liberty to invite its technical consultant or any outside agency, wherever necessary, to be present in the pre-bid meeting to reply to the technical queries of the Bidders in the meeting.

11.4. The Bank will consolidate all the written queries and any further queries during the pre-bid meeting and the replies for the queries shall be made available in the Bank's website (www.canarabank.com) and no individual correspondence shall be made. The clarification of the Bank in response to the queries raised by the bidder/s, and any other clarification/amendments/corrigendum furnished thereof will become part and parcel of the RFP and it will be binding on the bidders.

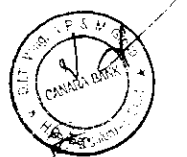
11.5. Non reply to any of the queries raised by the vendors during pre-bid Meeting shall not be considered as acceptance of the query/issue by the Bank.

12. Amendment to Bidding Document

12.1. At any time prior to deadline for submission of Bids, the Bank, for any reason, whether, at its own initiative or in response to a clarification requested by prospective bidder, may modify the bidding document, by amendment.

12.2. Notification of amendments will be made available on the Bank's website only (i.e. www.canarabank.com) and will be binding on all bidders and no separate communication will be issued in this regard.

12.3. In order to allow prospective bidders reasonable time in which to take the amendment into account in preparing their bids, the Bank, at its discretion, may extend the deadline for a reasonable period as decided by the Bank for submission of Bids.



13. Bid System Offer

This is two bid system which has following 3 (Three) parts:

- 13.1. **Part A- Conformity to Eligibility Criteria:** Indicating their compliance to Eligibility Criteria. The format for submission of Conformity to Eligibility Criteria is as per **Appendix-A**.
- 13.2. **Part B-Technical Proposal:** Indicating the response to the Technical specification of **Social Media Services**. The format for submission of Technical Proposal is as per **Appendix-B**.
- 13.3. **Part C-Commercial Bid:** Furnishing all relevant information as required as per Bill of Material as per **Annexure-17**. The format for submission of Commercial Bid is as per **Appendix-C**.

14. Preparation of Bids

14.1. The Bid shall be typed or written in English language with font size of 12 in indelible ink and shall be signed by the Bidder or a person or persons duly authorized to bind the Bidder to the Contract. The person or persons signing the Bids shall affix signature in all pages of the Bids, except for un-amended printed literature.

14.1.1. The three parts as stated above should be placed in three separate envelopes superscribed with 'Conformity to Eligibility Criteria', 'Technical Proposal' and 'Commercial Bid' respectively and properly closed and sealed. Thereafter, all the three envelopes shall be placed inside another envelope and properly closed and sealed. The final envelope should be superscribed as "**Selection of Service Provider for Social Media Services in response to RFP 07/2018-19 dated 09/08/2018**" (includes separately sealed 'Conformity to Eligibility Criteria', 'Technical Proposal' and 'Commercial Bid') on the top of the envelope. All the envelopes shall bear the name and complete postal address of the bidder as well as the addressee, namely the Deputy General Manager, Canara Bank, AP&M Group, DIT Wing, First Floor, Naveen Complex, 14 M G Road, Bengaluru - 560001.

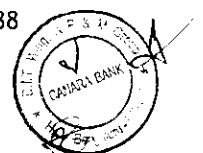
14.1.2. All the pages of Bid including Brochures should be made in an organized, structured, and neat manner. Brochures / leaflets etc. should not be submitted in loose form. All the pages of the submitted bids should be paginated with Name, Seal and Signature of the Authorized Signatory. Bids with erasing / overwriting / cutting without authentication may be liable for rejection. Authorization letter for signing the Bid documents duly signed by Company's Authorized signatory should be submitted.

14.1.3. All the envelopes shall bear the name and complete postal address of the Bidder and authority to whom the Bid is submitted.

14.2. Part A- Conformity to Eligibility Criteria:

14.2.1. Before submitting the bid, the bidders should ensure that they conform to the Eligibility Criteria as stated in **Annexure-3** of RFP. Only after satisfying themselves of the eligibility, the Offer should be submitted.

14.2.2. The Conformity to Eligibility Criteria as per **Annexure-3** among others must contain Demand Draft towards the Tender Fee as per the **Clause 15**, Signed Pre Contract Integrity Pact as per **Appendix-G** and EMD/ Bank Guarantee in lieu of EMD as per **Appendix-D** of this document. The Conformity to Eligibility Criteria should be complete in all respects and contain all information sought for, as per **Appendix-A**.



14.2.3. The Placement of Tender Fee, EMD and Integrity Pact in other than **Part A-Conformity to Eligibility Criteria** will make the bid liable for rejection.

14.2.4. After ensuring the above, it shall be placed inside a separate Envelope and sealed and superscribed on the top of the cover as "**PART A-Conformity to Eligibility Criteria for RFP 07/2018-19 dated 09/08/2018 for Selection of Service Provider for Social Media Services**".

14.3. Part B-Technical Proposal:

14.3.1. Technical Proposal should be submitted as per the format in **Appendix-B**. Relevant technical details and documentation should be provided along with Technical Proposal.

14.3.2. It is mandatory to provide the technical details of the Services required by the bank in the exact format of **Annexure-10** of this tender.

14.3.3. The offer may not be evaluated and may be rejected by the Bank without any further reference in case of non-adherence to the format or partial submission of technical information as per the format given in the offer.

14.3.4. If any part of the technical specification offered by the bidder is different from the specifications sought in our RFP, the bidder has to substantiate the same in detail the reason for their quoting a different specification than what is sought for, like higher version or non-availability of the specifications quoted by us, invariably to process the technical offer.

14.3.5. The Bank shall not allow / permit changes in the technical specifications once it is submitted.

14.3.6. The relevant product information, brand, printed product brochure, technical specification sheets etc. should be submitted along with the Offer. Failure to submit this information along with the offer may result in disqualification.

14.3.7. The Technical Proposal should be complete in all respects and contain all information sought for, as per **Appendix-B**. **Masked Bill of Material must be attached in Technical Offer and should not contain any price information**. The Part B-Technical Proposal should be complete and should cover all products and services. Technical Proposal without masked Bill of Materials will be liable for rejection.

14.3.8. Masked Bill of Material which is not as per below instruction will make Bid liable for rejection:

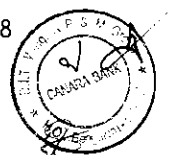
14.3.8.1. Should be replica of Bill of Material except that it should not contain any price information (with Prices masked).

14.3.8.2. It should not provide any price information like, unit price, tax percentage, tax amount, AMC/ATS charges, Implementation Charges etc.

14.3.9. After ensuring the above, it shall be placed inside a separate Envelope and sealed and superscribed on the top of the cover as "**PART B-Technical Proposal for RFP 07/2018-19 dated 09/08/2018 for Selection of Service Provider for Social Media Services**".

14.4. Part C-Commercial Bid:

14.4.1. Commercial Bid should be submitted as per instruction in **Appendix-C**.



- 14.4.2. Commercial Bid shall be submitted as per Bill of Material and other terms and conditions of RFP on prices. Bill of Material should give all relevant price information as per **Annexure-17**. Any deviations from the Bill of Material / non submission of prices as per the format shall make the bid liable for rejection.
- 14.4.3. Under no circumstances the Bill of Material should be kept in Part-A (i.e. Conformity to Eligibility Criteria) or Part B (i.e. Technical Proposal) Covers. **The placement of Bill of Material in Part A (i.e. Conformity to Eligibility Criteria) or Part B (i.e. Technical Proposal) covers will make bid liable for rejection.**
- 14.4.4. The Bill of Material must be attached in Technical Proposal as well as Commercial Bid. The format will be identical for both Technical Proposal and Commercial Bid **except that the Technical Proposal should not contain any price information (with Prices masked)**. Any change in the Bill of Material format may render the bid liable for rejection.
- 14.4.5. Bidder must take care in filling price information in the Commercial Offer, to ensure that there are no typographical or arithmetic errors. All fields must be filled up correctly.
- 14.4.6. Any change in the Bill of Material format may render the bid liable for rejection. The Commercial Bids that are incomplete or conditional are liable to be rejected.
- 14.4.7. The Bidder should indicate the individual taxes, and its applicable rate along with the estimated tax amounts to be paid by the Bank.
- 14.4.8. After ensuring the above, it shall be placed inside a separate Envelope and sealed and superscribed on the top of the cover as **"PART C- Commercial Bid for RFP 07/2018-19 dated 09/08/2018 for Selection of Service Provider for Social Media Services"**.

15. Tender Fee

- 15.1. This document can be downloaded from Bank's website <http://canarabank.com/english/announcements/tenders>. In that event, the bidders should pay the Tender Fee of Rs.29,500/- (inclusive of GST) for Tender document by means of DD drawn on any scheduled Commercial Bank in favour of Canara Bank, payable at Bengaluru and submit the same along with **Part A- Conformity to Eligibility Criteria**.
- 15.2. Submission of the Tender Fee in other than "Part-A-Conformity to the Eligibility Criteria" is liable to be rejected on grounds of non-payment of the Tender Fee.
- 15.3. The Bidder shall bear all costs associated with the preparation and submission of the Bid and Bank will not be responsible for the costs, regardless of the conduct or outcome of the bidding process. The Bank is not liable for any cost incurred by the Bidder in replying to this RFP. It is also clarified that no binding relationship will exist between any of the respondents and the Bank until the execution of the contract.

16. Earnest Money Deposit (EMD)/Bank Guarantee in Lieu of EMD

- 16.1. The bidder shall furnish Non interest earning Earnest Money Deposit (EMD) of **Rs.20,00,000/- (Rupees Twenty Lakhs Only)** by way of Demand Draft drawn on any scheduled bank in favour of Canara Bank, payable at Bengaluru and should be kept along with the Part-A - Conformity to Eligibility Criteria.



- 16.2. In Case the EMD is submitted in the form of Bank Guarantee from any of the Scheduled Commercial Banks (other than Canara Bank), the same should be valid for the minimum period of 6 months with a claim period of 3 months.

The Bank Guarantee issued by the issuing Bank on behalf of Bidder in favour of Canara Bank shall be in paper form as well as issued under the "Structured Financial Messaging System" (SFMS). The format for submission of EMD in the form of Bank Guarantee is as per **Appendix-D**. Any bank guarantee submitted in physical mode, including EMD/bid guarantee which cannot be verifiable through SFMS will be summarily rejected.

- 16.3. Submission of EMD in other than Part A - Conformity to Eligibility Criteria Envelope is liable to be rejected on grounds of non-submission of EMD.

- 16.4. The EMD of the Bidders not qualified under evaluation of Part A-Conformity to Eligibility Criteria will be returned within 15 days after opening the Part B-Technical Proposals. The EMD of the Bidders not qualified under Technical Proposal will be returned within 15 days after opening the Commercial bid of the Technically Qualified Bidders. The EMD of Technically Qualified bidders will be returned upon the selected bidder/s accepting the Order and furnishing the Performance Bank Guarantee.

- 16.5. The EMD may be forfeited/ Bank Guarantee may be invoked:

16.5.1. If the bidder withdraws or amends the bid during the period of bid validity specified in this document.

16.5.2. If the selected bidder fails to accept the purchase order within 7 days or fails to sign the contract in accordance with the terms of the RFP.

17. Software Version

The bidder should ensure usage of latest licensed software with proper update/patches and their subcomponents as has been sought in the technical/functional requirements. The Offer may not be evaluated and / or will be liable for rejection in case of non-submission or partial submission of Software Version of the items offered. Please note that substituting required information by just software name is not enough. Bidder should not quote Software which is already End of Sale. Bidder also should not quote Software which are impending End of Sale in 3 years from the date of Submission of Bid.

18. Documentation

Technical information in the form of Brochures / Manuals / CD etc. of the most current and updated version available in English must be submitted in support of the Technical Offer made without any additional charges to the bank. The Bank is at liberty to reproduce all the documents and printed materials furnished by the Bidder in relation to the RFP for its own use.

19. Costs & Currency

The Offer must be made in Indian Rupees only as per Bill of Material (**Annexure-17**).

20. Erasures or Alterations

The Offers containing erasures or alterations or overwriting may not be considered. There should be no hand-written material, corrections or alterations in the offer. Technical details must be completely filled in. Correct technical information of the product being offered must be filled in. Filling up of the information using terms such as "OK", "accepted", "noted", "as given in brochure/manual" is not acceptable. The Bank may treat such Offers as not adhering to the tender guidelines and as unacceptable.



21. Assumptions/Presumptions/Modifications

The Bank would like to expressly state that any assumption, presumptions, modifications, terms, conditions, deviation etc., which the bidder includes in any part of the Bidder's response to this RFP, will not be taken into account either for the purpose of evaluation or at a later stage, unless such assumptions, presumptions, modifications, terms, conditions deviations etc., have been accepted by the Bank and communicated to the bidder in writing. The bidder at a later date cannot make any plea of having specified any assumption, terms, conditions, deviation etc in the bidder's response to this RFP document. No offer can be modified or withdrawn by a bidder after submission of Bid/s.

22. Submission of Bids

22.1. The Name and address of the Bidder, RFP No. and Due Date of the RFP are to be specifically mentioned on the Top of the envelope containing Bid.

22.2. The bid/s properly superscribed in the manner prescribed in earlier clauses of this RFP should be deposited in the **Tender Box** at the Place, Venue, Date and Time mentioned below:

Last Date for submission of Bid	Day	Time	Venue
31/08/2018	Friday	Upto 3.00 PM	Canara Bank, First Floor, DIT Wing-HO (Annex), Naveen Complex, 14 M G Road, Bengaluru 560001.

22.3. If the last day of submission of bids is declared as a holiday under NI Act by the Government subsequent to issuance of RFP, the next working day will be deemed to be the last day for submission of the RFP. The Bid/s which is/are deposited after the said date and time shall not be considered.

22.4. Bids sent through post/courier will not be accepted/ evaluated. Bids should be deposited in the Tender Box.

22.5. If the envelopes, including the outer envelope is not sealed and marked in the prescribed manner, the Bank will assume no responsibility for the bid's misplacement or premature opening.

22.6. The following officials will facilitate in bid related queries and make arrangements for deposit of bid documents.

First Official	Alternate Official
Mr. G S V Babu Senior Manager Canara Bank, APM Group, DIT Wing, First Floor, Naveen Complex, 14 MG Road, Bengaluru - 560 001. Tel - 080 25590070	Mr. K S Satyanarayana Assistant General Manager Canara Bank, APM Group, DIT Wing Naveen Complex, 14 M G Road, Bengaluru - 560 001. Tel - 080 25590832

22.7. In case bid documents are too bulky to be placed inside the tender box, arrangements will be made by the above mentioned officials to receive the tender. However, bidder should reach the venue before the date and time stipulated above.

23. Bid Opening

23.1. The **Part A-Conformity to Eligibility Criteria** shall be opened in the presence of the Bidder's representative/s who may choose to attend the bid opening as per following schedule.



Date	Day	Time	Venue
31/08/2018	Friday	3.30 PM	Canara Bank, Second Floor, Conference Hall, DIT Wing-HO (Annex), Naveen Complex, 14 M G Road, Bengaluru 560001.

Bidder's representative may be present in the place and venue well in time along with an authorization letter in hand for each bid opening under this RFP, as per the format (Annexure-6) enclosed.

Note: Authorisation letter should be carried in person and shall not be placed inside in any of the bid covers.

- 23.2. Attendance of all the representatives of the bidders who are present at bid opening will be taken in a register against Name, Name of the Company and with full signature.
- 23.3. The Bidders may note that no further notice will be given in this regard. Further, in case the bank does not function on the aforesaid date due to unforeseen circumstances or declared as holiday then the bid will be accepted up to 3.00 PM on the next working day and bids will be opened at 3:30 PM at the same venue on the same day.
- 23.4. The following details will be announced at the time of bid opening.
- 23.4.1. Name of the Bidders.
- 23.4.2. Presence or absence of cost of the Bidding document and Bid security.
- 23.4.3. Such other details as the Bank at its discretion may consider appropriate.
- 23.5. If any of the bidders or all bidders who submitted the tender are not present during the specified date, time, and venue of opening it will be deemed that such bidder is not interested to participate in the opening of the Bid/s and the bank at its discretion will proceed further with opening of the Part A - Conformity to Eligibility Criteria in their absence.
- 23.6. The Part A-Conformity to Eligibility Criteria submitted by the bidder will be evaluated based on the Eligibility Criteria and other documents stipulated in RFP document. The Part B-Technical Proposal of only those bidders who qualified in Part A-Conformity to Eligibility Criteria will be opened with due communication by the bank.
- 23.7. The Commercial Bid of only those bidders who qualified in Part-B Technical Proposal will be opened by the Bank Officials for Commercial Bid Evaluation and for arriving L1.

C. SELECTION OF BIDDER

24. Preliminary Scrutiny

- 24.1. The Bank will scrutinize the Bid/s received to determine whether they are complete in all respects as per the requirement of RFP, whether the documents have been properly signed, whether items are offered as per RFP requirements and whether technical documentation as required to evaluate the offer has been submitted.
- 24.2. Prior to detailed evaluation, the Bank will determine the substantial responsiveness of each Bid to the bidding document. Substantial responsiveness means that the bid conforms to all terms and conditions, scope of work and



technical specifications and bidding document is submitted without any deviations.

25. Clarification of Offers

- 25.1. During the process of scrutiny, evaluation and comparison of offers, the Bank may, at its discretion, seek clarifications from all the bidders/any of the bidders on the offer made by them. The bidder has to respond to the bank and submit the relevant proof /supporting documents required against clarifications, if applicable. The request for such clarifications and the Bidders response will necessarily be in writing and it should be submitted within the time frame stipulated by the Bank.
- 25.2. The Bank may, at its discretion, waive any minor non-conformity or any minor irregularity in the offer. Bank's decision with regard to 'minor non-conformity' is final and the waiver shall be binding on all the bidders and the Bank reserves the right for such waivers.

26. Evaluation of Bids

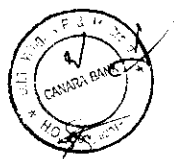
- 26.1. The Bank will evaluate the bid submitted by the bidders under this RFP. The Part A- Conformity to Eligibility Criteria submitted by the bidder will be evaluated based on Annexure-3 of RFP. The Part B-Technical Proposal of only those bidders who qualified in Part A- Conformity to Eligibility Criteria, will be opened with due communication by the Bank. The Commercial Bid of only those bidders who qualified in Part B-Technical Proposal will be reckoned for evaluation purpose.
- 26.2. The Bid will be evaluated by a Committee of officers of the Bank. If warranted, the Bank may engage the services of external consultants for evaluation of the bid. It is Bank's discretion to decide at the relevant point of time.

27. Bidders Presentation /Site Visits / Product Demonstration/POC

- 27.1. The Bank reserves the right to call for a presentation on the features and functionalities from those Bidders who have qualified in Part A-Conformity to Eligibility Criteria.
- 27.2. Bidders are further required to be in preparedness to demonstrate the proposed Services by arranging for product walk-through at their own installations/principals/ R&D labs duly meeting the specific requirements/issues raised by the Bank.
- 27.3. Setting of evaluation criteria for product demonstrations shall be entirely at the discretion of the Bank. The decision of Bank in this regard shall be final and in this regard, no correspondence shall be entertained.
- 27.4. All expenses incurred in connection with the above shall be borne by the bidder. However, Bank will bear the travelling, boarding and lodging expenses related to its own personnel and its Consultants, if any.

28. Normalization of Bids

- 28.1. The Bank may go through a process of technical evaluation and normalization of the bids to the extent possible and feasible to ensure that, shortlisted bidders are more or less on the same technical ground. After the normalization process, if the Bank feels that, any of the Bids needs to be normalized and that such normalization has a bearing on the price bids; the Bank may at its discretion request all the technically shortlisted bidders to re-submit the technical and Commercial Bids once again for scrutiny. The resubmissions can be requested by the Bank in the following manner;



28.1.1. Incremental bid submission in part of the requested clarification by the Bank

OR

28.1.2. Revised submissions of the entire bid in the whole

28.2. The Bank can repeat this normalization process at every stage of bid submission till Bank is satisfied. The shortlisted bidders agree that, they have no reservation or objection to the normalization process and all the technically shortlisted bidders will, by responding to this RFP, agree to participate in the normalization process and extend their co-operation to the Bank during this process.

28.3. The shortlisted bidders, by submitting the response to this RFP, agree to the process and conditions of the normalization process.

29. Intimation to Qualified/Successful Bidders

The Bank will prepare a list of qualified bidders at each stage on the basis of evaluation of Part A-Conformity to Eligibility Criteria, Part - B Technical Proposal and Part C-Commercial Bid. The names of qualified bidders at each stage would be announced on the Bank's Notice Board / Bank's website (i.e. www.canarabank.com). Commercial Bids of only Technical qualified bidders shall be opened. Final list of the bidders (L1, L2, L3 etc.) will be announced as indicated above. No separate intimation will be sent to successful Bidder.

30. Correction of Error in Commercial Bid

Bank reserves the right to correct any arithmetical errors furnished in the Commercial Bid. If any such errors are noticed it will be rectified on the following basis:

30.1. Bank may waive off any minor infirmity or non-conformity or irregularity in a bid, which does not constitute a material deviation.

30.2. If there is discrepancy between the unit price and total price (which is obtained by multiplying the unit price by the quantity), the unit price shall prevail and the total price shall be corrected accordingly.

30.3. If there is discrepancy between percentage and amount, the amount calculated on percentage basis will prevail.

30.4. If there is discrepancy in the total arrived at Bill of Material (addition, subtraction, multiplication, division and carryover of amount from one page to another), correct total will be arrived by the Bank and the same will prevail over the total furnished in the Bill of Material

30.5. If there is a discrepancy between words and figures, the rate/ amount in words shall prevail, unless the amount expressed in words is related to an arithmetical error in which case, the amount in figures will prevail, subject to the above two provisions.

30.6. If the bidder does not accept the correction of errors, the bid will be rejected.

31. Determination of L1 Price

31.1. L1 Price will be determined after giving effect to arithmetical correction, if any.

31.2. The L-1 bidder will be determined on the basis of the lowest price quoted in the Bill of Material submitted in Part C- Commercial Bid.

31.3. However, the Bank does not bind itself to accept the lowest or any Bid and reserves the right to reject any or all bids at any point of time prior to the order without assigning any reasons whatsoever.



- 31.4. The bank reserves the right to re-tender without assigning any reasons whatsoever. The bank shall not incur any liability to the affected bidder(s) on account of such rejection. Bank shall not be obliged to inform the affected bidder(s) of the grounds for the Bank's rejection.
- 31.5. Bidder's ranking as L1, L2, L3 will be determined based on Evaluation of Commercial Bid submitted by the Bidders.
- 31.6. The Bank reserves the right to modify any terms, conditions and specifications of the RFP and Bank reserves the right to obtain revised price bids from the bidders with regard to change in RFP clauses. The Bank reserves the right to accept any bid in whole or in part.

32. Bid Validity Period

The Offer submitted and the prices quoted therein shall be valid for 3 Years from the date of acceptance of Purchase Order. Bid valid for any shorter period shall be rejected by the Bank.

33. Proposal Ownership

The proposal and all supporting documentation submitted by the bidder shall become the property of the Bank. As the Bidder's proposal is important to the evaluation and selection process, it is necessary that, the bidder carefully prepares the proposal as per the prescribed format only. Under no circumstance, the format can be changed, altered or modified. Bidders must provide categorical and factual replies to specific questions. Bidders may provide additional technical literature relating to their proposal but in a separate Annexure. Correct and current technical details must be completely filled in. The Appendices/Annexures to this RFP shall form integral part of the RFP.

34. Project Ownership

- 34.1. If the bidder is offering services/products from other bidders/principals, as required in this RFP, they shall detail the responsibilities of the parties involved and also submit a letter of undertaking from the parties mentioning their consent and assurance for satisfactory performance of the project. The bidder must specify any and all relationships with third parties in respect of the ownership and also maintenance & support of all hardware and software related to **Social Media Services** which are relevant to this RFP.
- 34.2. Ownership letter by the bidder to be submitted (Undertaking letter by the bidder taking the ownership of the project execution) in case third party is also involved in project execution either fully or partially. The bidder shall also submit the ownership certificate issued by the third party clearly mentioning the extent of ownership.
- 34.3. The Bidder also has to submit a certificate/Letter from OEM that the proposed services any other related software offered by the bidder to the Bank are correct, viable, technically feasible for implementation and the it will work without any hassles.

35. Acceptance of Offer

- 35.1. The Bank reserves its right to reject any or all the offers without assigning any reason thereof whatsoever.
- 35.2. The Bank will not be obliged to meet and have discussions with any bidder and/or to entertain any representations in this regard.
- 35.3. The bids received and accepted will be evaluated by the Bank to ascertain the best and lowest bid in the interest of the Bank. However, the Bank does not bind

itself to accept the lowest or any Bid and reserves the right to reject any or all bids at any point of time prior to the order without assigning any reasons whatsoever. The bank reserves the right to re-tender the RFP with or without modifications. Bank shall not be obliged to inform the affected bidder(s) of the grounds for the Bank's rejection.

- 35.4. The bidder including those, whose tender is not accepted shall not be entitled to claim any costs, charges, damages and expenses of and incidental to or incurred by him through or in connection with his submission of tenders, even though the Bank may elect to modify/withdraw the tender.

36. Award of Contract

- 36.1. The bidder whose Commercial bid is accepted by the bank will be referred to as the selected bidder and Bank will notify the name of the selected bidder by display in the Notice Board of the Bank.
- 36.2. The contract shall, be awarded and the order shall be placed on selected L1 Bidder. Bank may release the order either in Full or in part or place more than one order towards the contract based on project plan.
- 36.3. The selected bidder shall submit the acceptance of the order within seven days from the date of receipt of the order. No conditional or qualified acceptance shall be permitted. The effective date for start of provisional contract with the selected Bidder shall be the date of acceptance of the order by the bidder.
- 36.4. Bank reserves its right to consider at its sole discretion the late acceptance of the order by selected bidder.

37. Government of India Guidelines On Purchase Preference

37.1. Procurement through Micro & Small Enterprises [MSEs]:

Procurement through MSEs will be done as per the Policy guidelines issued by the Ministry of Micro, Small & Medium Enterprises from time to time. Following are the conditions applicable as per the Government of India Guidelines

37.1.1. This MSEs should have registered with:

- 37.1.1.1. District Industries Centres or
- 37.1.1.2. Khadi Village Industries Commission or
- 37.1.1.3. Khadi & Village Industries Board or
- 37.1.1.4. Coir Board or National Small Industries Corporation or
- 37.1.1.5. Directorate of Handicrafts & Handloom or
- 37.1.1.6. Any other body specified by the Ministry of Micro, Small & Medium Enterprises.

37.1.2. MSEs participating in tenders, quoting price within price band of L1+15% shall also be allowed to supply a portion of requirement by bringing down their price to L1 in a situation where L1 price is from someone other than MSE & such MSE shall be allowed to supply upto 20% of total tendered value. In case of more than one such MSE, the supply shall be shared proportionately according to the tendered quantity.

37.1.3. Bank shall procure minimum 20% of their annual value of goods or services from MSEs.

37.1.4. Special provisions for MSEs owned by SC or ST:

Out of the 20% annual target from MSE, a sub-target of 20% [i.e. 4% out of 20%] shall be earmarked for procurement from MSE owned by SC or ST entrepreneurs.

37.1.5. MSEs are also exempted from paying Tender Fee/cost & EMD.

37.1.6. MSEs should submit the relevant documentary proof for claiming the exemptions.

37.1.7. MSEs shall have basic required qualification under eligibility criteria specified in the RFP and the above Policy will be applicable to those qualifying Bidders only.

37.2. The Eligible MSEs who intend to match the L1 Price (ultimately decided by the Bank) shall indicate the willingness to match the L1 Price within 6 working days from the date of communication from the Bank to avail the purchase preference.

37.3. The details are available on web site www.dcmsme.gov.in. Interested vendors are requested to go through the same for details.

D. TERMS AND STIPULATIONS

38. Effective Date

38.1. The effective date shall be date of acceptance of the order by the selected bidder. However, the bidder shall submit the acceptance of the order within seven days from the date of receipt of order. The Bank reserves the right to consider the late acceptance of the order, if any, at its discretion.

38.2. Failure to accept the order within **seven days** from the date of receipt of the order, makes the EMD liable for forfeiture at the discretion of the Bank. Thereafter the Bank shall be at liberty to proceed with procurement from the other Bidders within the purview of the same RFP by calling for fresh commercial quotes from the bidders. In such an event, the initially selected bidder stands disqualified for further participating in the subject Bid.

39. Project Execution

The entire project needs to be completed expeditiously. The Bank and the selected bidder shall nominate a Project Manager each immediately on acceptance of the order, who shall be the single point of contact for the project at Bengaluru. However, for escalation purpose, details of other persons shall also be given. The project manager nominated by the bidder should have prior experience in implementing similar project. Project Kick-Off meeting should happen within 7 days from the date of acceptance of purchase order. The Bidder shall submit a Weekly progress report to the Bank as per format, which will be made available to the selected bidder.

40. Security Deposit / Performance Bank Guarantee

40.1. The successful bidder should submit a Security Deposit / Performance Guarantee for 15% of total value of the contract within 15 days from the date of acceptance of the Order.

40.2. If the Security Deposit /Performance Guarantee is not submitted within the time stipulated above, penalty at 0.50% (Plus GST) for each completed calendar week of delay or part thereof on the value of the order (Exclusive of Taxes) will be deducted from the delivery payment or from any other payments for the delay



in submission of Bank Guarantee. The total penalty under this clause shall be restricted to 5% (Plus GST) of the total order value (Exclusive of Taxes).

- 40.3. Security Deposit should be submitted by way of DD drawn on Canara Bank payable at Bengaluru / Bank Guarantee may be obtained from any of the Scheduled Banks (other than Canara Bank).

The Bank Guarantee issued by the issuing Bank on behalf of Bidder in favour of Canara Bank shall be in paper form as well as issued under the "Structured Financial Messaging System" (SFMS). However, it should be as per **Appendix-E**. Any bank guarantee submitted in physical mode, including EMD/bid guarantee which cannot be verifiable through SFMS will be summarily rejected.

- 40.4. Security Deposit/Performance Bank Guarantee should be valid for Total Contract Period of 3 years from the date of last installation and shall be retained till the completion of Contract period of 3 years. The guarantee should also contain a claim period of Three months from the last date of validity.
- 40.5. The selected bidder shall be responsible for extending the validity date and claim period of the Bank guarantees as and when it is due, on account of incompleteness of the project and warranty period.
- 40.6. The security deposit / bank guarantee will be returned to the bidder on completion of Contract Period.
- 40.7. The Bank shall invoke the Bank guarantee before the expiry of validity, if work is not completed and the guarantee is not extended, or if the selected bidder fails to complete his obligations under the contract. The Bank shall notify the selected bidder in writing before invoking the Bank guarantee.

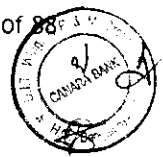
41. Execution of Agreement

- 41.1. Within 21 days from the date of acceptance of the Order, the selected bidder shall sign a stamped "Agreement" with the Bank at Bengaluru as per the format to be provided by the Bank. Failure to execute the Agreement makes the EMD liable for forfeiture at the discretion of the Bank and also rejection of the selected Bidder.
- 41.2. The Agreement shall include all terms, conditions and specifications of RFP and also the Bill of Material and Price, as agreed finally after Bid evaluation and negotiation. The Agreement shall be executed in English language in one original, the Bank receiving the duly signed Original and the selected Bidder receiving the photocopy. The Agreement shall be valid till all contractual obligations are fulfilled.
- 41.3. The Integrity Pact Agreement submitted by the bidder during the Bid submission will automatically form a part of the Contract Agreement till the conclusion of the contract.
- 41.4. Bank reserves the right to select the next ranked bidder, if the selected bidder not accepting the Purchase Order or withdraws his proposal after selection or at the time of finalization of the contract or disqualified on detection of wrong or misleading information in the offer.

42. Delivery and Installation

42.1. Project Schedule are as follows:

- 42.1.1. Supply of Hardware and Software items: The bidder shall supply and install the tools and other necessary software and make the system ready for pilot test run within 4 weeks from the date of receipt of purchase order.



42.1.2. Non-compliance of the above clause 42.1.1 will result in imposing penalty at 0.50% (plus GST) per week or part thereof, on the value of the order. However, the total penalty to be recovered under this clause shall be restricted to 5% (plus GST) of the total value of the order.

43. Integration & Interfaces

43.1. The selected bidder has to work with different application vendor in order to integrate new services to the existing workload or new workloads during contract Period.

43.2. The selected bidder has to work with different teams of Bank & application OEM to understand the policies requirement and configurations of respective applications.

44. Roll out

44.1. Canara Bank will evaluate the proposed Social Media Services after the selected Service has been successfully implemented. If during the implementation period, the Social Media Service experiences no failures and functions according to the requirements of the RFP, as determined by the Bank; the Social Media Services shall be considered accepted by the Bank and the project will be considered deemed signed-off.

44.2. After the Social Media Services has been accepted by the Bank, the Bidder may submit an invoice for the Services.

45. Security

45.1. The Bank may conduct security audit for the proposed services after complete implementation.

45.2. The bidder has to make necessary changes in the services directed by security team of the bank after security audits like VAPT, Code Audit etc. without disturbing the production.

46. Uptime

46.1. The bidder shall guarantee an uptime of 99.00% for the proposed Social Media Services tool, during warranty and also during AMC (if contracted) which shall be calculated on monthly basis.

46.2. The "Uptime" is, for calculation purposes, equals to the Total contracted minutes in a month less Downtime. The "Downtime" is the time between the Time of Report by the Bank and Time of Restoration within the contracted minutes. "Failure" is the condition that renders the bank unable to perform any of the defined functions on the Social Media Services tool. "Restoration" is the condition when the selected bidder demonstrates that the Social Media Services tool is in working order and the Bank acknowledges the same.

46.3. The percentage of uptime is calculated on monthly basis (24 hours a day):

$$\frac{(\text{Total contracted minutes in a month} - \text{downtime minutes within contracted minutes in a month})}{\text{Total contracted minutes in a month}} \times 100$$

46.4. The Downtime calculated shall not include any failure due to Bank, third party and Force Majeure.

47. Penalties/Liquidated Damages

47.1. Penalties/Liquidated damages for delay in Delivery and Installation of Software would be as under.



47.1.1. Non-compliance of the clause 42.1.1 will result in imposing penalty at 0.50% (plus GST) per week or part thereof, on the value of the order. However, the total penalty to be recovered under this clause shall be restricted to 5% (plus GST) of the total value of the order.

47.2. Following are the various penalty parameters:

Parameter	Performance Levels	Penalty
System Availability & uptime	99.00%	Nil
	97.00% to 98.99%	1% of monthly billed amount
	95.00% to 96.99%	2% of monthly billed amount
	<95%	5% of monthly billed amount
Social Media Listening		
No. Of Blogs/Social Media/ Websites to be analyzed on a daily basis	>20000 sites	0.5% of monthly billed amount
Increase in Engagement/ Impressions	Min. of 10% every month	0.5% of monthly billed amount
Increase in traffic to the Bank's social media sites/pages	Min. increase by 10% every month	0.5% of monthly billed amount
Community Responsiveness		
Response time for first level response	95% uptime with reply in 5 minutes	0.5% of monthly billed amount
Competitor Benchmarking		
Suggest Strategies for improvement	One strategy per month	0.5% of monthly billed amount
Growth rate to be at par with peer banks in social media	At par with top 5 players	0.5% of monthly billed amount
Sentiment Analysis		
Sentiment Analysis	From 20000 websites minimum of 20000 messages per month	0.5% of monthly billed amount

*The total penalty for a month from all should not exceed 10% of the monthly billed amount.

48. Pricing & Payments

48.1. The Price offered to the Bank must be in Indian Rupees inclusive of all taxes but Exclusive of GST (CGST/SGST/IGST). The Vendor has to quote the applicable taxes separately in the Bill of Material.

48.2. The item value along with GST should be claimed in the invoice and GST will be paid in actuals at our end.



48.3. No escalation in price quoted is permitted for any reason whatsoever. Prices quoted must be firm till the price validity period.

48.4. Applicable Taxes will be paid at actuals.

49. Payment Terms

49.1. Payment schedule will be as under:

49.1.1. Towards Supply of Enterprise Licenses and Implementation charges: Bank will release 100% payment on acceptance of tool and on production of relevant documents/invoices. Please note that Originals of invoices (plus One Copy) reflecting Taxes & Duties, Proof of delivery/acceptance certificate duly signed by Bank officials should be submitted while claiming payment in respect of orders placed.

49.1.2. Towards Activity: Payment will be made on monthly basis in arrears on completion of activity, against submission of Original Invoice. The bidder shall submit certificate from the Bank Officials for having completed the services/task for the month as per the order issued by the Bank.

49.1.3. Charges for Resident Engineer will be paid monthly in arrear basis and on production of invoices duly approved by Bank's Officials.

49.2. The TDS, if any, will be deducted at the applicable rate as per provisions of the applicable law.

49.3. Bank will not pay any amount in advance.

49.4. Payment shall be released within 30 days of submission of relevant documents as per RFP terms.

49.5. The payments will be released through NEFT / RTGS after deducting the applicable LD/Penalty, TDS if any, centrally by Head Office at Bengaluru and the Selected Bidder has to provide necessary Bank Details like Account No., Bank's Name with Branch, IFSC Code etc.

50. Subcontracting

The vendor shall not subcontract or permit anyone other than its personnel to perform any of the work, service or other performance required of the vendor under the contract without the prior written consent of the Bank.

51. Order Cancellation/Termination of Contract

51.1. The Bank reserves its right to cancel the entire / unexecuted part of the Purchase Order at any time by assigning appropriate reasons and recover expenditure incurred by the Bank in addition to recovery of liquidated damages in terms of the contract, in the event of one or more of the following conditions:

51.1.1. Delay in delivery beyond the specified period for delivery.

51.1.2. Serious discrepancies noted in the items delivered.

51.1.3. Breaches in the terms and conditions of the Order.

51.2. The Bank reserves the right to cancel the contract placed on the selected bidder and recover expenditure incurred by the Bank on the following circumstances:

51.2.1. Non submission of acceptance of order within 7 days of order.

51.2.2. Excessive delay in execution of order placed by the Bank.

51.2.3. The selected bidder commits a breach of any of the terms and conditions of the bid.

51.2.4. The bidder goes in to liquidation voluntarily or otherwise.

51.2.5. An attachment is levied or continues to be levied for a period of 7 days upon the effects of the bid.

- 51.2.6. The progress made by the selected bidder is found to be unsatisfactory.
51.2.7. If deductions on account of liquidated Damages exceeds more than 10% of the total contract price.

- 51.3. Bank shall serve the notice of termination to the bidder at least 30 days prior, of its intention to terminate services during AMC period (If contracted).
- 51.4. In case the selected bidder fails to deliver the quantity as stipulated in the delivery schedule, the Bank reserves the right to procure the same or similar materials from alternate sources at the risk, cost and responsibility of the selected bidder by giving 7 days prior notice to the bidder.
- 51.5. After the award of the contract, if the selected bidder does not perform satisfactorily or delays execution of the contract, the Bank reserves the right to get the balance contract executed by another party of its choice by giving **one month notice** for the same. In this event, the selected bidder is bound to make good the additional expenditure, which the Bank may have to incur for the execution of the balance of the order/contract. Such additional expenditure shall be incurred by the bank within reasonable limits & at comparable price prevailing in the market. This clause is also applicable, if for any reason, the contract is cancelled.
- 51.6. The Bank reserves the right to recover any dues payable by the selected bidder from any amount outstanding to the credit of the selected bidder, including the pending bills and security deposit, if any, under this contract.
- 51.7. In addition to the cancellation of purchase order, the Bank reserves its right to invoke the Bank Guarantee or foreclose the Security Deposit given by the bidder towards non- performance/non-compliance of the terms and conditions of the contract, to appropriate towards damages.

52. Local Support

- 52.1. Bidder has to provide Onsite manpower support with its own resource who are on its permanent pay roll (certified on the each Proposed solution by OEM) for managing day-to-day operation, monitoring and management of the solution. Bidder will be responsible for attending complaints during all Bank Business hours (10:00 AM to 06:00 PM) and will be SPOC 8x7x365.
- 52.2. Support should include advising & helping the Bank in implementing controls for the risk advised by regulators/Govt. of India.
- 52.3. Support has to cover to solve day to day issue while using the proposed services in our environment as per SOW/SLA at no extra cost. The L-2, L-3 support should be raised to OEM at no extra costs.
- 52.4. The Support should be for an unlimited number of incidents reported to them and provides a practical solution to resolve the issue. All escalations will be attended / responded-promptly not later than 1 hour of reporting.
- 52.5. If the Issue requires OEMs Technical person/ product developers etc. intervention, Bidder has to take up suitability with the appropriate level at OEM and obtain the solution and implement it for resolution of the issue
- 52.6. Bidder should help Bank in resolving any security observations as per the IS policy of the bank.

53. Software, Drivers and Manuals

- 53.1. The bidder shall supply along with each item all the related documents, Software Licenses loaded in the **Social Media Services** without any additional cost. The documents shall be in English. These will include but not restricted to User Manual, Operation Manual, Other Software and Drivers etc.

53.2. All related documents, manuals, catalogues and information furnished by the bidder shall become the property of the Bank.

54. Warranty:

- 54.1. The Bidder has to provide comprehensive On-site warranty for One year.
- 54.2. The warranty will cover all supplied components including software and will start after project acceptance & Signoff.
- 54.3. The entire equipments/ hardware (including OS) & software deployed for this project shall be under Comprehensive Onsite Warranty covering all parts including updates, minor update of software, maintenance or support for its proper operation, performance and output as specified in the tender technical specifications for a period of One year from the Date of Installation/commissioning.

55. Annual Maintenance Contract(AMC)/Annual Technical Support(ATS):

- 55.1. At the time of submission of bids, the Bidder has to quote AMC/ATS for Hardware (including OS) & software Items for 2 years after completion of One Year warranty period, in the Commercial Bid separately for Comprehensive maintenance contract.
- 55.2. The Bank, at its discretion may enter into Annual Maintenance Contract (AMC) of hardware and Annual Technical Support (ATS) of software supplied with the Bidder after completion of respective warranty periods.
- 55.3. Support for maintenance of Social Media Services tool (including OS and software license) supplied should be available for a minimum period of 2 years, covering all parts, maintenance and support, after expiry of warranty period.
- 55.4. The Bank will pay AMC/ATS charges for Social Media Services tool (including OS) after the end of warranty period. Such payment shall be released quarterly in arrears after satisfactory completion of service during the period and submission of reports and invoices.
- 55.5. During the Warranty and AMC/ATS (if contracted) period, the Bidder should extend the On Site Service Support. The scope of Warranty and AMC/ATS (if contracted) shall include:
 - 55.5.1. Rectification of Bugs/defects if any.
 - 55.5.2. Ensuring uptime of 99.00%.
 - 55.5.3. Preventive Maintenance quarterly.
 - 55.5.4. Maintenance of Social Media Services tool.
- 55.6. It may be noted that the Bank reserves the right to demand additional performance Bank Guarantee (as per Appendix-E) to the tune of 10% of the value of the Purchase Order, if AMC/ATS charges quoted by the bidder are abnormally low (i.e. AMC/ATS Cost percentage per annum should not be less than 10% of the cost of Hardware and software). The Bank has discretion to consider such offer or for seeking clarification from the bidder to decide for consideration. This Bank Guarantee will be towards contractual/AMC obligations of the bidder. Bidder shall quote the charges of AMC/ATS as per the Bill of Material (Annexure-17). This Bank guarantee shall be submitted within 15 days from the date of acceptance of the order which shall cover warranty and AMC/ATS period with a claim period of 3 months. The bidder has to submit this Bank guarantee in addition to the Security Deposit/Bank Guarantee as specified in clause 40. The selected bidder shall be responsible for extending the validity date and claim period of the Bank guarantees as and when it is due, on account of incompleteness of the project and warranty period.



56. Scope Involved During Warranty and AMC/ATS Period (if contracted)

During the period of contract up to completion of Warranty and also during annual maintenance (if contracted), the bidder shall do the following:

- 56.1. If any software and Hardware updates provided by the OEM as free of cost, it should be provided and installed & configured by the selected bidder during Warranty and AMC/ATS support [If contracted].
- 56.2. Any corruption in the Software or media shall be rectified during the full period of the contract including Warranty and AMC/ATS (if contracted) at no extra cost to the Bank.
- 56.3. The system spare parts/services, as and when required, and complete maintenance of Social Media Services tool during warranty period and AMC (if contracted), shall be supported for a period to be specified by the Bank.
- 56.4. The support shall be given in person only.
- 56.5. Only licensed copies of software shall be supplied and ported. The bidder shall grant an irrevocable perpetual license to the Bank to use the software. Further, all software supplied shall be of latest version.
- 56.6. The bidder shall provide centralized complaint booking facility to the bank and the dash board (if available) shall be provided to the Bank. The method of booking complaints shall be E-mail, Toll-free no, on line portal, web, etc.
- 56.7. The onsite resources in co-ordination with offsite team should ensure the uptime commitments. The Bidder should ensure the uptime commitments. Escalation matrix should be provided for support etc.

57. Defect liability

In case any of the supplies and equipment delivered under the Contract are found to be defective as to material and workmanship and / or not in accordance with the requirement, and/or do not achieve the guaranteed performance as specified herein, within the warranty and AMC period (if contracted) of the contract, the Bidder shall forthwith replace/make good such defective supplies at no extra cost to the bank without prejudice to other remedies as may be available to the bank as per RFP terms.

E. GENERAL CONDITIONS

58. Intellectual Property Rights

- 58.1. Bidder warrants that the inputs provided shall not infringe upon any third party intellectual property rights, including copyrights, patents and other intellectual property rights of any nature whatsoever. Bidder warrants that the deliverables shall not infringe upon any third party intellectual property rights, including copyrights, patents and other intellectual property rights of any nature whatsoever. The bidder should ensure that the Hardware and Software supplied to the Bank shall not infringe the third party intellectual property rights, if any. The bidder has to ensure that third party rights are not infringed even in case of software supplied on behalf of consortium as bidder.
- 58.2. In the event that the Deliverables become the subject of claim of violation or infringement of a third party's intellectual property rights, bidder shall at its choice and expense: [a] procure for Bank the right to continue to use such deliverables; [b] replace or modify such deliverables to make them non-infringing, provided that the same function is performed by the replacement or modified deliverables as the infringing deliverables; or [c] if the rights to use cannot be procured or the deliverables cannot be replaced or modified, accept



the return of the deliverables and reimburse bank for any amounts paid to bidder for such deliverables, along with the replacement costs incurred by Bank for procuring an equivalent equipment in addition to the penalties levied by Bank. However, Bank shall not bear any kind of expense, charge, fees or any kind of costs in this regard. Notwithstanding the remedies contained herein, the bidder shall be responsible for payment of penalties in case service levels are not met because of inability of the bank to use the proposed services.

58.3. The indemnification obligation stated in this clause apply only in the event that the indemnified party provides the indemnifying party prompt written notice of such claims, grants the indemnifying party sole authority to defend, manage, negotiate or settle such claims and makes available all reasonable assistance in defending the claims [at the expenses of the indemnifying party]. Notwithstanding the foregoing, neither party is authorized to agree to any settlement or compromise or the like which would require that the indemnified party make any payment or bear any other substantive obligation without the prior written consent of the indemnified party. The indemnification obligation stated in this clause reflects the entire liability of the parties for the matters addressed thereby.

58.4. The bidder acknowledges that business logics, work flows, delegation and decision making processes of Bank are of business sensitive nature and shall not be disclosed/referred to other clients, agents or distributors of Hardware/Software.

59. Roles & Responsibility during Project Implementation

59.1. All tools, tackles, testing instruments, consumables, vehicles, etc., as required during all operations such as transport, installation, testing, commissioning maintenance during warranty and AMC etc., shall be provided by the Bidder at no extra cost to the Bank for completing the scope of work as per this RFP.

59.2. The selected Bidder shall take all steps to ensure safety of Bidder's and the Bank's personnel during execution of the contract and also be liable for any consequences due to omission or act of the selected bidder or their sub-bidders.

59.3. In case of any damage of Bank's property during execution of the work is attributable to the bidder, bidder has to replace the damaged property at his own cost.

59.4. The selected bidder has to execute an Undertaking of Authenticity for Hardware/Software items as per **Annexure-11**.

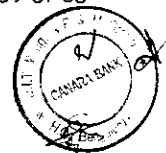
60. Indemnity

60.1. The bidder shall keep and hold the Bank indemnified and harmless from time to time and at all times against all actions, proceedings, claims, suits, liabilities (including statutory liability), penalties, demands, charges, costs (including legal costs) and expenses, damages, losses and any other expenses which may be caused to or suffered by or made or taken against the Bank arising out of:

60.1.1. The breach, default or non-performance of undertakings, warranties, covenants or obligations by the bidder;

60.1.2. Any contravention or Non-compliance with any applicable laws, regulations, rules, statutory or legal requirements by the bidder;

60.2. The bidder shall indemnify, protect and save the Bank against all claims, losses, costs, damages, expenses, action suits and other proceedings, resulting from infringement of any law pertaining to patent, trademarks, copyrights etc. or such other statutory infringements in respect of services provided by them.



60.2.1. All indemnities shall survive notwithstanding expiry or termination of the contract and bidder shall continue to be liable under the indemnities.

60.2.2. The limits specified in the above said clause shall not apply to claims made by the Bank/third parties in case of infringement of Intellectual property rights or for claims relating to the loss or damage to real property and tangible personal property and for bodily injury or death and in these cases the liability will be unlimited.

60.2.3. All Employees engaged by the Bidder shall be in sole employment of the bidder and the bidder shall be solely responsible for their salaries, wages, statutory payments etc. That under no circumstances shall the Bank be liable for any payment or claim or compensation (including but not limited to compensation on account of injury / death / termination) of any nature to the employees and personnel of the bidder.

60.3. Bidder's aggregate liability shall be subject to an overall limit of the total Cost of the project.

61. Inspection of Records

Bank at its discretion may verify the accounts and records or appoint third party for verification including an auditor for audit of accounts and records including Services/Software provided to the Bank under this RFP and the vendor shall extend all cooperation in this regard.

62. Assignment

62.1. The vendors shall not assign to any one, in whole or in part, its obligations to perform under the RFP/contract, except with the Bank's prior written consent.

62.2. If the Bank undergoes a merger, amalgamation, take-over, consolidation, reconstruction, change of ownership etc., this RFP shall be considered to be assigned to the new entity and such an act shall not affect the rights and obligations of the Vendor under this RFP.

63. Publicity

Any publicity by the bidder in which the name of the Bank is to be used will be done only with the explicit written permission of the Bank.

64. Guarantees

The bidder should guarantee that Services/Software provided to the Bank includes all patches, upgrades/ updates etc., and the same are licensed and legally obtained.

65. Confidentiality and Non-Disclosure

65.1. The bidder shall take all necessary precautions to ensure that all confidential information is treated as confidential and not disclosed or used other than for the purpose of project execution. Bidder shall suitably defend, indemnify Bank for any loss/damage suffered by Bank on account of and to the extent of any disclosure of the confidential information. The bidder shall furnish an undertaking as given in **Annexure-8**.

65.2. No media release/public announcement or any other reference to the RFP or any program there under shall be made without the written consent of the Bank, by photographic, electronic or other means.

66. Amendments to Purchase Order

Once purchase order is accepted by the bidder, no amendments or modifications of order and no waiver of any of the terms or conditions thereof shall be valid or binding unless made in writing.



67. Amendments to the Agreement

Once AMC agreement [If AMC contracted] is executed with the bidder, no amendments or modifications of Agreement and no waiver of any of the terms or conditions thereof shall be valid or binding unless made in writing.

68. General Order Terms

Normally, the Order will be placed on the successful bidder as per the details given in the bid document. But, if there is any change in name/address/constitution of the bidding Firm/Company at any time from the date of bid document, the same shall be informed by the bidders to the Bank immediately. This shall be supported with necessary documentary proof or Court orders, if any. Further, if the bidding Firm/Company is undergoing any re-organization/restructuring/merger/demerger and on account such a change the Firm/Company is no longer performing the original line of business, the same shall be informed to the Bank. There shall not be any delay in this regard. The decision of the Bank to place orders or otherwise under such situation shall rest with the Bank and the decision of the Bank is final.

69. Negligence

In connection with the work or contravenes the provisions of General Terms, if the selected bidder neglects to execute the work with due diligence or expedition or refuses or neglects to comply with any reasonable order given to him in writing by the Bank, in such eventuality, the Bank may after giving notice in writing to the selected bidder calling upon him to make good the failure, neglect or contravention complained of, within such times as may be deemed reasonable and in default of the said notice, the Bank shall have the right to cancel the Contract holding the selected bidder liable for the damages that the Bank may sustain in this behalf. Thereafter, the Bank may make good the failure at the risk and cost of the selected bidder.

70. Responsibility for Completeness

- 70.1. The bidder shall ensure that the Services meet all the technical and functional requirements as envisaged in the scope of the RFP.
- 70.2. The bidder shall deliver the services, arrange for user level demo at bidder's cost as per accepted time schedules. The bidder is liable for penalties levied by Bank for any deviation in this regard.
- 70.3. The Bidder shall be responsible for any discrepancies, errors and omissions or other information submitted by him irrespective of whether these have been approved, reviewed or otherwise accepted by the bank or not. The bidder shall take all corrective measures arising out of discrepancies, error and omission other information as mentioned above within the time schedule and without extra cost to the bank.

71. Responsibilities of the Bidder

By submitting a signed bid/response to this RFP the Bidder certifies that:

- 71.1. The Bidder has arrived at the prices in its bid without agreement with any other bidder of this RFP for the purpose of restricting competition.
- 71.2. The prices in the bid have not been disclosed and shall not be disclosed to any other bidder of this RFP.
- 71.3. No attempt by the Bidder to induce any other bidder to submit or not to submit a bid for restricting competition has occurred.
- 71.4. Each Bidder must indicate whether or not they have any actual or potential conflict of interest related to contracting services with CANARA BANK. In case



such conflicts of interest do arise, the Bidder must indicate the manner in which such conflicts can be resolved.

71.5. The Bidder represents and acknowledges to the Bank that it possesses necessary experience, expertise and ability to undertake and fulfill its obligations, under all phases involved in the performance of the provisions of this RFP. The Bidder represents that services to be provided in response to this RFP shall meet the requirement proposed by the Bidder. If any services, functions or responsibilities not specifically described in this RFP are an inherent, necessary or customary part of the deliverables or services and are required for proper performance or provision of the deliverables or services in accordance with this RFP, they shall be deemed to be included within the scope of the deliverables or services, as if such services, functions or responsibilities were specifically required and described in this RFP and shall be provided by the Bidder at no additional cost to the Bank. The Bidder also acknowledges that the Bank relies on this statement of fact, therefore neither accepting responsibility for, nor relieving the Bidder of responsibility for the performance of all provisions and terms and conditions of this RFP, the Bank expects the Bidder to fulfill all the terms and conditions of this RFP.

72. Force Majeure

72.1. The bidder shall not be liable for default or non-performance of the obligations under the contract, if such default or non-performance of the obligations under this contract is caused by any reason or circumstances or occurrences beyond the control of the bidder, i.e. Force Majeure.

72.2. For the purpose of this clause, "Force Majeure" shall mean an event beyond the control of the bidder, due to or as a result of or caused by acts of God, wars, insurrections, riots, earth quake and fire, events not foreseeable but does not include any fault or negligence or carelessness on the part of the bidder, resulting in such a situation.

72.3. In the event of any such intervening Force Majeure, the Bidder shall notify the Bank in writing of such circumstances and the cause thereof immediately within five calendar days. Unless otherwise directed by the Bank, the Bidder shall continue to perform / render / discharge other obligations as far as they can reasonably be attended / fulfilled and shall seek all reasonable alternative means for performance affected by the Event of Force Majeure.

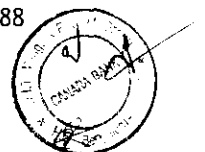
72.4. In such a case, the time for performance shall be extended by a period (s) not less than the duration of such delay. If the duration of delay continues beyond a period of three months, the Bank and the Bidder shall hold consultations with each other in an endeavor to find a solution to the problem. Notwithstanding above, the decision of the Bank shall be final and binding on the Bidder.

73. Corrupt and Fraudulent Practices

73.1. As per Central Vigilance Commission (CVC) directives, it is required that Bidders /Suppliers / Contractors observe the highest standard of ethics during the procurement and execution of such contracts in pursuance of this policy:

73.2. "Corrupt Practice" means the offering, giving, receiving or soliciting of anything of values to influence the action of an official in the procurement process or in contract execution AND

73.3. "Fraudulent Practice" means a misrepresentation of facts in order to influence a procurement process or the execution of contract to the detriment of the Bank and includes collusive practice among bidders (prior to or after bid submission)



designed to establish bid prices at artificial non-competitive levels and to deprive the Bank of the benefits of free and open competition.

- 73.4. The Bank reserves the right to reject a proposal for award if it determines that the bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
- 73.5. The Bank reserves the right to declare a firm ineligible, either indefinitely or for a stated period of time, to be awarded a contract if at any time it determines that the firm has engaged in corrupt or fraudulent practices in competing for or in executing the contract.
- 73.6. The decision of Bank in determining the above aspects will be final and binding on the all the Bidders. No Bidder shall contact through any means of communication the Bank or any of its employees on any matter relating to its Bid, from the time of Bid opening to the time the contract is awarded. If the bidder wishes to bring additional information to the notice of the Bank, it may do so in writing.
- 73.7. Any effort/attempt by a bidder to influence the Bank in its decision on bid evaluation, bid comparison or contract award may result in rejection of the Bidder's bid and/or blacklisting the Bidder. The Bidder agrees not to hire, solicit or accept solicitation either directly or through a third party from any of the employees of the Bank directly involved in this contract during the period of contract and one year thereafter, except as the parties may agree on the case to case basis.
- 73.8. The selected bidder shall ensure compliance of CVC guidelines issued or to be issued from time to time for Social Media Services.

74. Adoption of Integrity Pact

- 74.1. The Pact essentially envisages an agreement between the prospective bidders and the Bank, committing the persons/officials of both sides, not to resort to any corrupt practices in any aspect/stage of the contract.
- 74.2. Only those bidders, who commit themselves to the above pact with the Bank, shall be considered eligible for participate in the bidding process.
- 74.3. The Bidders shall submit signed Pre Contract integrity pact as per **Appendix-G** along with Part-A Conformity to Eligibility Criteria. Those Bids which are not containing the above are liable for rejection.
- 74.4. Foreign Bidders to disclose the name and address of agents and representatives in India and Indian Bidders to disclose their foreign principles or associates
- 74.5. Bidders to disclose the payments to be made by them to agents/brokers or any other intermediary. Bidders to disclose any transgressions with any other company that may impinge on the anti-corruption principle.
- 74.6. Integrity Pact in respect this contract would be operative from the stage of invitation of the Bids till the final completion of the contract. Any violation of the same would entail disqualification of the bidders and exclusion from future business dealings.
- 74.7. The Integrity Pact Agreement submitted by the bidder during the Bid submission will automatically form the part of the Contract Agreement till the conclusion of the contract i.e. the final payment or the duration of the Warranty/Guarantee/AMC if contracted whichever is later.
- 74.8. Integrity Pact, in respect of a particular contract would be operative stage of invitation of bids till the final completion of the contract. Any violation of the



same would entail disqualification of the bidders and exclusion from future business dealings.

74.9. Integrity pact shall be signed by the person who is authorized to sign the Bid.

74.10. The Name and Contact details of the Independent External Monitor(IEM) nominated by the Bank are as under:

Sri. Dilip Mavinkurve, Email:dilipmav.canbank@gmail.com	Sri. Hari Santosh Kumar Email:hsantoshkumar50@gmail.com
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75. Resolution of Disputes

All disputes and differences of any kind whatsoever, arising out of or in connection with this Offer or in the discharge of any obligation arising under this Offer (whether during the course of execution of the order or after completion and whether beyond or after termination, abandonment or breach of the Agreement) shall be resolved amicably. In case of failure to resolve the disputes and differences amicably the matter may be referred to a sole arbitrator mutually agreed upon after issue of at least 30 days notice in writing to the other party clearly setting out there-in the specific disputes. In the event of absence of consensus about the single arbitrator, the dispute may be referred to joint arbitrators; one to be nominated by each party and the said arbitrators shall appoint a presiding arbitrator. The provisions of the Indian Arbitration and Conciliation Act, 1996, shall govern the arbitration. The venue of arbitration shall be Bengaluru, INDIA.

76. Modification/Cancellation of RFP

The bank reserves the right to modify/cancel/re-tender without assigning any reasons whatsoever. The bank shall not incur any liability to the affected bidder(s) on account of such rejection. Bank shall not be obliged to inform the affected bidder(s) of the grounds for the Bank's rejection/cancellation.

77. Social Media Policy

77.1. No person of the bank or the contractors and third parties shall violate the social media policy of the bank.

77.1.1. The following acts on the part of personnel of the bank or the contractors and third parties shall be construed as violation of social media policy:

77.1.2. Non-adherence to the standards/guidelines in relation to social media policy issued by the Bank from time to time.

77.2. Any omission or commission which exposes the Bank to actual or potential monetary loss or otherwise, reputation loss on account of non-adherence of social media related systems and procedures.”

78. Responsibilities of Selected Bidder

78.1. The Selected bidder has to inform change in the management of the company, if any, to the Bank within 30 days from the date of such change during warranty and AMC period.

78.2. The Bank will call for Audited Balance Sheet of the selected Bidder at any point of time during warranty and AMC period and the selected Bidder shall provide the same.

78.3. The selected bidder shall submit updated Escalation Matrix for the product/services on a **Half-Yearly basis** as at the end of 31st March and 30th September during warranty and AMC period (if contracted).



79. Human Resource Requirement

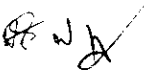
The Bidder by executing the agreement shall be deemed to have unconditionally agreed as under:

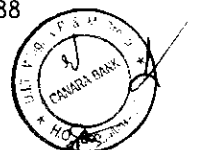
- 79.1. The Bidder shall provide a contingent of well trained personnel and extend necessary mentoring and operational support to the intermediary network of agents, etc. as part of the service/solution.
- 79.2. The Bidder shall confirm that every person deployed by them on the project has been vetted through a third-party background check prior to their engagement. The Bidder shall manage the activities of its personnel or others engaged in the project, etc. and shall be accountable for all the personnel deployed/engaged in the project.
- 79.3. In case the performance of the Bidder/their CSP/agent/employees engaged in the project is not satisfactory or is detrimental to the interests of the Bank, The Bidder shall have to replace the said person within the time limits stipulated by the Bank. Where the Bidder fails to comply with the Bank's request, the Bank may replace the said person or their agents/employees on its own.
- 79.4. No right to employment in the Bank shall accrue or arise to the employees or agents of the Bidder, by virtue of engagement of employees, agents, etc. of The Bidder for any assignment under this project. It is further clarified that the arrangement herein with the Bidder is a contract for service.
- 79.5. The Bidder shall exercise due diligence and only engage persons having established identity, integrity, requisite qualifications and skills and deployment experience for all critical activities.
- 79.6. The Bidder shall extend all of the outsourced banking and financial services by deploying such personal that have high integrity and meet the qualifications and other criteria stipulated by the Reserve Bank of India , Government or the Bank from time to time and agrees and undertake that during the subsistence of this agreement they will not employ any personnel/individual below the Minimum Wages fixed by appropriate Government on this behalf from time to time ,as per the provisions of Minimum Wages Act 1948.

80. Legal Disputes and Jurisdiction of the court

- 80.1. The Bank Clarifies that the Bank shall be entitled to an injunction, restraining order, right for recovery, specific performance or such other equitable relief as a court of competent jurisdiction may deem necessary or appropriate to restrain bidder/prospective bidder from committing any violation or enforce the performance of the covenants, obligations and representations contained in this RFP. These injunctive remedies are cumulative and are in addition to any other rights and remedies the Bank may have at law or in equity, including without limitation a right for recovery of any amounts and related costs and a right for damages.
- 80.2. All disputes and controversies between Bank and Bidder shall be subject to the exclusive jurisdiction of the courts in Bengaluru and the parties agree to submit themselves to the jurisdiction of such court as this RFP/contract agreement shall be governed by the laws of India.


DEPUTY GENERAL MANAGER





Annexure-1

Checklist

Sl. No.	Particulars	Vendor Response [Yes/No]
a.	Whether Cost of the Tender document (Demand Draft payable at Bengaluru) is submitted along with the Part A-Conformity to Eligibility Criteria?	
b.	Whether EMD / Bank guarantee Submitted in the Part A-Conformity to Eligibility Criteria?	
c.	Whether the Bid is authenticated by authorized person? Copy of Power of Attorney or Authorization letter from the company authorizing the person to sign the bid document to be submitted in Part A - Conformity to Eligibility Criteria?	
d.	Whether all pages are authenticated with signature and seal (Full signature to be affixed and not initials).Erasures / Overwriting / Cutting / Corrections authenticated Certification / Undertaking is authenticated?	
e.	Whether Call log in Procedure, Preventive and Break down/Corrective Maintenance is provided?	
f.	Whether address of Office on which order has to be placed is indicated in Annexure-4?	
g.	Whether ensured that, the Hardware /Software and other Items quoted are not End of Life for next three Years?	
h.	Whether ensured that, the separately sealed envelopes containing Part A-Conformity to Eligibility Criteria, Part B- Technical Proposal and Part-C Commercial Bid for Selection of Service Provider for Social Media Services are placed and sealed in another big envelope super scribed as per RFP instructions. The Name of the Bidder and Due date of the RFP is specified on the top of the envelope.	
i.	Whether ensured Indexing of all Documents submitted with page numbers?	
j.	Whether replica of Price Bid (Masked price bid) as per Bill of Material is submitted in Part-B Technical Proposal?	
k.	Whether Signed Pre Contract Integrity Pact on Non-Judicial Stamp Paper as per as per Appendix-G has been submitted?	

Vendors to verify the above checklist and ensure accuracy of the same before submission of the bid.

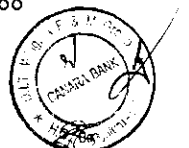
Checked for accuracy

Date

Signature with seal

Name :

Designation :



Annexure-2
Bid Covering letter

Reference No:

Date:

The Deputy General Manager,
Canara Bank,
Asset Procurement & Management Group,
Department of Information and Technology,
Naveen Complex, 14 M G Road,
Bengaluru - 560 001, Karnataka

Dear Sir,

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

Having examined the tender document including all annexures the receipt of which is hereby duly acknowledged, we, the undersigned, offer for subject items are in conformity with the said tender in accordance with the schedule of prices indicated in the commercial offer and made part of this offer.

If our offer is accepted, we undertake to provide Social Media Services as per timelines mentioned in the RFP for each ordered locations.

If our offer is accepted, we undertake to provide the services for pilot test run within **Two Weeks** from the date of acceptance of the Purchase Order. We enclose a Demand Draft /Bank Guarantee in lieu of EMD for **Rs. 20,00,000/-** in favour of Canara Bank as EMD.

We agree to abide by this offer till 180 days from the date of opening of Commercial Bid and for such further period as mutually agreed between the bank and successful bidder, and agreed to in writing by the bidder. We also agree to keep the Earnest Money Deposit/Bank Guarantee in lieu of EMD during the entire validity period of the tender. However, if we withdraw our offer within the said validity period, you shall have the right to forfeit the EMD/invoke the Bank Guarantee in lieu of EMD, without reference to us. We agree to abide by and fulfil all the terms and conditions of the tender and in default thereof, to forfeit and pay to you or your successors, or authorized nominees such sums of money as are stipulated in the conditions contained in tender together with the return acceptance of the contract.

We accept all the Instructions, Technical Specifications, Terms and Conditions and Scope of Work of the subject RFP. We understand that the Bank is not bound to accept the lowest or any offer the Bank may receive without assigning any reason whatsoever.

Date

Signature with seal

Name :

Designation :



Annexure-3

Eligibility Criteria Declaration

The Deputy General Manager
Canara Bank
APM Group - DIT Wing
HO: BENGALURU

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

We have carefully gone through the contents of the above referred RFP and furnish the following information relating to Eligibility Criteria.

Sl. No.	Eligibility Criteria	Documents to be submitted with Part A-Conformity to Eligibility Criteria	Bidder's Response and Documents Submitted
a)	The Bidder should be a registered Company in India as per Indian Companies Act, 1956 or Indian Companies Act, 2013 and should have been in operation for at least three years as on date of RFP.	Copy of Certificate of Incorporation and Certificate of Commencement of business in case of Public Limited Company (OR) Certificate of Incorporation in case of Private Limited Company, issued by the Registrar of Companies.	
b)	The Turnover of the Bidder should be minimum Rs. 2 Crores each year during last Two financial years (i.e. 2016-17 and 2017-18). Out of total turnover, minimum 50% should come from Social Media Services.	Audited balance Sheet for last Two (2) Years (i.e. 2016-17 and 2017-18). (AND) The Bidder must produce a certificate from the Company's Chartered Accountant to this effect.	
c)	The Bidder should have positive Net Worth as on 31/03/2018.	The Bidder must produce a certificate from the Company's Chartered Accountant to this effect.	
d)	The bidder should have provided Social Media Analytics and Listening, Social Media Marketing and Campaign Management, Content Management, Response Management in at least any 2 Banks/ FIs in India.	The Bidder must produce Purchase Orders/ Reference letters in their Name from the customers to this effect.	
e)	The bidder should have expertise in both earned media and owned media Social Listening.	The Bidder must produce supporting documents to this effect.	



f)	The bidder should have a team size of at least 25 people in Social Media services.	The Bidder has to provide team profile of at least 25 people team for Social Media Services as per Annexure-18 with supporting documents.	
g)	The Bidder should not be a blacklisted/ debarred company as on date of submission of RFP by any Government entity, Bank or Financial Institutions.	Bidder should submit an undertaking letter to this effect in Letter Head.	

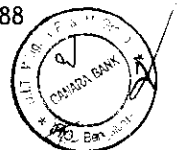
We confirm that the information furnished above is true and correct. We also note that, if there are any inconsistencies in the information furnished above, the bid is liable for rejection.

Date

Signature with seal

Name :

Designation :



Annexure-4
Bidder's Profile

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

Sl. No.	Particulars	Details
a)	Name of the Company	
b)	Type of the Company (Public Ltd./Pvt. Ltd. etc.)	
c)	Date of Establishment/Incorporation	
d)	Address of Corporate Office	
	Address of the Registered Office	
	Address for Correspondence with Contact Person Details (Name, Designation etc.)	
e)	Telephone No E-mail Address Website	
f)	IT Turnover: 2015-2016 2016-2017	
g)	Net worth as on 31/03/2017	
h)	PAN number for Income Tax GST Registration Number <u>Beneficiary Bank Details</u> Beneficiary Name Beneficiary Account Number Type of Bank Account (Current/OD/OCC etc.) IFSC Code Beneficiary Bank Name & Branch address	

Date

Signature with seal

Name :

Designation :



Annexure-5

Service Support Details

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

Sl. No.	Location	Postal Address	Mobile No.	Landline No	Email-ID	No. of Engineers/ Service Staff
1.	Bengaluru					

Date

Signature with seal

Name :

Designation :



Annexure-6

Authorization Letter

(To be presented by the authorized person at the time of Opening of Part A-Conformity to Eligibility Criteria/Part B-Technical Proposal / Part C-Commercial Bid on the letter head of Bidder and should be signed by an Authorised Signatory with Name and Seal of the Company)

Ref No:

Date:

The Deputy General Manager,
Canara Bank,
Asset Procurement & Management Group,
Department of Information and Technology,
Naveen Complex, 14 M G Road,
Bengaluru - 560 001 Karnataka

Dear Sir,

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

This has reference to your above RFP.

Mr./Miss/Mrs. _____ is hereby authorized to attend the bid opening of the above RFP on _____ on behalf of our organization.

The specimen signature is attested below:

Specimen Signature of Representative

Signature of Authorizing Authority

Name & Designation of Authorizing Authority

NOTE: This Authorization letter is to be carried in person and shall not be placed inside any of the bid covers.



Annexure-7

Track Record of Past Delivery of Social Media Services

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

Name of the Bidder _____

Sl. No.	Name of the Client/s where Social Media Services has been provided	Contact Person's Name	Telephone No.	Address
1.				
2.				
3.				
4.				
...				
...				

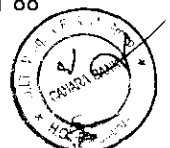
(Enclose necessary documentary proof)

Date

Signature with seal

Name :

Designation :



Annexure-8

Non-Disclosure Agreement

(To be given on the Company's Letter Head)

WHEREAS, we, _____,
having Registered Office at _____, hereinafter referred
to as the Bidder, are agreeable to provide Social Media Services to Canara Bank, having its
office at 14, Naveen complex, HO(annex), M.G Road Bengaluru -560001 hereinafter
referred to as the BANK and,

WHEREAS, the Bidder understands that the information regarding the Bank's IT
Infrastructure shared by the BANK in their Request for Proposal is confidential and/or
proprietary to the BANK, and

WHEREAS, the Bidder understands that in the course of submission of the offer for
"Selection of Service Provider for Social Media Services" and/or in the aftermath
thereof, it may be necessary that the Bidder may perform certain jobs/duties on the
Banks properties and/or have access to certain plans, documents, approvals or information
of the BANK; NOW THEREFORE, in consideration of the foregoing, the Bidder agrees to all
of the following conditions, in order to induce the BANK to grant the Bidder specific access
to the BANK's property/information. The Bidder will not publish or disclose to others, nor,
use in any services that the Bidder performs for others, any confidential or proprietary
information belonging to the BANK, unless the Bidder has first obtained the BANK's written
authorization to do so.

The Bidder agrees that notes, specifications, designs, memoranda and other data shared
by the BANK or, prepared or produced by the Bidder for the purpose of submitting the
offer to the BANK for the said Services, will not be disclosed during or subsequent to
submission of the offer to the BANK, to anyone outside the BANK.

The Bidder shall not, without the BANK's written consent, disclose the contents of this
Request for Proposal (Bid) or any provision thereof, or any specification, plan, pattern,
sample or information (to be) furnished by or on behalf of the BANK in connection
therewith, to any person(s) other than those employed/engaged by the Bidder for the
purpose of submitting the offer to the BANK and/or for the performance of the Contract in
the aftermath. Disclosure to any employed/engaged person(s) shall be made in confidence
and shall extend only so far as necessary for the purposes of such performance.

Date

Signature with seal

Name :

Designation :



Annexure-9
Technical Bid Covering Letter

The Deputy General Manager
Canara Bank
APM Group - DIT Wing
HO: BENGALURU

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

We have carefully gone through the contents of the above referred RFP and furnish the following information relating to Technical Bid/Specification.

Sl. No.	Particulars	Details to be furnished by the Bidder
1.	Technical specification as per Annexure-10	
2.	Name of the Bidder	
3.	E-mail address of contact persons	
4.	Details of: Description of business and business background Service profile & Client profile	
5.	Approach and methodology for the proposed scope of work along with illustrative deliverables.	
6.	Details of inputs/requirements required by the bidder to execute this assignment.	
7.	Conformity to the obtaining of various certificates/bench mark testing standards for the items quoted to meet the intent of the RFP	
8.	Conformity regarding back to back arrangements with third party hardware/software for providing continuous and un-interrupted support to meet SLA obligations as per RFP Terms.	

Declaration:

- a. We confirm that we will abide by all the terms and conditions contained in the RFP.
- b. We hereby unconditionally accept that Bank can at its absolute discretion apply whatever criteria it deems appropriate, not just limiting to those criteria set out in the RFP, in short listing of bidders.
- c. All the details mentioned by us are true and correct and if Bank observes any misrepresentation of facts on any matter at any stage, Bank has the absolute right to reject the proposal and disqualify us from the selection process.
- d. We confirm that we have noted the contents of the RFP and have ensured that there is no deviation in filing our response to the RFP and that the Bank will have the right to disqualify us in case of any such deviations.

Date

Signature with seal

Name :

Designation :

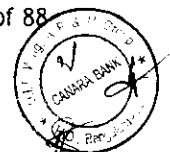


Annexure-10

Functional/Technical Requirements of Social Media Services

- Note:**
1. The Bidder shall specifically mention the Software version, patches applied of the items offered for all the requirements in terms of RFP without fail, failing which the Bid is liable for rejection.
 2. If the Bidder feels that certain features offered are superior to what has been specified by the Bank, it shall be highlighted separately. Information regarding any modification required in the proposed services to meet the intent of the specifications and state-of-the-art technology shall be provided. However, the Bank reserves the right to accept the modifications / superior features suggested/offered.
 3. The Bidder shall provide all other required equipments and services, whether or not explicitly mentioned in this RFP, to ensure the intent of specification, completeness, operability, maintainability and upgradability.
 4. The selected bidder shall own the responsibility to demonstrate that the products offered are as per the specification/performance stipulated in this RFP and as committed by the bidder either at site or in bidder's work site without any extra cost to the Bank.

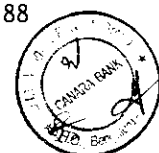
Sl. No.	Functional/Technical Requirements of Social Media Services	COMPLY (Yes/No)
A	PRIMARY OBJECTIVES	
1.	Defining Digital strategy in line with Bank's overall Branding objectives, preparing execution plan to achieve those goals with digital activity calendar in place for Website, Social Media and other online mediums through free and paid activities. Developing an integrated digital marketing plan for all Digital channels.	
2.	Social Media Pages Management & SMO (Social Media Optimization)- Managing the overall presence on Social Media, planning and strategizing the plans for Social Media for increasing engagement and awareness. Development and execution of a social content strategy. Content creation and design for posts, tweets and for other platforms as per the agreed plan. Management of official page posting.	
3.	Social Media Marketing SMM- Planning the paid advertising campaigns for Social Media and measuring the ROI against each campaign. Optimizing campaigns for better ROI. Lead Management.	
4.	Responses and Online Reputation Management- managing the day to day responses on social media, reports on daily basis, negative mentions reporting and management. Daily, weekly and monthly reports on format agreed on different Digital Media activities.	
B	SOCIAL MEDIA MANAGEMENT (Detailed Activities Enclosed)	
1.	Manage the Social media platforms (Facebook, LinkedIn, Twitter, YouTube, Instagram, Google+ etc.) - track, understand and optimize the pages for deeper engagement and awareness.	
2.	End to end responsibility to Design, develop and produce distinctive, effective Creative/Content with sharp messaging for all the requirements of the social media platforms.	
3.	Monitor and report any negative comments/spam with template or created as required replies post clients approval	
4.	Collect data of leads showing interest from the comments on social media (Facebook/ Twitter/ LinkedIn/ YouTube/Instagram/Google+) and share report daily in an format mutually agreed upon.	



5.	Analysis and reports of the activities on social media (Facebook/ Twitter/ LinkedIn/ YouTube) will be shared every month and on quarterly basis	
6.	Evaluate performance of competitor on the social media space to draw insights and leverage them to our advantage. Provide competitor analysis report every month	
7.	Paid campaigns and programs to be developed based on Bank's objective and goals, and will be optimized frequently to achieve the same	
C	SEARCH ENGINE OPTIMIZATION (Detailed Activities Enclosed)	
1.	SEO- Search Engine Optimization- On page and off page, content optimization, on site optimization. Digital Analytics through popular tools to measure performance for all Digital mediums and activities.	
2.	Manage On page and Off Page activities of the website	
3.	Discover relevant keywords and incorporate the same in the website	
D	VIRAL MARKETING PUSH	
1.	Creating attractive/interesting Video, Graphics, Articles, GIF or any other apt format to flow it into the web in a Viral course on Facebook, Whatsapp, Blogs etc.	
2.	The content would be verified by the bank and only after approval the content shall be floated.	
E	CONTENT CREATION AND CONCEPT	
1.	The graphics, Videos, Write-up, Story lines, Concepts, GIFs and all other content for the digital marketing shall be created and conceptualized with Bank's Inputs and approval.	
2.	Buffer time of maximum one month would be allowed to create the content of the coming month and seeking approval. Technical content shall be provided by the Bank.	

B. Social Media Management Detailed Activities

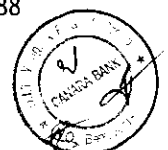
Platforms	Daily	Weekly	Monthly
Facebook	<ul style="list-style-type: none"> Update a post every alternate day Reply to the comments Share 1 post to other related Facebook groups Check every day reviews and response accordingly 	<ul style="list-style-type: none"> Analyze FB Insights (analytics) in terms of growth, likes etc. Add content Ideas or concepts (eg: post type) to editorial calendar Schedule updates on FB, including project/ launches/ events Participate in a discussion - FB Groups 	<ul style="list-style-type: none"> Analyze FB insights and provide report (eg: identify popular posts) Change photo cover every month Create content, concept, themes & ideas Develop plan for promotions, launches, events etc. Understand and check new updates in FB Evaluate overall progress and compare with the competitors



Twitter	<ul style="list-style-type: none"> • Retweet 1 useful tweet (Relevant news etc) • Reply to comments/ messages received • Research & add 2 new relevant followers 	<ul style="list-style-type: none"> • Update one informational /promotional post • Schedule informational/ promotional/ trending tweets • Research & schedule industry/ news updates • Schedule tweets for upcoming events/ product launches • Remove un-followers 	<ul style="list-style-type: none"> • Analyze and measure results every month • Create complete content, concept, themes & ideas • Develop plan for promotions, launches, events etc. • Evaluate overall progress and compare with the competitors
LinkedIn	<ul style="list-style-type: none"> • Comment/ Like on other target group discussions for engagement • Reply to messages, and comments 	<ul style="list-style-type: none"> • Update 1 post/ status • Start a new discussion thread on other target groups for engagement • Invite 3 to 5 connections to follow our page • Request a recommendation from our engaging audience for branding purpose • Provide a recommendation/ Endorse to the relevant audience 	<ul style="list-style-type: none"> • Update profile content (eg: about us content or about new launches etc) • Update information on company page (if necessary, eg: about awards etc) • Search & join new target groups every month • Analyze and measure the LinkedIn stats and provide report
YouTube	<ul style="list-style-type: none"> • Reply to comments • Monitor YouTube analytics 	<ul style="list-style-type: none"> • Upload 1 video as and when produced • Perform SEO optimization for uploaded video 	<ul style="list-style-type: none"> • Analyze and measure results every month • Create complete content, concept, themes & ideas • Evaluate overall progress and compare with the competitors



Google +	<ul style="list-style-type: none"> • Update a post every alternate day • Reply to the comments • Share 1 post to other related groups • Check every day reviews and response accordingly 	<ul style="list-style-type: none"> • Analyze Insights (analytics) in terms of growth, likes etc. • Add content Ideas or concepts (eg: post type) to editorial calendar • Schedule updates on, including project/ launches/ events • Participate in a discussion - Groups 	<ul style="list-style-type: none"> • Analyze insights and provide report (eg: identify popular posts) • Change photo cover every month • Create content, concept, themes & ideas • Develop plan for promotions, launches, events etc. • Understand and check new updates • Evaluate overall progress and compare with the competitors
Instagram	<ul style="list-style-type: none"> • Update a post every alternate day • Reply to the comments • Share 1 post to other related groups • Check every day reviews and response accordingly 	<ul style="list-style-type: none"> • Analyze Insights (analytics) in terms of growth, likes etc. • Add content Ideas or concepts (eg: post type) to editorial calendar • Schedule updates on, including project/ launches/ events • Participate in a discussion - Groups 	<ul style="list-style-type: none"> • Analyze insights and provide report (eg: identify popular posts) • Change photo cover every month • Create content, concept, themes & ideas • Develop plan for promotions, launches, events etc. • Understand and check new updates • Evaluate overall progress and compare with the competitors



C. Monthly Search Engine Optimization (SEO)

Sl. No	Details
a.	SEO On Page Optimization 15 keywords
1.	Maintaining the target pages for On page optimization
2.	Analyze the existing keywords and optimize, if necessary
b.	SEO Off Page Optimization
1.	Social Bookmarking
2.	Article Submission
3.	Infographic Submission
4.	PDF Submission
5.	PPT Submission
6.	Classified Submission
7.	Blog Commenting
8.	Directory Submission
9.	Forum Submission
10.	Image Submission
11.	Question & Answering Submission
12.	Business Listing
c.	Monthly Reports
1.	Monthly updates and maintenance of SEO activities
2.	Tracking and Analysis Reports through Google Analytics like Google keyword ranking report, Analytics Report & Activities Report
3.	Monthly Action Plan

Date:
Place:

Signature with Seal:



Annexure-11

Undertaking of Authenticity for Social Media Services

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

We hereby undertake that all the services/software used in the **Social Media Services** under the above shall be original new components /parts /assembly /software only from respective OEMs of the products and that no refurbished / duplicate / second hand components / parts / assembly / software are being used or shall be used.

We also undertake that in respect of licensed operating system/software if asked for by you in the purchase order the same shall be supplied along with the authorized license certificate and also that it shall be sourced from the authorized source.

We confirm that the software/service is free from bugs, malware, covert channels in code etc.

Should you require, we hereby undertake to produce the certificate from our OEM supplier in support of above undertaking at the time of delivery. It will be our responsibility to produce such letters from our OEM supplier's at the time of delivery or within a reasonable time.

In case of default and we are unable to comply with the above at the time of delivery, for the services already billed, we agree to take back the **Social Media Services** without demur, if already supplied and return the money if any paid to us by you in this regard.

Date

Signature with seal

Name :

Designation :



Annexure-12

Compliance Statement

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

DECLARATION

We understand that any deviations mentioned elsewhere in the bid will not be considered and evaluated by the Bank. We also agree that the Bank reserves its right to reject the bid, if the bid is not submitted in proper format as per subject RFP.

Compliance	Compliance(Yes / No)	Remarks / Deviations
Terms and Conditions		
Functional/Technical Requirements for Social Media Services		
Scope of Work		

(If left blank it will be construed that there is no deviation from the specifications given above)

Date

Signature with seal

Name :

Designation :



Annexure-13

Undertaking Letter

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

- a. We understand that Bank shall be placing Order to the Selected Bidder exclusive of taxes only.
- b. We also confirm that we have quoted the services with GST only.
- c. We are agreeable to the payment schedule as per "Payment Terms" of the RFP.
- d. We hereby take the ownership of the project completely even in case third party is also involved in project execution either fully or partially.
- e. We also confirm that we have quoted for post warranty AMC rates (as per terms and conditions of the tender), giving the rates/price in Bill of Material (BOM).
- f. We hereby undertake to provide necessary hardware with latest products and software with latest version and any third party licenses with latest version required for the services. Charges for the above have been factored in Bill of Material (BOM), otherwise the Bid is liable for rejection. We also confirm that we have not changed the format of BOM.

Date

Signature with seal

Name :

Designation :



Annexure-14

Escalation Matrix

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

Name of the Company:

Delivery Related Issues:

Sl. No.	Name	Designation	Full Office Address	Phone No.	Mobile No.	Email address
a.		First Level Contact				
b.		Second level contact (If response not received in 24 Hours)				
c.		Regional/Zonal Head (If response not received in 48 Hours)				
d.		Country Head (If response not received in One week)				

Service Related Issues:

Sl. No.	Name	Designation	Full Office Address	Phone No.	Mobile No.	Email address
a.		First Level Contact				
b.		Second level contact (If response not received in 4 Hours)				
c.		Regional/Zonal Head (If response not received in 24 Hours)				
d.		Country Head (If response not received in 48 Hours)				

Any change in designation, substitution will be informed by us immediately.

Date

Signature with seal

Name :

Designation :



Annexure-15

Manufacturer/Authorized Distributor in India Authorization Form

[This Letter should be on the letterhead of the manufacturing concern/Distributor and should be signed by an Authorised Signatory of the manufacturer/Authorised Distributor. This Format is for reference only. However, should contain the Para 1, 2 & 3]

No. _____ dated _____

The Deputy General Manager,
Canara Bank,
Asset Procurement & Management Group,
DIT-Wing,
Naveen Complex, 14 M G Road,
Bengaluru-560 001
Karnataka
Dear Sir,

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

We _____ who are established and reputed Owner/manufacturers of _____ having factories/development facilities at 1) _____ and 2) _____ do hereby authorize M/s _____ (Name and address of the Agent/Dealer) to offer their quotation, negotiate and conclude the contract with you against the above invitation for tender offer.

We (Manufacturer/Indian Distributor) hereby extend our full guarantee and warranty as per terms and conditions of the tender and the contract for the services offered against this invitation for tender offer by the above firm and will extend technical support and updates for our products for a period of **Three (3) years** from the date of submission of this tender.

We (Manufacturer/Indian Distributor) also confirm that we will ensure all product upgrades (including management software upgrades and new product feature releases) are provided by M/s for all the products quoted for and supplied to the bank during the product warranty period. In case this is not considered while quoting and in the event M/s fail in their obligations to provide the upgrades within 30 days of release/announcement, we hereby confirm that we will provide the same to the bank at no additional cost to the bank and we will directly install the updates and upgrades and any new product releases at the bank's premises.

Yours faithfully

(Name)

For and on behalf of
M/s-----



Annexure-16

Covering Letter for Commercial Bid

[Note: This Covering letter should be on the letter head of Bidder and should be signed by an Authorised Signatory with Name and Seal of the Company]

Reference No :

Date :

To

The Deputy General Manager,
Canara Bank,
Asset Procurement & Management Group,
Department of Information and Technology,
Naveen Complex, 14 M G Road,
Bengaluru - 560 001
Karnataka

Dear Sir,

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

We thank you for providing us an opportunity to participate in the subject RFP. Please find our commercial offer as per **Annexure-17-Bill of Material** format of the subject RFP along with this covering letter.

We conform to the terms & conditions stipulated in the RFP document, subsequent Amendments, if any and replies to the Pre-Bid Queries. We also confirm that we are agreeable to the payment schedule mentioned in the subject RFP.

Date

Signature with seal

Name :

Designation :



Annexure- 17

Bill of Material

SUB: RFP for Selection of Service Provider for Social Media Services.

Ref: Your RFP 07/2018-19 dated 09/08/2018

Notes

1. These details should be on the letter head of Bidder and each & every page should be signed by an Authorised Signatory with Name and Seal of the Company.
2. Do not change the structure of the format nor add any extra items.
3. No counter condition/assumption in response to commercial bid will be accepted. Bank has a right to reject such bid.

Table -A

Price details of Hardware/Software Items

[Amount in Rs.]

Sl. No.	Item Details	Cost Price				AMC/ATS (if any)*				Total Cost for 3 years (Incl. of tax)
		Cost with 1 year support (Excl. of Taxes)	Tax for Column A		Cost with 1 year support (Incl. of Taxes)	2 years AMC*/ATS* charges per item after warranty/support period (Excl. of Tax)	Tax for Column E		Total AMC*/ATS* for 2 years (incl. of tax)	
			A	B % of tax			C Tax Amt	D=A+C		
1.	Enterprise License Cost as per Annexure-10									
2.	Implementation /Integration/ Interface Cost				x	x	x	x		
3.	Total Cost [total of column I of 1 and 2]									

*Year wise breakup of ATS should be furnished in Table-G.

Table-B

Cost for any additional requirements additional customization/ enhancement

[Amount in Rs.]

Description	Charges Per Man day Excluding Tax	Tax %	Tax Value	Charges Per Man day Including Tax	No. of man days*	No. of Years	Total Cost for 3 Years Including Tax
	a	b	c	d=(a+c)	e	f	g=(dxexf)
Cost for any additional requirements additional customization/ enhancement					10	3	

*Number of man days mentioned above is indicative only. However, the no. of man days may vary from time to time in total.



Table-C
Charges for Onsite Resources for 3 Years

[Amount in Rs.]

Description	Resource Cost per Year [Excluding Tax]	Tax %	Tax Value	Resource Cost per Year [Including Tax]	No. of Resources	No. of Years	Resource Cost for 3 Years [Including Tax]
	A	B	C	D=(A+C)	E	F	G=DxExF
Onsite Resources					1	3	

Table-D
Media Planning Management

[Amount in Rs.]

Sl. No.	Activity applicable (as to respective platforms)	Deliverables* (by platform)	Fee / Estimate per Year (Retainer) [Excluding Tax]	Tax %	Tax Value	Fee Estimate per Year (Retainer) [Including Tax]	No. of Years	Fee Estimate per 3 Years (Retainer) [Including Tax]
			A	B	C	D=A+C	E	F=DxE
1.	Creative, copywriting, content creation as per agreed upon strategy for communication on Canara Bank Campaign Ideas and creative design Using influencers to amplify content reach (including use / creation of additional handles / accounts) Hygiene maintenance and upkeep Response to queries / comments as applicable to different platforms Social media monitoring and reporting	Facebook - 15 posts / month					3	
		Twitter - 30 posts / month					3	
		Instagram - 15 posts / month					3	
		LinkedIn - 8-10 posts / month					3	
		Quora - response to upto 10 queries / month					3	
		YouTube - Content duration, channel maintenance and search optimization					3	

* Deliverables mentioned above is indicative only. However, the no. deliverables may vary from month to month in total.



2.	Content Creation Costs								
	Item	Basis / Metric	Expected output/year	Cost per Year [Excluding Tax]	Tax %	Tax Value	Cost per Year [Including Tax]	No. of Years	Cost for 3 Years [Including Tax]
				A	B	C	D=A+C		F=DxE
a.	Photography costs (as per Instagram standards)	4 hour activity	100 photographs					3	
		8 hour activity	50 photographs					3	
b.	Blogs / articles / thought leadership pieces / content marketing	Rate per word	24 blogs					3	
c.	2D animated explainer videos, using open source music	Rate per 60 seconds	6					3	
d.	3D animated explainer videos, using open source music	Rate per 60 seconds	3					3	
e.	Image / typography based videos with base graphics or photos, open source music	Rate per 60 seconds including English subtitles and Voice over costs per 60 seconds and Subtitling costs for other languages per 60 seconds	6					3	
f.	GIFs: Image based with typography - 3-5 frames	Cost per gif	36					3	
g.	Video - one camera, one mike, straight angle - simple set-ups	Cost per 60 seconds	6					3	



h.	Video - two camera set-up, with mikes, as if speaking to the audience	Cost per 60 seconds	6					3	
i.	Video - Edited from an existing footage (already recorded) as per a script created by the agency	Cost per 60 seconds	18					3	
j.	High End videos requiring conceptualization, scripting, production, post-production and editing, shot with Directors and Art teams	Cost per 60 seconds	3					3	
k.	Basic social Media skill training sessions for employees	Hourly rates - Groups of 30-50	3					3	
l.	Advanced social Media skill training sessions for senior and middle management	Hourly rates - Groups of 15-20	3					3	
m.	Infographic creation with images / icons / data	Per A4 size	18					3	
3.	Total Cost of Media Planning Management (Total of column D of 1, 2a, 2b, 2c, 2d, 2e, 2f, 2g, 2h, 2i, 2j, 2k, 2l, 2m)								

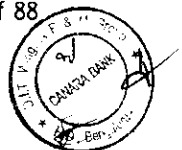


Table-E

Item	% Load on Rates
Agency Commission on total media spends including third party platforms like YouTube , Yourstory, Google Display Network, Facebook, Twitter, LinkedIn, Network Buys, Instagram, Being Indian etc.	

* L1 bidder has to match % Load on Rates of the lowest bidders.

Table-F

Total Cost for 3 Years Contract Period

Sl. No.	Details	[Amount in Rs.] Total Cost of Ownership [inclusive of tax]
A	Total Price details of Hardware & Software Items as per Table-A [Total of Column I of Sl. No.3]	
B	Cost for any additional requirements/additional customization as per Table-B [column g]	
C	Total Charges for Onsite Resources for 3 Years as per Table-C [Column G]	
D	Total of Media Planning Management as per Table-D [column F of Sl. No.3]	
E	Total Cost of Ownership [Sum of A and B and C and D]	

Table-G

Post Warranty AMC/ATS Charges year wise

Sl. No.	Description	[Amount in Rs.] Post Warranty ATS Charges year wise					
		2 nd Year	3 rd Year	Total ATS for 2 Years (Excl. of Tax)	Tax %	Tax in Amt.	Total ATS for 2 Years (Incl. of Tax)
		ATS Charge (Excl. of tax)	ATS Charge (Excl. of tax)				
a	b	c=(a+b)	d	e	f=(c+e)		
1.	Enterprise License Cost as per Annexure-10						

Note

- i. The Charges mentioned in column "c" of Table-G should tally with the charges mentioned under Price Details in column "E" of Table -A of Bill of Material.



- ii. The Charges mentioned in column “f” of Table-G should tally with the charges mentioned under Price Details in column “H” of Table -A of Bill of Material.

Undertaking

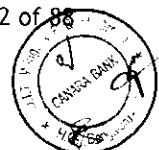
- i. Bill of material is submitted on the letter head and is signed by an Authorised Signatory with Name and Seal of the Company.
- ii. We confirm that we have gone through RFP clauses, subsequent amendments and replies to pre-bid queries (if any) and abide by the same.
- iii. We have not changed the structure of the format nor added any extra items. We note that any such alternation will lead to rejection of Bid.
- iv. We agree that no counter condition/assumption in response to commercial bid will be accepted by the Bank. Bank has a right to reject such bid.
- v. We are agreeable to the payment schedule as per “Payment Terms” of the RFP.

Date

Signature with seal

Name :

Designation :



Annexure- 18

Proposed Team Profile

Sr. No.	Name of the team member	Qualification and certifications	Previous Banks where team member was associated	Duration of team member association	No. of years of experience
1					
2					
3					
4					

Note: Documentary/Certification proofs are to be enclosed to substantiate the claims made.

Date

Signature with seal

Name :

Designation :

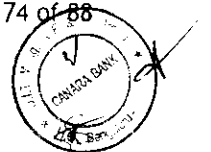


Appendix -A

Instructions to be noted while preparing/submitted Part A- Conformity to Eligibility Criteria

The Proposal should be made in an organized, structured, and neat manner. Brochures / leaflets etc. should not be submitted in loose form. All the pages of the submitted bids should be filed and paginated (serially numbered) with seal and signature of the authorized signatory.

- 1) Index of all the documents submitted with page numbers.
- 2) Cost of Tender document by way of DD payable at Bengaluru.
- 3) Earnest Money Deposit (EMD)/Bank Guarantee in lieu of EMD.
- 4) Power of Attorney / Authorisation letter signed by the Competent Authority with the seal of the bidder's company / firm in the name of the person signing the tender documents.
- 5) Checklist as per Annexure-1.
- 6) Bid Covering letter as per Annexure-2.
- 7) Eligibility Criteria declaration as per Annexure-3 with documentary proof in support of the Eligibility Criteria.
- 8) Bidder's Profile as per Annexure-4.
- 9) Service Support Details as per Annexure-5.
- 10) Track Record of Past Implementation as per Annexure-7.
- 11) Non-Disclosure Agreement as per Annexure-8.
- 12) Signed Pre Contract Integrity Pact as per Appendix-G on non-judicial Stamp paper.
- 13) Write up on the Work Experience / Expertise of Social Media Services.
- 14) Bidder should have central help Desk available on 24x7x365 basis for support and compliant booking. Details of the Help Desk phone no. & email ID has to be provided.



Appendix-B

Instructions to be noted while preparing/submitting Part B-Technical Proposal

The Technical Proposal should be made in an organized, structured, and neat manner. Brochures / leaflets etc. should not be submitted in loose form. All the pages of the submitted bids should be filed and paginated (serially numbered) with seal and signature of the authorized signatory. Technical Offer for this RFP shall be made as under:

- 1) Index of all the documents submitted with page numbers.
- 2) Technical Bid Covering Letter as per **Annexure-9**.
- 3) Compliance to Technical & Functional requirements should be complete with all columns filled in as per **Annexure-10**.
- 4) Undertaking of Authenticity as per **Annexure-11**.
- 5) Compliance Statement as per **Annexure-12**.
- 6) Undertaking Letter as per **Annexure-13**.
- 7) Escalation Matrix as per **Annexure-14**.
- 8) Manufacturer/Authorised Distributor in India Authorization Form as per **Annexure-15**.
- 9) Masked Bill of Material as per **Annexure-17**.
- 10) Proposed Team Profile as per **Annexure-18**.
- 11) The bidder should submit an undertaking letter that they will provide necessary software/service with latest version/patches. The charges for the above should be factored in Bill of Material (BOM), otherwise the Bid is liable for rejection. Changes in the BOM by the bidder will also be liable for rejection.
- 12) The Bidder to submit a certificate / letter from OEM that the proposed Social Media Services, any other related software/services offered by the bidder to the Bank are correct, viable, technically feasible and the software/service will work without any hassles in all the locations.
- 13) Technical Documentation (Product Brochures, leaflets, manuals, drawings).
- 14) A detailed list of the other Infrastructure required and any other precautions to be undertaken should be given in detail along with the Technical Proposal.



Appendix-C

Instructions to be noted while preparing/submitting Part C-Commercial Bid

The Commercial Bid should be made in an organized, structured, and neat manner. Brochures / leaflets etc., should not be submitted in loose form. All the pages of the submitted bids should be filed and paginated (serially numbered) with seal and signature of the authorized signatory.

The suggested format for submission of commercial Offer for this RFP is as follows:

- 1) Commercial Bid Covering letter as per **Annexure-16**.
- 2) Bill of Materials as per **Annexure-17**.



Appendix-D

Bank Guarantee Format for Earnest Money Deposit

To: The Deputy General Manager,
Canara Bank,
DIT Wing, Head Office,
Naveen Complex, 14 M G Road
BENGALURU

WHEREAS _____ (Name of Tenderer) (hereinafter called "the Tenderer" has submitted its tender dated _____ (Date) for the execution of (Name of Contract) _____ (hereinafter called "the Tender") in favour of _____ hereinafter called the "Beneficiary";

KNOW ALL MEN by these presents that we, _____ (name of the issuing Bank), a body corporate constituted under the _____ having its Head Office at _____ amongst others a branch/office at _____ (hereinafter called "the Bank" are bound unto the Beneficiary for the sum of Rs _____ (Rupees _____ only) for which payment well and truly to be made to the said Beneficiary, the Bank binds itself, its successors and assigns by these presents;

THE CONDITIONS of this obligation are:

- (a) If the Tenderer withdraws its Tender during the period of Tender validity specified in the Tender; or
- (b) If the Tenderer having been notified of the acceptance of his Tender by the Beneficiary during the period of Tender validity;
 - (i) fails or refuses to execute the Agreement, if required; or
 - (ii) fails or refuses to furnish the performance security, in accordance with clause _____ of conditions of Contract.

We undertake to pay to the Beneficiary up to the above amount upon receipt of his first written demand without the Beneficiary having to substantiate his demand, provided that in his demand the Beneficiary will note that the amount claimed by him is due to him owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

Notwithstanding anything contained herein

- i) Our liability under this Bank Guarantee shall not exceed Rs. _____ (Rupees _____ only)
- ii) This Bank Guarantee is valid up to _____ and
- iii) We are liable to pay the guaranteed amount or any part thereof under this Bank Guarantee only and only if you serve upon us a written claim or demand on or before _____ (mention period of guarantee as found under clause (ii) above plus claim period)

Dated _____ day of _____ 2018.

(SIGNATURE & SEAL OF THE BANK)

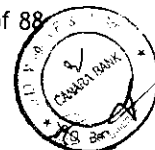
This Bank guarantee should be confirmed through SFMS by the issuing Bank and the details are as follows

Name of the Bank: Canara Bank

Name of the Branch: DIT Wing

IFSC Code: CNRB0000007

Any bank guarantee submitted in physical mode, including EMD/bid guarantee which cannot be verifiable through SFMS will be summarily rejected.



Appendix-E

Proforma of Bank Guarantee for Contract Performance

(To be submitted on Non-Judicial stamp paper of appropriate value Purchased in the name of the issuing Bank)

To: The Deputy General Manager,
Canara Bank,
DIT Wing, Head Office,
Naveen Complex, 14 M G Road
BENGALURU

WHEREAS (Name and address of M/s XXXX Ltd (hereinafter referred to as "the CONTRACTOR") has undertaken to provide the services, training or demo of your personnel related to Social Media Services as per their Contract dated _____ with you (hereinafter referred to as "the CONTRACT")

AND WHEREAS in terms of the Conditions as stipulated in the Contract, the CONTRACTOR is required to furnish, a Bank Guarantee by way of Performance Guarantee, issued by a Scheduled Bank in India, in your favour, as per Clause _____ of the CONTRACT, to secure due and satisfactory compliance of the obligations by the CONTRACTOR on their part, in accordance with the CONTRACT, (which guarantee is hereinafter called as "the PERFORMANCE GUARANTEE")

AND WHEREAS the CONTRACTOR has approached us, (Name of the issuing Bank) for providing the PERFORMANCE GUARANTEE,

AND WHEREAS in consideration of the fact that the CONTRACTOR is our valued constituent and the fact that he has entered into the CONTRACT with you, WE (Name of the Bank) having our Registered Office at, _____ and local office at _____, India have agreed to issue the PERFORMANCE GUARANTEE,

THEREFORE, WE (Name of the issuing Bank) through our local office at _____ India furnish you the PERFORMANCE GUARANTEE in manner hereinafter contained and agree with you as follows:

We (Name of the issuing Bank), undertake to indemnify you and keep you indemnified from time to time to the extent of Rs _____ (Rupees _____) an amount equivalent to 10% of the Contract Price against any loss or damage caused to or suffered by or that may be caused to or suffered by you on account of any breach or breaches on the part of the CONTRACTOR of any of the terms and conditions contained in the Contract and in the event of the CONTRACTOR default or defaults in carrying out any of the work or discharging any obligation in relation thereto under the CONTRACT or otherwise in the observance and performance of any of the terms and conditions relating thereto in accordance with the true intent and meaning thereof, we shall forthwith on demand pay to you such sum or sums not exceeding the sum of Rs _____ (Rupees _____) may be claimed by you on account of breach on the part of the CONTRACTOR of their obligations in terms of the CONTRACT.

Notwithstanding anything to the contrary we agree that your decision as to whether the CONTRACTOR has made any such default or defaults and the amount or amounts to which you are entitled by reasons thereof will be binding on us and we shall not be entitled to ask you to establish your claim or claims under Performance Guarantee but will pay the same forthwith on your demand without any protest or demur.

This Performance Guarantee shall continue and hold good until it is released by you on the application by the CONTRACTOR after expiry of the relative guarantee period of the



Contract and after the CONTRACTOR had discharged all his obligations under the Contract and produced a certificate of due completion of the work under the Contract and submitted a "No Demand Certificate" provided always that the guarantee shall in no event remain in force after the day of _____ without prejudice to your claim or claims arisen and demanded from or otherwise notified to us in writing before the expiry of three months from the said date which will be enforceable against us notwithstanding that the same is or are enforced after the said date.

Should it be necessary to extend Performance Guarantee on account of any reason whatsoever, we undertake to extend the period of Performance Guarantee on your request under intimation to the CONTRACTOR till such time as may be required by you. Your decision in this respect shall be final and binding on us.

You will have the fullest liberty without affecting Performance Guarantee from time to time to vary any of the terms and conditions of the Contract or extend the time of performance of the Contract or to postpone any time or from time to time any of your rights or powers against the CONTRACTOR and either to enforce or forbear to enforce any of the terms and conditions of the Contract and we shall not be released from our liability under Performance Guarantee by the exercise of your liberty with reference to matters aforesaid or by reason of any time being given to the CONTRACTOR or any other forbearance, act, or omission on your part or any indulgence by you to the CONTRACTOR or by any variation or modification of the Contract or any other act, matter or things whatsoever which under law relating to sureties, would but for the provisions hereof have the effect of so releasing us from our liability hereunder provided always that nothing herein contained will enlarge our liability hereunder beyond the limit of Rs _____ (Rupees _____) as aforesaid or extend the period of the guarantee beyond the said day of _____ unless expressly agreed to by us in writing.

The Performance Guarantee shall not in any way be affected by your taking or giving up any securities from the CONTRACTOR or any other person, firm or company on its behalf or by the winding up, dissolution, insolvency or death as the case may be of the CONTRACTOR.

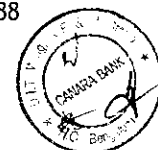
In order to give full effect to the guarantee herein contained, you shall be entitled to act as if we were your principal debtors in respect of all your claims against the CONTRACTOR hereby guaranteed by us as aforesaid and we hereby expressly waive all our rights of surety ship and other rights, if any, which are in any way inconsistent with any of the provisions of Performance Guarantee.

Subject to the maximum limit of our liability as aforesaid, Performance Guarantee will cover all your claim or claims against the CONTRACTOR from time to time arising out of or in relation to the Contract and in respect of which your claim in writing is lodged on us before expiry of three months from the date of expiry of Performance Guarantee.

Any notice by way of demand or otherwise hereunder may be sent by special courier, telex, fax or registered post to our local address as aforesaid and if sent by post it shall be deemed to have been given when the same has been posted.

The Performance Guarantee and the powers and provisions herein contained are in addition to and not by way of limitation of or substitution for any other guarantee or guarantees heretofore given to you by us (whether jointly with others or alone) and now existing un-cancelled and that Performance Guarantee is not intended to and shall not revoke or limit such guarantee or guarantees.

The Performance Guarantee shall not be affected by any change in the constitution of the CONTRACTOR or us nor shall it be affected by any change in your constitution or by any



amalgamation or absorption thereof or therewith but will endure to the benefit of and be available to and be enforceable by the absorbing or amalgamated company or concern.

The Performance Guarantee shall come into force from the date of its execution and shall not be revoked by us any time during its currency without your previous consent in writing.

We further agree and undertake to pay you the amount demanded by you in writing irrespective of any dispute or controversy between you and the CONTRACTOR.

Notwithstanding anything contained herein

- i. Our liability under this guarantee shall not exceed Rs. _____ (Rupees _____ only)
- ii. This guarantee shall be valid upto _____ and;
- iii. We are liable to pay the guaranteed amount or any part thereof under this guarantee only and only if you serve upon us a written claim or demand at Bengaluru on or before _____ (mention period of the guarantee as found under clause ii. above plus claim period).

We have the power to issue Performance Guarantee in your favour by statute and the undersigned has full power to execute Performance Guarantee under the Power of Attorney given to him by the Bank.

Dated this _____ day of _____ 2018.

For and on behalf of

_____ BRANCH MANAGER SEAL ADDRESS PLACE

This Bank guarantee should be confirmed through SFMS by the issuing Bank and the details are as follows

Name of the Bank: Canara Bank

Name of the Branch: DIT Wing

IFSC Code: CNRB0000007

Any bank guarantee submitted in physical mode, including EMD/bid guarantee which cannot be verifiable through SFMS will be summarily rejected.



Appendix-F
Format for Sending Pre-Bid Queries

Bidder's Full Name:				
Sl. No.	Page No. of RFP	Clause No	RFP Clause	Bidder's Query
1				
2				
3				
...				
...				



Appendix-G

(This has to be submitted in the non-judicial Stamp Paper)

Pre Contract Integrity Pact

1. GENERAL

1.1. This pre-bid contract Agreement (herein after called the Integrity Pact) is made on ____ day of the month 20____, between, the Canara Bank, a body corporate constituted under Banking Companies (Acquisition and transfer of undertakings), Act 1970 having its Head office at 112, J.C. Road, Bangalore 560 002, with branches spread over India and abroad (hereinafter referred to as BUYER which expression shall include its successors and assigns) acting through Shri _____, (Designation of the officer) representing _____, of the BUYER, of the FIRST PART

AND

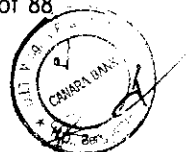
M/s. _____ represented by Shri _____ Chief Executive Officer/Authorized Signatory (hereinafter called the "BIDDER/ SELLER/ CONTRACTOR/ SERVICE PROVIDER", which expression shall mean and include, unless the context otherwise requires, his successors and permitted assigns), of the SECOND PART

1.2. WHEREAS the BUYER proposes to procure (Name of the Stores/Equipment/Item) /engage the services and the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER is willing to offer/has offered the stores/services and

1.3. WHEREAS the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER is a private company/ public company/Government undertaking/ partnership/ LLP/registered export agency/service provider, duly constituted in accordance with the relevant law governing its formation/incorporation/constitution and the BUYER is a body corporate constituted under Banking Companies (Acquisition and transfer of undertakings), Act 1970.

1.4. WHEREAS the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER has clearly understood that the signing of this agreement is an essential pre-requisite for participation in the bidding process in respect of Stores/Equipment/Items/Services proposed to be procured by the BUYER and also understood that this agreement would be effective from the stage of invitation of bids till the complete execution of the agreement and beyond as provided in clause 13 and the breach of this agreement detected or found at any stage of the procurement process shall result into rejection of the bid and cancellation of contract rendering BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER liable for damages and replacement costs incurred by the BUYER.

2. NOW, THEREFORE, the BUYER and the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER agree to enter into this pre-contract integrity agreement, hereinafter referred to as Integrity Pact, which shall form part and parcel of RFP as also the contract agreement if contracted with BIDDER, in the event that the BIDDER turns out to be successful bidder, and it is intended through this agreement to avoid all forms of corruption by following a system that is fair, transparent and free from any influence/prejudiced dealings prior to, during and subsequent to the Contract to be entered into with a view to:-



- 2.1. Enabling the BUYER to obtain the desired Stores/Equipment/Work/Service/Materials at a competitive price in conformity with the defined specifications by avoiding the high cost and the distortionary impact of corruption on public procurement, and
- 2.2. Enabling BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER/SERVICE PROVIDER to refrain from bribing or indulging in any corrupt practices in order to secure the contract, by providing assurance to them that the BUYER shall not be influenced in any way by the bribery or corrupt practices emanating from or resorted to by their competitors and that all procurements shall be free from any blemish or stain of corruption and the BUYER stays committed to prevent corruption, in any form, by its officials by following transparent procedures.

The parties hereto hereby agree to enter into this integrity Pact and agree as follows:

3. COMMITMENTS OF THE BUYER

The BUYER commits itself to the following:-

- 3.1. The BUYER represents that all officials of the BUYER, connected whether directly or indirectly with the procurement process are duty bound by rules and regulations governing their service terms and conditions not to demand, take promise for or accept, directly or through intermediaries, any bribe, consideration, gift, reward, favour or any material or immaterial benefit or any other advantage from the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER either for themselves or for any person, organization or third party related to the contract in exchange for an advantage in the bidding process, bid evaluation, contracting or implementation process related to the contract.
- 3.2. The BUYER will, during the pre-contract stage, treat all BIDDERS /SELLERS /CONTRACTORS/SERVICE PROVIDERS alike, and will provide to all BIDDERS/ SELLERS/ CONTRACTORS/SERVICE PROVIDERS the same information and will not provide any such information to any particular BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER which could afford an advantage to that particular BIDDER/ SELLER/ CONTRACTOR/ SERVICE PROVIDER in comparison to the other BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDERS.
- 3.3. The BUYER shall report to the appropriate Government Regulators/Authorities any attempted or completed breaches of the above commitments as well as any substantial suspicion of such a breach, as and when the same is considered necessary to comply with the law in force in this regard.

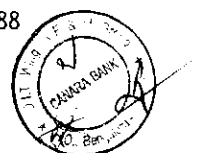
In case any such preceding misconduct on the part of such official(s) is reported by the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER to the BUYER with the full and verifiable facts and the same is prima facie found to be correct by the BUYER, necessary disciplinary proceedings, or any other action as deemed fit, including criminal proceedings may be initiated by the BUYER and such a person shall be debarred from further dealings related to the contract process. In such a case, while an enquiry is being conducted by the BUYER, the proceedings under the contract would not be stalled.

4. COMMITMENTS OF BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDERS

The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER commits itself to take all measures necessary to prevent corrupt practices, unfair means and illegal activities during any stage of its bid or during any pre-contract or post-contract stage in order to secure the contract or in furtherance to secure it and in particular commit itself to the following:-



- 4.1. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER will not offer, directly or through intermediaries, any bribe, gift, consideration, reward, favour, any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the BUYER, connected directly or indirectly with the bidding process, or to any person, organization or third party related to the contract in exchange for any advantage in the bidding, evaluation, contracting and implementation of the contract.
- 4.2. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER further undertakes that it has not given, offered or promised to give, directly or indirectly any bribe, gift, consideration, reward, favour, any material or immaterial benefit or other advantage, commission, fees, brokerage, or inducement to any official of the BUYER or otherwise for procuring the Contract or for forbearing to do or for having done any act in relation to the obtaining or execution of the contract or any other contract with the BUYER or for showing or forbearing to show favour or disfavor to any person in relation to the contract or any other contract with the BUYER.
- 4.3. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER further confirms and declares to the BUYER that the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER is the original Manufacturer/Integrator/Authorized Government sponsored export entity of the stores/Authorized Service Provider having necessary authorizations, intellectual property rights and approvals from the intellectual property right owners of such materials/services and has not engaged any individual or firm or company whether Indian or foreign to intercede, facilitate or in any way to recommend to the BUYER or any of its functionaries, whether officially or unofficially to the award of the contract to the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER, nor has any amount been paid, promised or intended to be paid to any such individual, firm or company in respect of any such intercession, facilitation or recommendation.
- 4.4. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER, either while presenting the bid or during pre-contract negotiations or before signing the contract, shall disclose any payment he has made, is committed to or intends to make to officials of the BUYER or their family members, agents, brokers or any other intermediaries in connection with the contract and the details of services agreed upon for such payments.
- 4.5. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER will not collude with other parties interested in the contract to impair the transparency, fairness and progress of the bidding process, bid evaluation, contracting and implementation of the contract.
- 4.6. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER will not accept any advantage in exchange for any corrupt practice, unfair means and illegal activities emanating from other competitors or from anyone else.
- 4.7. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER shall not use improperly, for purpose of competition or personal gain, or pass on to others, any information provided by the BUYER as part of the business relationship, regarding plans, technical proposal and business details, including information contained in any electronic data carrier. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER also undertakes to exercise due and adequate care lest any such information is divulged.
- 4.8. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER commits to refrain from giving any complaint directly or through any other manner without supporting it with full and verifiable facts.



4.9. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER shall not instigate or cause to instigate any third person to commit any of the acts mentioned above.

5. PREVIOUS TRANSGRESSION

5.1. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER declares that no previous transgression occurred in the last three years immediately before signing of this Integrity Pact with any other company in any country in respect of any corrupt practices envisaged hereunder or with any Public Sector Bank, Public Sector Enterprise/Undertaking in India or any Government Department in India that could justify BIDDER's exclusion from the tender process.

5.2. If the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER makes incorrect statement on this subject, BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER can be disqualified from the tender/bid process or the contract, if already awarded, can be terminated for such reason.

6. EARNEST MONEY (SECURITY DEPOSIT)

6.1. Every BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER while submitting commercial bid, shall deposit an amount as specified in RFP/Tender Documents as Earnest Money/Security Deposit with the BUYER through any of the instruments as detailed in the tender documents.

6.2. The Earnest Money/Security Deposit shall be *valid for a period till* the complete conclusion of the contractual obligations or for such period as mentioned in RFP/Contract, including warranty period, whichever is later to the complete satisfaction of BUYER.

6.3. In the case of successful BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER, a clause would also be incorporated in the Article pertaining to Performance Bond in the Purchase Contract that the provisions of Sanctions for violation shall be applicable for forfeiture of Performance Bond in case of a decision by the BUYER to forfeit the same without assigning any reason for imposing sanction for violation of this Pact.

6.4. No interest shall be payable by the BUYER to the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER on Earnest Money/Security Deposit for the period of its currency.

7. SANCTIONS FOR VIOLATIONS

7.1. Any breach of the provisions herein contained by the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER or any one employed by it or acting on its behalf (whether with or without the knowledge of the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER shall entitle the BUYER to take all or any one of the following actions, wherever required:-

- i. To immediately call off the pre contract negotiations without assigning any reason or giving any compensation to the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER. However, the proceedings with the other BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER(s) would continue.
- ii. To forfeit fully or partially the Earnest Money Deposit (in pre-contract stage) and/or Security Deposit/Performance Bond (after the contract is signed), as decided by the BUYER and the BUYER shall not be required to assign any reason therefore.



- iii. To immediately cancel the contract, if already signed, without giving any compensation to the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER.
 - iv. To recover all sums already paid by the BUYER, and in case of the Indian BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER with interest thereon at 2% higher than the prevailing Prime Lending Rate of (Name of the Bank/Financial Institution) while in case of a BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER from a country other than India with interest thereon at 2% higher than the LIBOR. If any outstanding payment is due to the BIDDER/SELLER /CONTRACTOR from the BUYER in connection with any other contract such outstanding payment could also be utilized to recover the aforesaid sum and interest. The BUYER shall also be entitled to recover the replacement costs from BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER.
 - v. To encash the advance bank guarantee and performance bond/warranty bond, if furnished by the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER, in order to recover the payments, already made by the BUYER, along with interest.
 - vi. To cancel all or any other contracts with the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER and the BIDDER/SELLER /CONTRACTOR/SERVICE PROVIDER shall be liable to pay compensation for any loss or damage to the BUYER resulting from such cancellation/rescission and the BUYER shall be entitled to deduct the amount so payable from the money(s) due to the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER.
 - vii. To debar the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER from participating in future bidding processes of the BUYER for a minimum period of five years, which may be further extended at the discretion of the BUYER.
 - viii. To recover all sums paid in violation of this Pact by BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER(s) to any middlemen or agent or broker with a view to securing the contract.
 - ix. In cases where irrevocable Letters of Credit have been received in respect of any contract signed by the BUYER with the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER, the same shall not be opened.
 - x. Forfeiture of The Performance Bond in case of a decision by the BUYER to forfeit the same without assigning any reason for imposing sanction for violation of this Pact.
 - xi. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER shall not lend to or borrow any money from or enter into any monetary dealings or transactions, directly or indirectly, with any employee of the BUYER, and if he does so, the BUYER shall be entitled forthwith to rescind the contract and all other contracts with the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER. The BIDDER/SELLER/CONTRACTOR shall be liable to pay compensation for any loss or damage to the BUYER resulting from such rescission and the BUYER shall be entitled to deduct the amount so payable from the money(s) due to the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER.
- 7.2. The BUYER will be entitled to take all or any of the actions mentioned at para 7.1 (i) to (xi) of this Pact, also in the event of commission by the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER or anyone employed by it or acting on its behalf (whether with or without the knowledge of the BIDDER), of an offence as defined in Chapter IX of the Indian Penal code, 1860 or Prevention of Corruption Act, 1988 or any other statute enacted for prevention of corruption.
- 7.3. The decision of the BUYER to the effect that a breach of the provisions of this pact has been committed by the BIDDER/SELLER/ CONTRACTOR shall be final and conclusive on the BIDDER/SELLER /CONTRACTOR. However, the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER can approach the Independent External Monitor(s) appointed for the purposes of this Pact.



8. FALL CLAUSE

8.1. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER undertakes that it has not supplied/is not supplying similar product/systems or subsystems/services at a price lower than that offered in the present bid to any other Bank or PSU or Government Department or to any other organization/entity whether or not constituted under any law and if it is found at any stage that similar product/systems or sub systems/services was supplied by the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER to any other Bank or PSU or Government Department or to any other organization/entity whether or not constituted under any law, at a lower price, then that very price, with due allowance for elapsed time, will be applicable to the present case and the difference in the cost would be refunded by the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER to the BUYER, if the contract has already been concluded.

9. INDEPENDENT EXTERNAL MONITORS

9.1. The BUYER has appointed two Independent External Monitors (hereinafter referred to as Monitors) for this Pact in accordance with the recommendations and guidelines issued by Central Vigilance Commission.

9.2. The task of the Monitors shall be to review independently and objectively, whether and to what extent the parties comply with the obligations under this Pact.

9.3. The Monitors shall not be subject to instructions by the representatives of the parties and perform their functions neutrally and independently.

9.4. Both the parties accept that the Monitors have the right to access all the documents relating to the project/procurement, including minutes of meetings. The Monitors shall on receipt of any complaint arising out of tendering process jointly examine such complaint, look into the records while conducting the investigation and submit their joint recommendations and views to the Management and Chief Executive of the BUYER. The MONITORS may also send their report directly to the CVO and the commission, in case of suspicion of serious irregularities.

9.5. As soon as any event or incident of violation of this Pact is noticed by Monitors, or Monitors have reason to believe, a violation of this Pact, they will so inform the Management of the BUYER.

9.6. The BIDDER(s) accepts that the Monitors have the right to access without restriction to all Project /Procurement documentation of the BUYER including that provided by the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER. The BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER will also grant the Monitors, upon their request and demonstration of a valid interest, unrestricted and unconditional access to his documentation pertaining to the project for which the RFP/Tender is being /has been submitted by BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER. The same is applicable to Subcontractors. The Monitors shall be under contractual obligation to treat the information and documents of the BIDDER/Subcontractors () with confidentiality.

9.7. The BUYER will provide to the Monitors sufficient information about all meetings among the parties related to the Project provided such meetings could have an Impact on the contractual relations between the parties. The parties may offer to the Monitors the option to participate in such meetings.



9.8. The Monitors will submit a written report to the BUYER at the earliest from the date of reference or intimation to him by the BUYER/BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER and submit proposals for correcting problematic situations.

10. FACILITATION OF INVESTIGATION

In case of any allegation of violation of any provisions of this Pact or payment of commission, the BUYER or its agencies shall be entitled to examine all the documents including the Books of Accounts of the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER and the BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER shall provide necessary information of the relevant documents and shall extend all possible help for the purpose of such examination,

11. LAW AND PLACE OF JURISDICTION

This Pact is subject to Indian Law and the place of jurisdiction is Bangalore.

12. OTHER LEGAL ACTIONS

The actions stipulated in this Integrity Pact are without prejudice to any other legal action that may follow in accordance with the provisions of the any other law in force relating to any civil or criminal proceedings.

13. VALIDITY

13.1. The validity of this Integrity Pact shall be from the date of its signing and extend up to 5 years or such longer period as mentioned in RFP/Contract or the complete execution of the contract to the satisfaction of the BUYER whichever is later. In case BIDDER/SELLER/CONTRACTOR/SERVICE PROVIDER is unsuccessful, this Integrity Pact shall expire after six months from the date of the signing of the contract.

13.2. If one or several provisions of this Pact turn out to be invalid; the remainder of this Pact shall remain valid. In such case, the parties will strive to come to an agreement to their original intentions.

14. The parties hereby sign this Integrity Pact at on.....

BUYER

BIDDER

Name of the Officer

CHIEFEXECUTIVEOFFICER/AUTHORISED SIGNATORY

Designation

Name of Wing

Canara Bank

Witness

Witness

1)

1)

2)

2)

