

CSIR-National Institute of Science Communication & Policy Research (NIScPR),

Dr. K. S. Krishnan Marg, Pusa Campus, New Delhi – 110012

Telephone: 011-25843130, 25842990, ext.

E-mail: smccell@niscpr.res.in

Website: www.niscpr.res.in



**Appointment of a Social Media Management and Services Agency for
CSIR-National Institute of Science Communication & Policy Research (NIScPR),
New Delhi - 110012**



NATIONAL INSTITUTE OF SCIENCE COMMUNICATION AND POLICY RESEARCH



**Dr. K. S. Krishnan Marg, Near Pusa Gate
New Delhi – 110012 (India)**

Ph. No. 25843130, 25842990 (www.niscpr.res.in)

Name of work: - Appointment of a Social Media Management and Services Agency for CSIR-National Institute of Science Communication & Policy Research (NIScPR), New Delhi - 110012

Contents

S. No.	Description	No. of Pages
1.	Covering Page, Tender Document	01
2.	Contents	02
3.	Disclaimer	03
4.	Notice Inviting Tenders	04
5.	Eligibility Criteria and Qualifications	05-15
6.	Scope of work	16-18
7.	Financial Bids	19-24
8.	General Terms and Conditions	25-26
9.	Submission of Bids / Annexure I	27-28
10.	Tender Acceptance Letter / Annexure II	29
11.	Detailed Scope of work / Annexure III	30-37
12.	Technical Bid Form / Annexure IV	38-42
13.	Format for Financial Bid / Annexure V	43
14.	Proforma For Performance Bank Guarantee / Annexure VI	44-46
15.	Bank Account Details / Annexure VII	47
16.	Articles of Agreement	48-49
17.	Bill of Quantities (BoQ)	50-52
18.	Check list for Technical Bid Documents / Annexure VIII	53

Total number of pages: 53

CSIR-National Institute of Science Communication & Policy Research (NIScPR)
DISCLAIMER

The information contained in the Request for Proposal (RFP) document on behalf of the CSIR-National Institute of Science Communication & Policy Research (NIScPR), under the Ministry of Science & Technology, Government of India, provided to Applicants (Bidders/tenderers) on the terms and conditions set out in the RFP/tender and such other terms and conditions subject to which such information is provided.

The RFP is not an agreement and is neither an offer by the CSIR-National Institute of Science Communication & Policy Research (NIScPR) to the prospective applicants or any other person.

The purpose of this RFP is to provide concerned parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP.

Information provided in this RFP to the Applicants is on a wide range of matters, some of which depend upon the interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authorities accept no responsibility for the accuracy or otherwise for any interpretation or opinion in the law, expressed herein.

CSIR-National Institute of Science Communication & Policy Research (NIScPR) also accepts no liability of any nature whether resulting from negligence or otherwise, however caused, arising from reliance of any applicant upon the statements contained in this RFP. CSIR-National Institute of Science Communication & Policy Research (NIScPR) may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of the RFP does not imply that CSIR-National Institute of Science Communication & Policy Research (NIScPR) is bound to select any Applicant or to appoint the Selected Applicant, as the case may be, for the consultancy and Director, CSIR-National Institute of Science Communication & Policy Research (NIScPR) reserves the right to cancel/reject/amend all or any of the proposals without assigning any reasons whatsoever.

The applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal, including, but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the CSIR-National Institute of Science Communication & Policy Research (NIScPR) or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and CSIR-National Institute of Science Communication & Policy Research (NIScPR) shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an applicant in preparation or submission of the proposal, regardless of the conduct or outcome of the selection process.

CSIR-National Institute of Science Communication & Policy Research (NIScPR)
Ministry of Science and Technology
Government of India
Dr. K. S. Krishnan Marg, New Delhi - 110012

Date:

Subject: Notice for Inviting Tenders (NIT) for Appointment of a Social Media Management and Services Agency for CSIR-National Institute of Science Communication & Policy Research (NIScPR), New Delhi - 110012

The CSIR-National Institute of Science Communication & Policy Research (NIScPR) (hereinafter referred to as CSIR-NIScPR) invites bids from experienced, eligible and interested parties on the subject matter. Complete details of the NIT, viz. Scope of Work, formats for submission of the bids, Terms and Conditions etc. are as per the attached Tender Document.

Technical and Financial Bids must be submitted separately, as per the instructions in the Tender Document. **The bids may be submitted only online on the Government e-marketplace (GeM) portal.**

Bids submitted in any other mode will not be accepted under any circumstances.

2. Key Dates and information pertaining to this NIT are as under:

Mode for sending the bids	Through GeM Portal only
Estimated cost of bid	Rs. 270 Lakhs
Bid Validity Period	120 days from the date of opening of the Technical Bids
Earnest Money Deposit (EMD)	Rs. 8.10 Lakh (Eight Lakhs and Ten Thousand Only) to be paid through online A/c No. 110003874485 IFSC Code: CNRB0019100 in favour of Director, CSIR-National Institute of Science Communication and Policy Research payable at New Delhi. As per Rule 170 of GFR , Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME), are exempted from payment of Earnest Money Deposit (EMD)

CSIR-National Institute of Science Communication & Policy Research (NIScPR)
Ministry of Science and Technology
Government of India
Dr. K.S. Krishnan Marg, New Delhi - 110012

Tender Document

Appointment of a Social Media Management and Services Agency for CSIR-National Institute of Science Communication & Policy Research (NIScPR), New Delhi - 110012

1. Scope of Work: Details of Scope of Work, Deliverables and Timelines are as per **Annexure III** to this Tender Document.

2. Submission of Tenders: Two bid system (Technical & Financial), only through the GeM portal.

(i) Technical and Financial bids should be submitted separately on the GeM portal.

(ii) **Technical Bid** should be submitted/uploaded on GeM portal in the prescribed format as per **Annexure IV** containing Earnest Money Deposit (Para 3) as prescribed and information/documents as mentioned in Para 4 of this Tender Document duly completed in all respects, signed and stamped at all pages but without indicating the rates quoted.

(iii) **Financial Bid** containing price bid should be submitted/uploaded on GeM portal in the prescribed format as per **Annexure V**. Further information relating to submission of Financial Bids may be referred to in Para (9) of this Tender Document.

(iv) Bids should be submitted through GeM portal only and before the closing date & time as prescribed (please refer to 'Key dates and Information' given in the Tender Notice).

(v) Bids received in the format prescribed in this tender document shall only be considered. Bidders have to furnish the Technical and Financial Bids only in the prescribed format as per Annexure IV and Annexure V respectively. Bids not received in prescribed format shall be rejected and no correspondence in this regard will be entertained.

3. Earnest Money Deposit

(i) An amount of ₹ 8.10 Lakh/- (Rupees eight lakh ten thousand only) to be paid through online A/c No. 110003874485 IFSC Code: CNRB0019100 in favour of Director, CSIR-National Institute of Science Communication and Policy Research payable at New Delhi. The format of Bid Submission as on **Annexure I**.

(ii) Bids received without EMD shall be summarily rejected.

(iii) EMD must remain valid for 90 days beyond the final bid validity period.

(iv) EMD of tendering firms who submit the tender but withdraw the same before the expiry of the tender validity date shall be forfeited.

(v) EMD of the successful tenderer shall be released only after submission of Performance Security of the specific amount prescribed in this Tender Document.

(vi) EMD of the tenderers who fail to honour the bid within the prescribed time limit shall stand forfeited. The Department shall entertain no representation in this regard.

(vii) CSIR-NIScPR will pay no interest for not releasing the EMD amount within the tender validity period or at any circumstances.

(viii) EMD will be returned to unsuccessful tenderers immediately after the completion of the tendering process.

(ix) **Exemption from submitting EMD:** Micro, Small and Medium Enterprises (MSMEs) as defined in the MSE Procurement Policy issued by the Department of Micro, Small and Medium Enterprises (MSME) will be exempt from submission of the EMD. However, the MSME bidder has to enclose the documentary proof of its MSME status.

4. Eligibility, Essential Competencies & Details to be furnished in the Technical Bid

Regarding the following eligibility, the bidders are requested to STRICTLY follow the check list given at the Annexure IV of the tender document and provide the details of tender related documents according to the check list duly giving accurate folder number and page number of the respective document. For example, if the stated document is kept at page no. 8 of the folder no. 2, then you should write “2/8”.

Eligibility:

S No	Criteria	Requirements	Documentary evidence
1.	Legal Entity	A company registered under the Indian Companies Act 2013, 1956, or a partnership firm registered under the Indian Partnership Act 1932. Please note that Joint ventures, Consortium, and Association are not allowed.	Copy of valid Registration Certificates / Copy of Certificates of incorporation

2.	Turnover	Annual Average Turnover of the service provider for the last three financial years i.e. 2021-22, 2022-23 and 2023-24 as per the last published audited balance sheets should be at least Rs. 2 Crores.	Statutory Auditor/CA Certificate with Registration Number/Seal
3.	Financial Net Worth	The service provider should have a positive net worth in the last three financial years.	Statutory Auditor/CA Certificate with Registration Number/Seal
4.	Technical Capability I	The service provider should have Completed/ Executed/Ongoing at-least 2 assignments of Social media management / Digital media marketing for one State Government / Any Govt. Department / Ministry of Central Government / Public Sector Unit of Central or State Government / Public Limited Company in the period of last 3 years (as on last date of tender submission) of value INR 50 Lakh each per year.	Copy of Work Order and Completion Certificate. OR A Copy of declaration in this regard on firm's letterhead duly signed should be provided.

5.	Technical Capability II	The service provider must have experience in Social media management/Digital marketing for at least last three years (as on 31 March 2025)	CA Certificate with CA's Registration Number/Seal and UDIN certifying that the bidding agency has experience in social media management for at least last three years (as on 31 March 2025).
6.	Technical Capability III	The service provider must have experience of at least 3 years (as on last date of tender submission) in print and digital media, designing books/coffee table books, brochures, newsletters, creatives, GIFs, short videos, documentaries in scientific Institutions/ departments.	A Copy of declaration in this regard on firm's letterhead duly signed should be provided.
7.	Tax registration and clearance	The service provider should have registered number of: • GSTN, where his/her business is located • Income Tax/PAN Number	Copies of relevant certificates of registration
8.	Experience Criteria	The bidder should have experience with at least three projects with an order of value of at least Rs. 50 Lakhs in the last 3 (Three) years in Social media management/digital marketing services in scientific Institutions/departments.	Copy of Work Order and Completion Certificate OR A Copy of declaration in this regard should be provided.

9.	Certificate	The bidder/service provider must have a partner certificate from at least any of the following social media platforms: Meta (Facebook, Instagram, X (Twitter))	Copies of the partner certificate
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10.	Mandatory Undertaking	The Service provider should provide the following four points declaration:- a) An undertaking of not being blacklisted by any Govt. institution/department/PSU. b) Possess the necessary professional, technical, financial and managerial resources and competence required by the bidding documents, pre-qualification documents or bidder registration documents, as the case may be. c) Not be insolvent, in receivership, bankrupt or being wound up, not have its affairs administered by a court or a judicial officer, not have its business activities suspended and must not be the subject of legal proceedings for any of the foregoing reasons. d) Their Directors and Officers not have been convicted of any criminal offence related to their professional conduct or the making of false statements or misrepresentations as to their qualifications to enter into a procurement contract within a period of three years preceding the commencement of the procurement process, or not have been otherwise disqualified pursuant to debarment proceedings.	A self-declaration letter, on firm's letterhead duly signed
11.	Presence in Delhi-NCR	The bidder/service provider must have an office in Delhi-NCR.	Copy of registered office address proof including in Delhi/NCR
12.	Empanelment	The Service Provider must have empanelment with DAVP/CBC.	Copy of Empanelment certificate/s

13.	Additional Criteria	The Bidder should have media planning capability/infrastructure/facilities and in-house multimedia/graphic design capabilities.	Details and proof of service facilities for Technical Support on services, maintenance, and availability of multimedia lab components and manpower are to be attached. A declaration by the bidder in this connection should be submitted.
14.	Work plan and approach	Proposed Work plan and approach.	Your firm should enclose the detailed document about the proposed innovative work plan, strategy, methodology and expected outcomes in sync with CSIR-NIScPR mandate.

(iv) Agency/bidders should enclose brief organizational profile including background, availability of resources and experience of the firm.

(v) Proof of registered address and Telephone number of the office should be provided by the Agency/Bidders.

(vi) Agency should have had experience in handling large state/national level events on social media with live coverage.

(vii) The bids should be accompanied by Earnest Money Deposit (EMD) of the value and in the form as specified in **para 3** of this Tender Document.

(viii) All documents/proof should be attached as per Annexure-IV sequence.

5. Validity of bids:

Bids should be kept valid for acceptance by CSIR-NIScPR for a period of 120 days after the tender opening date.

6. Date & Time of receipt and opening of bids:

Closing date & time for receipt of bids and opening of technical bids has been specified in the Tender Notice. Bidders shall note that if the date of tender opening given in the Tender Notice is declared a closed holiday by the Central Government, the tenders shall be opened on the next working day at the same time.

7. Evaluation and comparison of proposals:

The technical bids will be evaluated on the basis of its responsiveness to the requirements to be fulfilled at the technical stage. In the Second Stage, the financial bid of all bidders, who have attained minimum score of 70 in the technical evaluation, will be opened and compared. The contract will be awarded to the bidder using the QCBS-Quality and Cost Based Selection method out of the technically qualified bidders.

7.1 Criteria for Technical Evaluation:

Technical Bids will be evaluated as per the criteria detailed below (the bidder who have submitted relevant documents as per eligibility criteria of the bid and technically qualified, they may be called for presentation as per the schedule provided by CSIR-NIScPR), failing which marks under (b) Adequacy of the proposed methodology and work plan in responding to the Terms of Reference will be awarded '0' (zero):

Criteria/Sub Criteria	Poin
(a) Experience of the Consultants relevant to the assignment:	
(i) Years of experience in social media campaigns or equivalent works with similar nature and scope of work. • 5 years–4 points • 6 years–6 points	10

(ii) The service provider should have completed/ executed/ Ongoing at-least 2 assignments of social media management / Digital media marketing for one State Government / Any Govt. Department / Ministry of Central Government / Public Sector Unit of Central or State Government / Public Limited Company in the period of last 3 years (i.e. last date of tender submission) of value INR 50 Lakh per year each. (At least 2 projects) (Proof/ supporting docs) • 1 to 2 Projects : 10 points • 3 to 5 Projects : 15 points • More than 5 Projects : 20 points	20
(iii) Average annual turnover in the last 3 financial years (2021-22,2022-23, and 2023-24) • Rs. 2 Crore to 5 Crore – 7 points • Rs. 5 Crore to 7.5 Crore – 8 points • Rs. 7.5 Crore to 10 Crore – 9 points • Rs. 10 Crore and above – 10 points	10
Total points for criterion(a):	40
(b) Adequacy of the proposed methodology and work plan in responding to the Terms of Reference:	
(i) Understanding of Objectives Criteria: General understanding of the project requirements, coverage of principal components as requested in TOR and site visit assessment.	5
(ii) Quality of Methodology Criteria: The degree to which the bidder presented written methodology/approach addresses the requirements of the TOR.	10
(iii) Innovativeness/Comments on Terms of Reference Criteria: Suggestions, which could improve the quality of the project. Factors to consider: Points will be given for workable suggestions proposed. No innovativeness will be given zero points.	10
(iv) Work Program Criteria: A work program showing graphical presentation of activities (bar chart). An organization chart showing the relationship of the CSIR-NIScPR and the bidder and the social media contractor.	5
Total points for criterion (b):	30
(c) Key Experts' qualifications and competence for the assignment:	
i. Team Lead	5

ii. Sr. Social media Executive/Data Researcher	4
iii. English Copywriter	3
iv. Hindi Copywriter	3
v. Sr. Video Animator/ Editor	4
vi. Video Editor	3
vii. Sr. Graphic Designer	4
viii. Photographer and Videographer (Still & Video) with Professional Equipment	4
Total points for criterion (c):	30
Total points for all three criteria [(a)+(b)+(c)]:	100

Table - I

Qualification and Experience Requirement for Team:

Key Experts for the assignment	Number	Experience	Qualification
i. Team Lead (Onsite)	01	More than 05 years' experience/ have experience in Govt. sector	Masters in Mass Communication/Journalism/Science/Humanity
ii. Sr. Social media Executive/ Data Researcher (Onsite)	01	Minimum 04 years of experience	Bachelors/Masters/PG Degree OR Masters in Mass Communication/ Journalism
iii. English Copywriter (Offsite)	01	Minimum 03 years of experience/should have at least 01 year of experience of working in Govt. sector	Masters in English/PG in relevant subjects OR Masters/Bachelors in Mass Communication/ Journalism

iv. Hindi Copywriter (Onsite)	01	Minimum 03 years of experience. Should have at least 01 year of experience of working in Govt. sector	Masters/PG in Hindi OR Bachelors in Mass Communication/ Journalism
v. Sr. Video Animator/ Editor (Offsite)	01	Minimum 04 years of experience	Bachelors/Certificate/ Diploma in animation & video editing
vi. Video Editor (Onsite)	01	Minimum 04 years of experience	Bachelors/Certificate/ Diploma in animation & video editing
vii. Sr. Graphic Designer (Onsite)	01	Minimum 05 years of experience	Bachelors/Certification in Graphic designing/Diploma in multi media
viii. Camera Crew: Photographer cum Videographer (Still & Video) (Onsite)	01	Minimum 02 years of experience	Gradation/Diploma

SCOPE OF WORK

To effectively disseminate R&D achievements/activities of CSIR Labs and R&D breakthroughs of other Science Ministry/Departments/Labs of Govt. of India over social media channels, a comprehensive social media communication strategy is necessary. Here is a detailed outline of what such a strategy should include:

Social Media Communication Strategy (SMCC) for CSIR-NIScPR

1. Objectives:

- Awareness: Increase awareness of SMCC activities, initiatives, and achievements. The key objective of SMCC is to disseminate R&D breakthroughs of Indian laboratories.
- Foster engagement with the scientific community, policymakers, and the public.
- Information Dissemination: Share updates on research, breakthroughs, achievements, events, and important announcements of CSIR labs and Science Ministries/Departments/Labs of Govt. of India.
- Reputation Management: Enhance and maintain reputation of CSIR and Science Ministries/Departments/Labs of Govt. of India through disseminating/communicating their S&T achievements and R&D breakthroughs.

2. Channel-Specific Strategies:

- **Facebook**

- Content: Creatives/ GIFs/ Infographics/ Static creatives, Videos etc.
- Frequency: 140 posts per month.
- Engagement: Respond to comments, create events, and run polls.

- **X (formerly Twitter)**

- Content: Creatives/ GIFs/ Infographics/ Static creatives, Videos etc.
- Frequency: 140 posts per month.
- Engagement: Retweet relevant content, participate in trending scientific discussions and programs such as CSIR Foundation Day, IISF, etc. and engage with followers through replies.

- **Instagram**

- Content: High-quality images, reels, stories, shorts and videos.
- Frequency: 40 posts per month
- Engagement: Use stories for quick updates and interactive polls, respond to comments and DMs.

- **YouTube**

- Content: reels, stories, shorts and videos, webinars, event recordings, and interviews.
- Frequency: 40 Posts per month.
- Engagement: Encourage subscriptions, respond to comments, and collaborate with other YouTube channels.

- **LinkedIn:**

- Content: Short and long research posts in layman's language, Funding announcement and CSIR R&D breakthroughs related posts, Job posts and vacancy notifications, research infographics, short videos, interactive polls, CSIR event notifications, National & International event posts pertaining to CSIR, Q&A response, CSIR labs talks & event posters, innovation stories, content relevant to science and technology ecosystem of India.
- Frequency: 60 to 80 posts per month.
- Engagement: Repost relevant content, participate in trending scientific discussions, and engage with followers through replies.
- **WhatsApp Channel**
 - Content: Quick updates, important announcements, and links to detailed information.
 - Frequency: As needed, focusing on timely and critical information on daily basis.
 - Engagement: Encourage feedback and questions through interactive messages.

3. Content Calendar

- Create a monthly content calendar to plan and schedule posts in advance.
- Align content with CSIR's key events, research releases, R&D breakthroughs and campaigns of CSIR labs and other Science Ministry/Departments/Labs of Govt. of India.

The Social Media Communication Cell at CSIR-NIScPR (New Delhi) will coordinate with the nodal points (labs/related departments) identified by CSIR-NIScPR. CSIR-NIScPR will provide the necessary space, seating arrangements, and internet facilities for the centre.

- **Monthly social media report:** 12 in a year
- **Monthly social media plan (between 1st to 20th of every Month):** 12 in a year
- **Online Sentiment Analysis:** Daily
- **News Tracking related to CSIR, related Labs, Science Ministries/Departments and their R&D Achievements:** Daily
- **Tracking of relevant conversation on all social media handles (CSIR) & relevant social media accounts:** Daily
- **Data created, segregated & stored in a professional manner:** Each quarter.

4. Content Creation

- **Quarterly Newsletter:** Agency will form a panel comprising CSIR-NIScPR officials and agency representatives to create a quarterly digital newsletter that combines the achievements of CSIR, related labs and R&D breakthroughs of Science Departments of Govt. of India (4 in a Year).
- **Online Talk Show and Live Panel Discussion:** Agency will form and finalize a panel, including CSIR and CSIR-NIScPR scientists/officials and agency representatives, for the online talk show and live panel discussion. (4 in a Year)
- **Documentary/Short Films:** on R&D achievements should be at least 5 minutes long and include at least 2 interview bytes (2 in a Year).
- **Professional Interview of Hon'ble Minister/Dignitaries/Scientists:** 6 in a Year

- **Field visits and project documentation:** CSIR-NIScPR to identify projects/ arrangements for the team's stay and travel (as per government norms, applicable only outside Delhi NCR) (Min. 2 in a year).
- **Designing Banners, Pamphlets, Standees, Brochures, and e-books:** for amounts over 35 must receive prior approval from CSIR-NIScPR before raising bills (Min. 35 per year).
- **Special production of Videos of duration 1-3 minutes on the topics suggested by CSIR-NIScPR (based on requirement of SMCC, CSIR-NIScPR):** As and when required (for events such as Foundation Day, Independence Day, National Science Day, etc.) (Min. 5 in a year).

5. Analytics and Monitoring

- Use analytics tools to track the performance of posts and campaigns.
- Monitor engagement metrics, such as likes, shares, comments, and views.
- Adjust the strategy based on data insights and audience feedback.
- Before using any online sentiment analysis tool, a demo must be provided to CSIR-NIScPR. Additionally, sentiment analysis results should be shared monthly along with the monthly social media report.
- Daily news tracking related to CSIR, its associated labs, science ministries/departments, and S&T achievements should be maintained in a dossier – in both hard and soft formats.
- Track relevant conversations on all social media handles associated with CSIR and other pertinent social media accounts.

6. Review and Optimization

- Regularly review the strategy and its effectiveness in coordination with CSIR-NIScPR.
- Make necessary adjustments to optimize reach and engagement in coordination with CSIR-NIScPR.

7. Plan, Report & Data

- The service provider will deliver a detailed social media report both annually and monthly. Additionally, the service provider must submit a monthly social media plan between the 15th and 20th of every month.
- Data created must be segregated and stored in a professional manner. It should be shared with CSIR-NIScPR, with online or offline storage provided by CSIR-NIScPR.

Implementing this strategy will help CSIR-NIScPR effectively communicate its activities and engage with a broad audience across various social media platforms.

8. Financial Bids

- (i) All the bids which qualify in the technical evaluation stage and scored minimum marks as mentioned under Evaluation and comparison of proposals para; will only be considered for opening of their financial bids.
- (ii) The financial bid must be submitted as per the format given at **Annexure V**.
- (iii) The rates quoted should be inclusive of GST. The rate at which the GST has been included should be clearly mentioned in the bid. In case nothing is mentioned, it will be assumed that taxes/other levies are included in the rates quoted.
- (iv) Rate should be quoted on comprehensive basis for carrying out all works as mentioned in the tender document.
- (v) QCBS- Quality and Cost Based Selection method will be used for selection of bidder out of the technically qualified bidders.

Financial Bid Evaluation: Proposal with the lowest cost (L1 bidder) will be given a financial score of 100 and other proposal given financial scores that are inversely proportional to their prices.

9. Overall Evaluations – Identification of successful bidder:

Quality and Cost Based Selection (QCBS)

Under QCBS selection, the technical proposals will be allotted weightage of 70% (Seventy per cent) while the financial proposals will be allotted weightages of 30% (Thirty per cent) or any other respective weightages as declared in the RFP (Example, 60:40, 50:50, but not greater than 80%).

The proposed weightages for quality and cost shall be specified in the RFP. Proposal with the lowest cost may be given a financial score of 100 (Hundred) and other proposals given financial scores that are inversely proportional to their prices w.r.t. the lowest offer. Similarly, proposal with the highest technical marks (as allotted by the evaluation committee) shall be given a score of 100 (Hundred) and other proposals be given technical score that are proportional to their marks w.r.t. the highest technical marks.

The total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up. On the basis of the combined weighted score for quality and cost, the service provider shall be ranked in terms of the total score obtained. The proposal obtaining the highest total combined score in evaluation of quality and cost will be ranked as H-1 followed by the proposals securing lesser marks as H-2, H-3 etc. The proposal securing the highest combined marks and ranked H-1 will be invited for negotiations, if required and shall be recommended for award of contract. In the event two or more bids have the same score in final ranking, the bid with highest technical score will be H-1.

In such a case, an Evaluated Bid Score (B) will be calculated for each responsive Bid using the following formula, which permits a comprehensive assessment of the Bid price and the technical merits of each Bid:

$$B = \frac{C_{\text{low}}}{C} \cdot X + \frac{T}{T_{\text{high}}} \cdot (1 - X)$$

Where,

C= Evaluated Bid Price

C_{low} = the lowest of all Evaluated Bid Prices among responsive Bids

T = the total Technical score awarded to the Bid

T_{high} = the Technical Score achieved by the Bid that was scored best among all responsive Bids

X = weightage for the Prices as specified in the BDS

The Bid with the best evaluated Bid score (B) among responsive Bids shall be the Most Advantageous Bid

***In case two firms offer the same lowest net bundled prices, then only the past experience for similar kind of work by the firms shall be considered for evaluation purpose. The decision of the Department shall be the final and binding.**

10. Performance Security

a) Successful bidder shall be required to furnish a Performance Security for an amount equivalent to 05% of the total contract value in the form of Bank Guarantee from any Commercial Indian Bank with a validity of the whole contract period and 90 days beyond the date of completion of the contract period.

b) Performance Security has to be submitted within 15 days working from the date of issue of the work order/award of the contract.

c) Non-submission of Performance Security Deposit in the prescribed form or in timely manner shall lead to suspension of the contract and forfeiture of the amount of EMD of the bidder.

d) Performance Security of the firm will be forfeited in the events as mentioned under General Terms and Conditions in this Tender Document.

11. Award of contract

(i) The contract will be awarded to the tenderer using QCBS selection method.

(ii) The tenderer whose rate is accepted shall be notified for award of the contract prior to expiration of the tender validity period.

(iii) The terms and conditions stipulated in the tender document shall be fully applicable to the resultant contract and shall be integral part of the contract concluded.

(iv) Director, CSIR-NIScPR reserves the right to accept or reject any proposal, and to annul the solicitation process and reject all proposals at any time prior to award of contract, without assigning any reason. Further, Director, CSIR-NIScPR reserves the right to make partial changes within the general scope of the contract prior to award of contract after pre-bid meeting particularly related to payment terms, performance security and any technical issue arising out of the discussions during pre-bid meeting and same will be intimated through CSIR-NIScPR web portal (<https://niscpr.res.in/>)

12. Contract period

The successful bidder shall sign a contract /agreement with CSIR-NIScPR as per terms and conditions specified in this NIT. The format of agreement will be provided after finalization of successful bidder. The contract also shall include non-disclosure agreement.

(ii) The total period of the contract will be for one year from the date of commencement of contract. The Contract is extendable to 2nd and 3rd year based on the satisfactory services/performance and review by CSIR-NIScPR. However, contractor has to comply with the time schedule given for deliverables.

(iii) This period can be extended / shortened at the discretion of the Director, CSIR-NIScPR. There shall be an option to renew the empanelment for a further additional period of 01 (One) year based on satisfactory performance and with the existing Terms and conditions. The CSIR-NIScPR will have the right to drop the agency from the said assignment without assigning any reason whatsoever. Director, CSIR-NIScPR ***also reserves the right to modify the terms and conditions.***

13. Payment Terms

(i) No advance payment will be made.

(ii) Payment shall be made on Monthly basis subject to satisfaction and certification by CSIR-NIScPR after analyzing the monthly reports as submitted by the agency at end of the month.

(iii) Tax Deduction at Source (TDS): TDS shall be deducted from each bill/invoice (as applicable) of the contractor under the statutory rules of Union Govt. in respect of Income Tax & other Taxes etc.

(iv) The documents required for processing of payments are:

a) Invoice

b) Monthly Social Media Reports

b) Certificate of completed work for which the invoice has been raised, from the authority designated to oversee the progress/execution of the contract.

c) GST Challan

14. Applicable law

The contract shall be interpreted in accordance with the laws of Union of India. For judicial adjudication, the disputes, if any, arising out of the Contract shall be subject to the jurisdiction of the Courts in Delhi only and will be settled accordingly.

15. Disputes & Arbitration

ARBITRATION

- i.** In the event of any question/dispute/difference arising under this agreement or in connection herewith (except as to matters the decision of which is specially provided under this agreement) the same shall be referred to the Delhi International Arbitration Centre for appointment of Arbitrator to adjudicate the dispute.
- ii.** The award of the Arbitrator shall be final and binding on the parties. The Arbitrator may give interim award(s) and/or directions, as may be required.
- iii.** Subject to the aforesaid provision, the arbitration and conciliation act, 1996 and rules made hereunder and any modification thereof from time to time being in force shall be deemed to apply to the Arbitration proceeding under this clause.
- iv.** Any difference/dispute arising out of the agreement shall be referred to Delhi International Arbitration Centre (DIAC), Delhi High Court, New Delhi.

16. Guidance Note on Conflict of Interest

1. Agencies should be deemed to be in a conflict of interest situation if it can be reasonably concluded that their position in a business or their personal interest could improperly influence their judgment in the exercise of their duties. The process for selection of Agencies should avoid both actual and perceived conflict of interest.

2. Conflict of interest may arise between the CSIR-NIScPR, Ministry of Science and Technology and Agency or between Agencies and present or future concessionaries/ contractors. Some of the situations that would involve conflict of interest are identified below:

(a) CSIR-NIScPR, Ministry of Science and Technology and Agencies:

(i) Potential Agency should not be privy to information from the CSIR-NIScPR, Ministry of Science and Technology which is not available to others.

(ii) Potential Agency should not have defined the project when earlier working for the CSIR-NIScPR, Ministry of Science and Technology.

(b) Agencies and concessionaries/contractors:

(i) No Agency should have an ownership interest or a continuing business interest or an on-going relationship with a potential concessionaire/ contractor save and except relationships restricted to project-specific and short-term assignments.

(ii) No Agency should be involved in owning or operating entities resulting from the project.

(iii) No Agency should bid for works arising from the project.

17. Liquidated Damages / Penalty Clause

In case the firm does not comply to the terms & conditions mentioned in the contract, action shall be taken against the firm to recover liquidated damages including administrative expenses which shall be a sum equivalent to 01% of the total contract amount per week for unfinished work and the total damages so claimed shall not exceed 10% of the total contract amount.

18. Penalty Clause

In case any of the onsite manpower resource remains absent, a penalty of Rs. 6000/- (Rupees Six Thousand only) per day for Team Lead and Rs. 2500/- per day for any of professional resource will be imposed. The firm has to complete the job assigned/as listed in the Key Deliverables section in Annexure III, within the joint agreement time and if the job is not completed within the stipulated time, a penalty@1% of the contract value for any uncompleted job as per key deliverables for each week of delay will be imposed on the firm and the total damages so claimed shall not exceed 10% of the total contract amount.

19. Fall Clause

The BIDDER undertakes that it has not supplied/is not providing similar services at a price lower than that offered in the present bid in respect of any other Ministry/Department of the Government of India or PSU and if it is found at any stage that similar services was supplied by the BIDDER to any other Ministry/Department of the Government of India or a PSU at a lower price, then that very price, with due allowance for elapsed time, if any, will be applicable to the present case and the difference in cost would be reduced/refunded by the BIDDER to the BUYER, if the Contract has already been concluded from payments made by the BUYER to the BIDDER.

20. Force Majeure

(i) Neither party shall bear responsibility for the complete or partial non-performance of any of its obligations, if the non-performance results from such Force Majeure circumstances as Flood, Fire, Earth Quake, pandemic and other acts of God as well as War, Military operation, blockade, Acts or Actions of State Authorities or any other reasonable circumstances beyond the control of the parties that may have arisen after the conclusion of the Contract.

(ii) In such circumstances, the time stipulated for the performance of an obligation under the Contract is extended correspondingly for the period of delay attributable to the force majeure circumstances.

(iii) The party for which it becomes impossible to meet obligations under the Contract due to Force Majeure conditions, is to notify the other party, in written form, at the beginning and cessation of the above conditions immediately, but in any case, not later than 10 (Ten) days from commencement of those conditions.

(iv) Certificate of a Chamber of Commerce (Commerce and Industry) or other competent authority or organization of the respective country shall be a sufficient proof of commencement and cessation of the Force Majeure conditions.

(v) If the impossibility of complete or partial performance of an obligation lasts for more than 06 (six) months, either party hereto may reserve the right to terminate the Contract totally or partially upon giving prior written notice of 30 (thirty) days to the other party of its intention to terminate without any liability other than reimbursement on the terms provided in the agreement for the goods received.

21. GENERAL TERMS AND CONDITIONS:

- a) Any conditional offers made by the tenderer or any alternations/ corrections made in the tender form shall not be considered. Similarly, incomplete and unsigned tender documents will be summarily rejected.
- b) Bids submitted other than GeM or after the due date and time will not be accepted.
- c) The bidder should be a company registered under the Indian Companies Act 1956/2013 or firm. Joint Ventures & Consortiums are not allowed to participate in the bid.
- d) Tenderer shall treat the tender specifications and contents thereof as confidential.
- e) The rates should be quoted inclusive of the cost of Services, Manpower cost, Transportation, maintenance for a minimum period of 01 year, Printing of Questionnaires and report generation and also inclusive of charges of GST/VAT and other taxes/charges as applicable.
- f) The Agency/Firm shall bear all costs associated with the preparation and submission of its bid, including cost of presentation for the purposes of clarification of the bid, if so desired by CSIR-NIScPR and CSIR-NIScPR will, in no case be responsible or liable for those costs regardless of the conduct or outcome of the Tendering process.
- g) Travel Allowance (TA) for outstation and local visits undertaken by the human resources deployed at CSIR-NIScPR by the agency shall be borne by the agency.
- h) The Contractor and his staff must abide by various rules, regulations and instructions of CSIR-NIScPR as prevalent/issued from time to time.
- i) The contract once awarded can be terminated by either party after giving two months' notice to the other party. Nevertheless, CSIR-NIScPR would have the right to terminate the contract without notice before the expiry of the term, in case the work performance is not found up to the standard, or in case there is any violation of the terms and conditions of the contract or CSIR-NIScPR/GOI rules & regulations, or if there is any incident of indiscipline on the part of the Contractor or his staff. The decision of Director, CSIR-NIScPR in this regard would be final and binding on the Contractor.
- j) If the service of the agency continuously remains deficient, the Performance Security of the agency would be forfeited.
- k) Non-compliance of any terms and conditions enumerated in the contract shall be treated as breach of contract.
- l) Frequent changes of contract employees shall not be preferred but any changes shall be done with prior notice and to the satisfaction of CSIR-NIScPR.
- m) CSIR-NIScPR reserves the right to reject any or all tenders and to cancel the process at any time prior to award of contract without assigning any reason.
- n) The contractor shall not divulge any information that is made known to him or he may come across during execution of the contract to any person not authorized to receive such information.

- o) All information, document, photos and data coming in the possession of firm as a result of the execution of the job shall at all-time remain the property of CSIR-NIScPR. The firm shall not make or allow to make an unauthorized copy, use, access or other utilization of these materials commercially or otherwise, directly or indirectly except as agreed to by the CSIR-NIScPR. The firm shall also ensure complete confidentiality of the information and data provided to carrying out the job.
- p) The CSIR-NIScPR will have no liability regarding transportation, boarding and lodging of firm and their staff.
- q) The agency/Firm shall be responsible to make payment to the Manpower deployed at CSIR-NIScPR site on monthly/regular basis.
- r) Suitable space with Furniture/Internet Connection will be provided by CSIR-NIScPR to the onsite support staff for social media management and services related activities only. All design & development work shall be carried out by the agency at their own site. Any specific Hardware & software tool with required license will be arranged by the contractor from their own resources and any work should not be delayed for such reasons.
- s) The support manpower deployed at CSIR-NIScPR website will be the sole liability of the contractor and any issues regarding the same will be the sole responsibility of contractor only.
- t) There shall be no relationship of employer-employee between the CSIR-NIScPR and Staff deployed by the Agency and they should be governed by the Agency.
- u) Working hours and days will be as per the norms followed at CSIR-NIScPR.
- v) Tenderer shall provide the backup of support manpower in case of non-availability of the any of the resource manpower deployed at CSIR-NIScPR. Penalty will be imposed for any absence of any resource manpower as per Penalty clause at Point No. 17.
- w) Under no circumstances the firm shall appoint any 3rd party or sub-lease/sub-let the contract.
- x) The rate quoted shall remain firm during the period of contract.
- y) The firm shall provide backend support from their office.
- z) The Tenderer shall be solely responsible for compliance to provisions of various Labour, Industrial and any other laws applicable and all statutory obligations, such as, Wages, Allowances, Compensations, EPF, Bonus, Gratuity, ESI, etc. relating to personnel deployed onsite at CSIR-NIScPR. CSIR-NIScPR shall have no liability in this regard.

Information Technology Act, 2000 (IT Act, regarding e-procurement and e-auction, popularly called the Cyber Law) will be applicable.

22. Preferential/Mandatory Purchase from certain sources

As per with Rule 170 of GFR, Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME), are exempted from payment of Earnest Money Deposit (EMD).

INSTRUCTIONS FOR ONLINE BID SUBMISSION

As per the directives of Ministry of Expenditure, this tender document has been published on the Government e-Marketplace (GeM) portal URL: <https://gem.gov.in>. The bidders are required to submit soft copies of their bids electronically on the GeM Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the GeM Portal, prepare their bids in accordance with the requirements and submitting their bids online on the GeM Portal.

REGISTRATION

- 1) Bidders are required to enrol on GeM portal as a seller by clicking on the link <https://mkp.gem.gov.in/registration/signup#!/seller> which is free of charge.
- 2) The pre-requisites for GeM seller registration are available by clicking the link <https://assets-bg.gem.gov.in/resources/pdf/seller-registration-pre-requisites-v1.2.pdf>.

SEARCHING FOR TENDER DOCUMENTS

- 1) There are various search options built in the GeM Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Bid ID, organization's name, location, etc. (Link: <https://bidplus.gem.gov.in/bidlists>)
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents/ tender schedules.

PREPARATION OF BIDS

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents – including the names and content of each of the documents that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document/ schedule in PDF format. Bid documents may be scanned with 200 dpi with black and white option.

SUBMISSION OF BIDS

- 1) Bidder should log into the site well in advance for bid submission so that he/she can upload the bid in time *i.e.* on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidders should upload their financial bids in PDF format in the format given.
- 4) The serve time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 5) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128-bit encryption technology.
- 6) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 7) Upon the successful and timely submission of bids, the portal will give a successful bid submission message & a bid summary will be displayed with the bid number and the date & time of submission of the bid with all other relevant details.
- 8) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.
- 9) **The bidders are requested to STRICTLY follow the check list given at the Annexure IV of this tender document and provide the details of tender related documents according to the check list duly giving accurate page number of the respective document. For example, if the stated document is kept at page no. 8 of the folder no. 2, then you should write "2/8".**

ASSISTANCE TO BIDDERS

- 1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Procuring entity/ Tender Inviting Authority for a tender or the relevant contact person indicated in the tender. **Please share your queries at smccell@niscpr.res.in**
- 2) Any queries relating to the process of online bid submission or queries relating to GeM Portal in general may be directed to the 24x7 GeM Portal Helpdesk. The contact number and email id for the helpdesk are Toll Free Numbers: 1800-419-3436; 1800-102-3436 and helpdesk-gem@gov.in.

TENDER ACCEPTANCE LETTER

Date:

To
Director,
CSIR-NIScPR
Dr. K. S. Krishnan Marg,
New Delhi - 110012

Sub: Acceptance of Terms & Conditions of Tender.

Tender Reference No.

Name of Tender/Work: **Appointment of a Social Media Management and Services Agency for CSIR-NIScPR.**

Dear Sir/Madam,

1. I/We have downloaded/ obtained the tender document(s) for the above mentioned 'Tender/Work' from GeM Portal (<https://gem.gov.in>) as per your advertisement, given in the above mentioned website(s).
2. I/We hereby certify that I/ we have read the entire terms and conditions of the tender documents from page No. 1 to ...(including all documents like annexure(s), schedule(s) etc. which form part of the contract agreement and I/We shall abide by the terms /conditions/clauses contained therein.
3. The corrigendum(s) issued from time to time by your department / organization on the website too has also been taken into consideration, while submitting this acceptance letter.
4. I/ We hereby unconditionally accept the tender conditions of abovementioned tender document(s)/ corrigendum(s) in its totality/entirety.
5. In case any provisions of this tender are found violated then your department/ organization shall without prejudice to any other right or remedy be at liberty to reject this tender/ bid including the forfeiture of the full said earnest money deposit absolutely.

Yours faithfully,

Administrative Officer

DETAILED SCOPE OF WORK

To effectively disseminate R&D achievements/activities of CSIR Labs and R&D breakthroughs of other Science Ministry/Departments/Labs of Govt. of India over social media channels, a comprehensive social media communication strategy is necessary. Here is a detailed outline of what such a strategy should include:

Social Media Communication Strategy for SMCC of CSIR-NIScPR

Objectives:

- Awareness: Increase awareness of SMCC activities, initiatives, and achievements. The key objective of SMCC is to disseminate R&D breakthroughs of Indian laboratories.
- Engagement Foster engagement with the scientific community, policymakers, and the public.
- Information Dissemination: Share updates on research, breakthroughs, achievements, events, and important announcements of CSIR labs and Science Ministries/Departments/Labs of Govt. of India.
- Reputation Management: Enhance and maintain reputation of CSIR and Science Ministries/Departments/Labs of Govt. of India through disseminating/communicating their S&T achievements and R&D breakthroughs.

Channel-Specific Strategies:

- **Facebook**
 - Content: Creatives/ GIFs/ Infographics/ Static creatives, Videos etc.
 - Frequency: 140 posts per month.
 - Engagement: Respond to comments, create events, and run polls.
- **X (formerly Twitter)**
 - Content: Creatives/ GIFs/ Infographics/ Static creatives, Videos etc.
 - Frequency: 140 posts per month.
 - Engagement: Retweet relevant content, participate in trending scientific discussions and programs such as CSIR Foundation Day, IISF, etc. and engage with followers through replies.
- **Instagram**
 - Content: High-quality images, reels, stories, shorts and videos.
 - Frequency: 40 posts per month
 - Engagement: Use stories for quick updates and interactive polls, respond to comments and DMs.
- **YouTube**

- Content: reels, stories, shorts and videos, webinars, event recordings, and interviews.
- Frequency: 40 Posts per month.
- Engagement: Encourage subscriptions, respond to comments, and collaborate with other YouTube channels.
- **LinkedIn:**
 - Content: Short and long research posts in layman language, Funding announcement and CSIR R&D breakthroughs related posts, Job posts and vacancy notifications, research infographics, short videos, interactive polls, CSIR event notifications, National & International event posts pertaining to CSIR, Q&A response, CSIR labs talks & event posters, innovation stories, content relevant to science and technology ecosystem of India.
 - Frequency: 60 to 80 posts per month.
 - Engagement: Repost relevant content, participate in trending scientific discussions, and engage with followers through replies.
- **WhatsApp Channel**
 - Content: Quick updates, important announcements, and links to detailed information.
 - Frequency: As needed, focusing on timely and critical information.
 - Engagement: Encourage feedback and questions through interactive messages.

3. Content Calendar

- Create a monthly content calendar to plan and schedule posts in advance.
- Align content with CSIR's key events, research releases, R&D breakthroughs and campaigns of CSIR labs and other Science Ministry/Departments/Labs of Govt. of India.

4. Content Creation

- **The Science Media Communication Cell (SMCC)** at CSIR-NIScPR (New Delhi) will coordinate with the nodal points (labs/related departments) identified by CSIR-NIScPR. CSIR-NIScPR will provide the necessary space, seating arrangements, and internet facilities for the center.
- **Quarterly Newsletter:** Agency will form a panel comprising CSIR-NIScPR officials and agency representatives to create a quarterly newsletter that combines the achievements of CSIR and related labs (4 in a Year).
- **Online Talk Show and Live Panel Discussion:** Agency will form and finalize a panel, including CSIR-NIScPR scientists/officials and agency representatives, for the online talk show and live panel discussion. (4 in a Year)
- **Documentary/Short Films:** on R&D achievements should be at least 5 minutes long and include at least 2 interview bytes (2 in a Year).
- **Professional Interview of Hon'ble Minister/Dignitaries/Scientists:** 6 in a Year
- **Field visits and project documentation:** CSIR-NIScPR to identify projects/arrangements for the team's stay and travel (as per government norms, applicable only outside Delhi NCR) (Min. 2 in a year).
- **Designing Banners, Pamphlets, Standees, Brochures, and e-books:** For amounts over 35 must receive prior approval from CSIR-NIScPR before raising bills (Min. 35 per year).

- **Special production of Films on the topics suggested by CSIR-NIScPR (based on requirement of CSIR-NIScPR):** As and when required (for events such as Foundation Day, Independence Day, National Science Day, etc.).
- **Plans and costs for special production films:** On topics suggested by CSIR-NIScPR (based on SMCC and CSIR-NIScPR's requirements) must be shared and approved by CSIR-NIScPR in advance (as and when required).
- **Monthly social media report:** 12 in a year
- **Monthly social media plan (between 1th to 20th of each Month):** 12 in a year
- **Online Sentiment Analysis:** Daily
- **News Tracking related to CSIR, related Labs, Science Ministries/Departments and their R&D Achievements:** Daily
- **Tracking of relevant conversation on all social media handles (CSIR) & relevant social media accounts:** Daily
- **Data created to segregated & stored in a professional manner:** Each quarter.

5. Analytics and Monitoring

- Use analytics tools to track the performance of posts and campaigns.
- Monitor engagement metrics, such as likes, shares, comments, and views.
- Adjust the strategy based on data insights and audience feedback.
- Before using any online sentiment analysis tool, a demo must be provided to CSIR-NIScPR. Additionally, sentiment analysis results should be shared monthly along with the monthly social media report.
- Daily news tracking related to CSIR, its associated labs, S&T Ministries, and R&D achievements should be maintained.
- Track relevant conversations on all social media handles associated with CSIR and other pertinent social media accounts.

6. Review and Optimization

- Regularly review the strategy and its effectiveness.
- Make necessary adjustments to optimize reach and engagement.

7. Plan, Report & Data

- The service provider will deliver a detailed social media report both annually and monthly. Additionally, the service provider must submit a monthly social media plan between the 15th and 20th of each month.
- Data created must be segregated and stored in a professional manner. It should be shared with CSIR-NIScPR, with online or offline storage provided by CSIR-NIScPR.

Implementing this strategy will help CSIR-NIScPR effectively communicate its activities and engage with a broad audience across various social media platforms.

Deliverables and Timelines

- a) The agency will be responsible for handling, managing, verifying, and maintaining the official social media handles of Science Media Communication Cell-SMCC e(CSIR-NIScPR). The agency will study the activities of the existing CSIR-NIScPR communication

cell and simultaneously prepare a communication plan after discussion with all Program Divisions of CSIR-NIScPR and submit it within 10 days.

- b) Implement strategies to build and engage the community in a creative manner.
- c) Management and growth strategy of all social channels of SMCC/CSIR-NIScPR.
- d) Onsite and offsite support teams, in consultation with CSIR-NIScPR, shall plan social media strategy.

A minimum of Eight (8) qualified and experienced professionals are required for the project, of which up to two can work from offsite but need to be present when called for meetings and discussions.

1. **Team Lead (Onsite):** Master's in Mass communications and journalism OR Bachelors in Mass communications/ Journalism. A minimum of 05 years of experience in Handling Social Media Accounts/experience on Govt. media projects is a must.
2. **Sr. Social Media Executive/Data Researcher (Onsite):** Bachelors/Masters/PG Degree OR Masters in Mass Communication/Journalism. Minimum 04 Years of Experience in handling social media platforms, managing reports, social audits, ORM, etc.
3. **English Copywriter (Offsite):** Masters/ PG in English OR Masters/Bachelors in Mass Communications. Minimum 03 years of experience in writing copies/content for social media/ Experience of Govt. projects.
4. **Hindi Copywriter (Onsite):** Masters/ PG in Hindi OR masters/Bachelor in Mass Communication and Journalism. Minimum 03 Years of Experience in writing copies for social media and Experience of working on Govt. projects.
5. **Sr. Video Editor (Onsite):** Bachelor/Certificate/Diploma in Animation and video editing from a reputed institute. Minimum 04 Years of total experience.
6. **Sr. Video Animator/Editor (Offsite):** Bachelor/Certificate/Diploma in Animation and video editing from a reputed institute. Minimum 04 Years of total experience.
7. **Sr. Graphic Designer (Onsite):** Bachelor/Certificate in Graphics designing, multi-media, etc., from a reputed institute. Minimum 05 Years of experience in Graphics designing for social media/Experience of Govt. projects.
8. **Camera Crew: Photographer and Videographer (Onsite):** Bachelors in any discipline with a minimum of 02 Years of experience in Govt. Projects/Events.

Additional supportive onsite/offsite manpower shall be provided by the agency as and when necessary for time-bound activities without any further financial assistance. Bidder will arrange for the monthly attendance of manpower and the monthly attendance to be shared with CSIR-NIScPR by mail every month. CSIR-NIScPR will arrange for the internet facility only for the manpower in CSIR-NIScPR.

e. The scope of work of the selected agency shall be, but not limited to, the following:

1. The bidder shall prepare a social media communication strategy for effective dissemination of all the CSIR-NIScPR activities on all social media channels (Twitter/Facebook/Instagram/YouTube, etc).
2. The social media management will consist of post creation, posting and driving of innovative outreach campaigns. The agency needs to provide a detailed plan of campaign ideas and timing.
3. The bidder shall promptly and properly update Facebook/Twitter/ Instagram/ Blogs/etc. and other social media activities of the department through its onsite and offsite support team in consultation with CSIR-NIScPR.
4. Posting and filtering of user comments, responding to all official social media handles and profiles, and creating relevant tagging and linkages.
5. Repackaging of the content (videos and photographs) into suitable formats (video packages and others).
6. Giving a new and vibrant look to all social media handles in the form of artwork, creative themes, etc.
7. The bidder shall be responsible for posting and filtering user comments, responding to all the official social media handles/profiles, verifying accounts, enhancing awareness and analytics, and creating relevant tagging and linkages of the content on all the platforms.
8. The bidder shall set up a complete social networking management system for CSIR-NIScPR and manage the various social media platforms of CSIR-NIScPR in English, Hindi and regional languages.
9. The bidder shall be responsible for round-the-clock moderation of all social media platforms to address spam, unauthorised and inappropriate content, etc.
10. The bidder shall manage live events through Facebook, Twitter, Instagram, YouTube, etc.
11. The bidder shall publicise all the national and international events, seminars and workshops, including Earth Day, Environment Day, Ocean Day, WMO Day, Science Day, CSIR Foundation Day, etc., as suggested by CSIR-NIScPR through these social media platforms.
12. All queries received on all the platforms which need not require inputs from CSIR-NIScPR must be replied to within 24 hours and all queries which require a consultation with CSIR-NIScPR should be answered within two working days.
13. The bidder shall use a good industry standard monitoring tool for analysing comments/remarks about CSIR-NIScPR in various media on blogs and social media platforms.
14. The bidder would be responsible for the storage of content and data by means of Online/Offline archival support, including cloud-based servers (online) and servers at CSIR-NIScPR premises (offline). The archival system should have backup storage with long-term retention. The content shall be available for a minimum of one year. The required hardware will be supplied by CSIR-NIScPR.
15. The bidder shall be responsible for the enhancement of the reach of the messages on various social media platforms through organic means so that the content would reach the last mile on the internet domain on a near real-time basis. The bidder shall be able to multiply the

reach of content and promote content organically on various social media platforms following fair and legitimate methods.

16. The bidder shall enhance audience engagement on all social media channels through designing and implementing contests, campaigns, promotions, etc. for generating awareness on CSIR-NIScPR activities and related fields among people and for engaging citizens in CSIR-NIScPR's initiatives.
17. The bidder shall ensure that significant posts made by the public on the CSIR-NIScPR's social networking sites are monitored on a real-time basis and are brought to the notice of the designated CSIR-NIScPR officials through daily e-mail reports.
18. The bidder shall provide training, skill up-gradation and capacity building for the officials of CSIR-NIScPR to handle social media sites through lectures, seminars, workshops, classroom/ online teaching, etc., as per mutually agreed schedule.
19. The bidder shall have a credible contingency plan to handle crises and emergencies effectively.
20. The bidder will be responsible for creative content generation, recreating or converting the content and repackaging the available content. The content may be of various forms, such as graphics, cartoons, smart art, animations, storyboards, etc., without any infringement of Intellectual Property Rights (IPR).
21. The bidder shall be responsible for information gathering, material collection, documentation and validation with concerned users for creative content writing and social media/other media management.
22. The bidder shall be responsible for uploading news, events, schemes and achievements-related information, images and videos on a daily basis in coordination with CSIR-NIScPR officials on social media and support in creative to the CSIR-NIScPR website/web portal maintenance team.
23. The bidder shall assist CSIR-NIScPR, as and when required, during the Mega Events/Seminars/ Conferences, etc., organised by CSIR and CSIR-NIScPR. If the event is within NCR, the bidder shall arrange its logistics accordingly; however, if the event is out of NCR, the bidder shall arrange for material/stringers to ensure that events are adequately covered for social media.
24. The bidder shall design and provide creative inputs for presentations being made by CSIR-NIScPR.
25. The bidder shall have the responsibility of ensuring that all content featured/published on the basis of this assignment is free of legal encumbrances including copyright issues. CSIR-NIScPR will not have any responsibility in this matter.
26. The bidder shall ensure that all processes and standards are followed to ensure that the data is secure and immune to fraudulent activity.
27. The bidder shall submit a suggested process of Performance Review on a quarterly basis before signing of contract. This will be appropriately and suitably amended (if required) by CSIR-NIScPR and implemented.

28. The bidder shall submit monthly “Effectiveness Analysis and MIS Reports” to CSIR-NIScPR on the effectiveness of the social media strategy for CSIR-NIScPR’s activities on the social media platforms and the results achieved.
 29. The bidder should suggest the number of reports eliciting periodicity, format and content of such reports which should help CSIR-NIScPR to know the exact position of the efforts undertaken.
 30. A predefined fortnightly content calendar for each of the social media platforms to be shared with CSIR-NIScPR a week in advance for approval. The same cycle will be followed for the content calendar's approval throughout the year.
 31. Webcasting Services include live streaming of events and conferences on social media platforms as per requirement, technical support for webcasting and video editing and post-production services. The Agency will ensure high-quality video and audio streaming, timely setup and testing of webcasting equipment, smooth execution of webcasting services, and Consistent growth in likes, followers and engagement across all platforms.
- f) Content could pertain to the projects in progress and on the anvil, schemes, events, funding opportunities, etc. Out-dated information will be periodically archived to reduce information loads. These messages will be complimented with visual pictures and animation. Video clips and graphics to assist information transfer and attention.
 - g) Conceptualizing, designing and supervising the jobs like e-brochures, and e-magazine advertising, leaflets/flyers, banners and posters, backdrop, etc.
 - h) Design and creative inputs in the presentations being made by the CSIR-NIScPR.
 - i) The Bidder has to share information/documents whenever asked for by any authorised committee of CSIR-NIScPR.
 - j) Monitor the social media accounts in one place.
 - k) The agency has to provide one price inclusive of all taxes and others for development and manpower support for one year and other details.
 - l) The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at Time T - (Date of Allotment of Work):

S No	Activities	Time Period
1	Preparation and Submission of a detailed plan of action of social media management and hiring 06 Staff at the CSIR-NIScPR site and 02 staff offsite at the agency’s office.	T+7 days
2	Providing qualified and experienced manpower for new content creation, verifying accounts, updating and maintenance and other creative communication and media activities at the CSIR-NIScPR site daily, including all expenses such as travelling and other expenses, if any. Updating and maintaining all the CSIR-NIScPR social media sites, including all expenses for travelling and other	T+1 year

	expenses, if any.	
3	Yearly Plan to be submitted after signing the contract.	T+15 days

Note that no additional/co-lateral billing shall be entertained for social media purposes upon acceptance of the bid and during the work tenure.

m. Deliverables (broad overview)

1. Monthly attendance management of all resources signed and certified to CSIR-NIScPR.
2. Minimum 140 Social Media Posts across all platforms per month per site (at least three posts per day per platform per site).
3. Minimum 40 social media/ Production Videos/Reels per month.
4. Minimum 05 Monthly Animation Videos per month.
5. Monthly Social Media Reports (deliverables, analytics, etc)
6. Monthly Sentiment Analysis and Social Media Listening Report
7. Minimum 03 Achievement videos with bytes quarterly (Minimum 4) per month.
8. Minimum 01 Quarterly Digital Newsletter/ Magazine
9. Month-wise data with original file submission
10. Event Backdrop Design as and when required
11. Brochure/Pamphlet Design as and when required
12. Monthly plan/calendar to be submitted (Before the 20th of every month)
13. Resource Management (06 resources to be placed at CSIR-NIScPR, 05 working days minimum and Sunday as and when directed by CSIR-NIScPR)
14. Short movies and documentaries as per the requirement as per Govt. DAVP/NFDC rates, whichever is lower and recommended by a CSIR-NIScPR Committee.
15. Live telecast of events at CSIR-NIScPR/its institutes (4-6 per year as per requirement).
16. Social media posts/creatives/videos/reels may have to be delivered for CSIR labs (attached, sub-ordinate etc.) as well as per requirement.
17. Close coordination/engagement with line scientific ministries and departments as per requirements

Technical Bid Form (CHECK LIST)

Technical bid containing the information/documents as specified in para 4 of this tender Document and other details should be submitted properly folder and page numbered as the format given below:

Sr. No.	Criteria	Requirements	Documentary evidence	Folder/ Page Number (For example, if the stated document is kept at page no. 8 of the folder no. 2, then you should write “2/8”).
1.	Legal Entity	A company registered under the Indian Companies Act 2013, 1956, Or partnership firm registered under the Indian Partnership Act 1932. Please note that Joint ventures, Consortium, and Association are not allowed.	Copy of valid Registration Certificates/ Copy of Certificates of incorporation	
2.	Turnover	Annual Average Turnover of the service provider for the last three financial years i.e. (2021-22, 2022-23 and 2023-24)] as per the last published audited balance sheets), should be at least Rs. 2 Crores.	Statutory Auditor/CA Certificate with Registration Number/Seal	
3.	Financial Net Worth	The service provider should have a positive net worth in the last three financial years.	Statutory Auditor/CA Certificate with Registration Number/Seal	

4.	Technical Capability I	The service provider should have completed/ executed/ Ongoing at-least 2 assignments of social media management / Digital media marketing for one State Government / Any Govt. Department / Ministry of Central Government / Public Sector Unit of Central or State Government / Public Limited Company in the period of last 3 years (i.e. last date of tender submission) of value INR 50 Lakh each per year.	Copy of Work Order/Completion Certificate OR A Copy of declaration in this regard on firm's letterhead duly signed-sealed should be provided.	
5.	Technical Capability II	The service provider must have experience in Digital Marketing/social media Management for at least last three years (as on 31 March 2025)	CA Certificate with CA's Registration Number/Seal and UDIN certifying that the bidding agency has experience in social media management for at least last three years (as on 31 March 2025).	
6	Technical Capability III	The service provider must have experience of at least 3 years (i.e. last date of tender submission) in print and digital media, designing books/coffee table books, brochures, newsletters, creatives, GIFs, short videos, documentaries in scientific Institutions/ departments.	A Copy of declaration in this regard on firm's letterhead duly signed should be provided.	
7.	Tax registration and clearance	The service provider should have a • GSTN, where his/her business is located • Income Tax/PAN Number • PAN Number (valid)	Copies of relevant certificates of registration	

8.	Experience Criteria	The bidder should have experience with at least three projects with an order of value of at least Rs. 50 Lakhs in the last 3 (Three) years in Social media management/digital marketing services in scientific Institutions/departments.	Copy of Work Order and Completion Certificate OR A Copy of declaration in this regard should be provided.	
9	Certificate	The bidder/service provider must have a partner certificate from at least any of the following social media platforms: Meta (Facebook, Instagram, X (Twitter))	Copies of partner certificate	

10.	Mandatory Undertaking	The Service provider should provide the following four points: a) An undertaking of not being blacklisted by any Govt. institution/department/PSU. b) Possess the necessary professional, technical, financial and managerial resources and competence required by the bidding documents, pre-qualification documents or bidder registration documents, as the case may be. c) Not be insolvent, in receivership, bankrupt or being wound up, not have its affairs administered by a court or a judicial officer, not have its business activities suspended and must not be the subject of legal proceedings for any of the foregoing reasons. d) Their Directors and Officers not have been convicted of any criminal offence related to their professional conduct or the making of false statements or misrepresentations as to their qualifications to enter into a procurement contract within a period of three years preceding the commencement of the procurement process, or not have been otherwise disqualified pursuant to debarment proceedings.	A self-declaration letter (on firm's letterhead duly signed)	
11.	Presence in Delhi NCR	The service provider must have a presence in Delhi NCR.	Copy of registered office address proof including in Delhi/NCR	
12.	Empanelment	The Service Provider must have empanelment with DAVP/CBC	Copy of Empanelment certificate/s	

13.	Additional Criteria	The Bidder should have media planning capability/infrastructure/facilities and in-house multimedia/ graphic design capabilities.	Details and proof of service facilities for Technical Support on services, maintenance, and availability of multimedia lab components and manpower are to be attached. A declaration by the bidder should be submitted.	
14.	Black listed Certificate	The firm should not be blacklisted by any Public Sector/Government Agency. (This aspect is covered in Mandatory undertaking at point '9'. So, we may remove this from here.)	A certificate in this regard may be enclosed by the bidder.	
15.	Work plan and approach	Proposed Work plan and approach.	Your firm should enclose the detailed document about the proposed innovative work plan, strategy, methodology and expected outcomes in sync with CSIR-NIScPR mandate.	

Declaration:

This is to certify that I/We before signing this Technical Bid Document have read and fully understood all the terms and conditions contained in the Tender Document and undertake myself/ourselves to strictly abide by them.

**Signature of the Authorised signatory
with name, designation, seal and date**

Format for Financial Bid for Hiring a Social media management and services agency

(To be submitted in a separate sealed envelope)

Please provide detail financial implication to the organization with break up. All prices/rates quoted must comply with the Scope of Work and other terms and conditions specified in this Tender Document.

Sr. No.	Items of work	Bid Amount (in Rs)	Remarks, if any
1.	Social Media Management and Services Charges/ Manpower Charges to be filled in the given BoQ at the end of tender document.		
2.	GST (please specify rate of GST)		
3.	Total Bid Amount		

Total Bid amount (in words) _____

Declaration:

This is to certify that I/We before signing this Financial Bid have read and fully understood all the terms and conditions contained in the document and undertake myself/ourselves to strictly abide by them.

Signature of the firm with name, designation, seal and date

Authorized Signatory

PROFORMA FOR PERFORMANCE BANK GUARANTEE

(On stamp paper of appropriate value from any Nationalized Bank)

To
CSIR-National Institute of Science Communication and Policy Research,
Dr. K.S. Krishnan Marg,
New Delhi - 110 012, India

Dear Sir,

In consideration of CSIR-National Institute of Science Communication and Policy Research (hereinafter called as the Employer which expression shall include his successor and assigns) having awarded to (here in after referred to as the said Contractor or Contractor' which expression shall wherever the subject of context so permits include its successors and assigns) a contract No. In terms inter alias, of the CSIR-NIScPR's Letter No. dated. and the General Conditions of Contract and upon the condition of the contractor's furnishing security for the performance of the contractor's obligations and discharge of the contractor's liability under in connection with the said contract up to a sum of Rs..... (Rupees..... Only) amounting to 5% of the total contract value.

1. We. (here in after called "The Bank which expression shall include its successors and assigns) hereby jointly and severally undertake to guarantee the payment to The Employer in rupees forthwith on demand in writing and without protest or demur or any and all moneys anyway payable by the contractor to The Employer under in respect of or in connection with the side contract inclusive of all The Employer's losses and damages and costs, (inclusive between attorney and client) charges and expenses and other moneys anyway payable in respect of the above to this guarantee up to an aggregate limit of Rs. (Rupees.....only).

2. We Bank further agree that The Employer shall be sole judge of and as to whether the said contractor has committed any breach or breaches of any of the terms and conditions of the said contract and the extent of loss, damage, cost, charges and expenses caused to or suffered by or that may be caused to or suffered by The Employer on account thereof and the decisions of The Employer that the said Contractor has committed such breach or breaches and as to the amount or amounts of loss, damage, costs, charges and expenses caused to or suffered by The Employer from time to time shall be final and binding on us.

3. The Employer shall be at liberty without reference to the bank and without affecting the full liability of the bank hereunder to take any other security in respect of the Contractor's obligations and liabilities hereunder or to vary the contract or the work to be done there under vis-à-vis the Contractor or to grant time or indulgence to the Contractor or to reduce or to increase or otherwise vary the prices of the total contract value or to release or to forbear from enforcement of all or any of the security and/ or any other security(ies) now or hereafter held by the Employer and no such dealing (s) reduction (s) increase (s) or other indulgence (s) or arrangements with the Contractor or release or forbearance whatsoever shall absolve the Bank of the fail liability to The Employer hereunder or prejudice the rights of The Employer against the bank.

4. This guarantee shall not be determined or affected by the liquidation or winding up, dissolution, or change of constitution or insolvency of the Contractor but shall in all respect and for all purposes be binding and operative until payment of all monies payable to The Employer in terms thereof.

5. The bank hereby waives all rights at any time inconsistent with the terms of this guarantee and the obligations of the bank in terms hereof shall not be anyway affected or suspended by reason of any dispute or dispute having been raised by the Contractor stopping or preventing or purporting to stop or prevent any payment by the bank to The Employer in terms hereof.

6. The amount started in any notice of demand addressed by the Employer to the bank as liable to be paid to the Employer by the Contractor or as suffered or incurred by The Employer on account of any losses or damages of cost, costs, charges and / or expenses shall be conclusive evidence of the amount so liable to be paid to The Employer of suffered or incurred by The Employer as the case may be and shall be payable by the bank to The Employer in terms hereof.

7. This guarantee shall be a continuing guarantee and shall remain valid and irrevocable for all claims of the Employer and liabilities of the contractor arising up to and until midnight of.....

8. This guarantee shall be addition to any other guarantee or security whatsoever that The Employer may now or at any time anywise may have in relation to the contractor's obligations/ or liabilities under and/ or in connection with the said contract, and The Employer shall have full authority to have recourse to or enforce this security in preference to any other guarantee or security which The Employer may have or obtain and no forbearance on the part of The Employer in enforcing or requiring enforcement of any other security shall have the effect of releasing the Bank from its full liability hereunder.

9. It shall not be necessary for the Employer to proceed against the said Contractor before proceeding against the Bank and the Guarantee herein contained shall be enforceable against the bank notwithstanding that any security which the Employer may have obtained or obtain from the contractor shall at the time when proceedings are taken against the said bank hereunder be outstanding or unrealized.

10. We the said Bank undertake not to revoke this guarantee during its currency except with the consent of the Employer in writing and agree that any change in the constitution of the said contractor or the said Bank shall not discharge our liability hereunder.

11. We.the said Bank further that we shall pay forthwith the amount stated in the notice of demand notwithstanding any dispute/ difference pending between the parties before the arbitrator and/ or that any dispute is being referred to arbitration.

12. Notwithstanding anything contained herein above, our liability under this guarantee shall be restricted to Rs. (Rupees.....) and this guarantee shall remain in force tilland unless a claim is made on us within 3 months from that date, that is before all the claims under this guarantee shall be forfeited and we shall be relieved of and discharged from our liabilities thereunder.

Datedday of2025.

For and on behalf of Bank.

Issued Under Seal

Annexure VII

The relevant details of bank account may be furnished for Electronic Clearance System (ECS). The beneficiary is requested to either provide the Photostat copy of cancelled cheque or to take attestation from concerned bank, as a documentary support.

BANK ACCOUNT DETAILS FOR RTGS / NEFT OF THE AGENCY

1. NAME AND ADDRESS OF THE AGENCY _____
2. NAME OF THE BANK _____
3. ACCOUNT NUMBER _____
4. BRANCH NAME _____
5. MICR No. _____
6. IFSC CODE _____

Attestation by the Bank

Signature of the Bidder

ARTICLES OF AGREEMENT

ARTICLES OF AGREEMENT MADE AT _____ this _____ day of _____ BETWEEN the Council of Scientific & Industrial Research, New Delhi, a Society registered under the Societies Registration Act 1860 (Herein after referred to as the Employer, which expression shall include its successors and assignees and authorised officers of the society) of the one part and _____ trading in the name and style of _____ (herein after referred to as the contractor(s) which expression shall include his/their respective heirs, executors, administrators and permitted assignees of the other part.

WHEAREAS the Employer is desirous of getting the work of _____ done and has caused drawings, schedule of quantities and specifications describing the work to be prepared.

AND whereas the said specifications and the schedule of quantities and other documents have been signed by on behalf of the parties.

NOW IT IS HEREBY AGREED AND DECLARED BY AND BETWEEN THE PARTIES HERETO AS FOLLOWS:

1. In consideration of the payments to be made to them as herein after provided the contractor shall upon and subject to the conditions hereinafter contained execute and complete, the work at the rates specified in the attached schedule of quantities and with such materials as are provided for and in accordance in all respect with specifications, designs, drawings and instructions in writing. Time for carrying out the work will be _____ and the date of commencement shall be reckoned from the tenth day of issue of award letter.
2. The Employer shall pay to the Contractor such sums as shall become payable hereunder at the times and in the manner specified in the said conditions.
3. This agreement contains the following documents in addition to the pages of Articles of Agreement.
 - (i) General Conditions of Contract Page No. _____ to _____
 - (ii) Special conditions Page No. _____ to _____
 - (iii) Additional Conditions Page No. _____ to _____
 - (iv) Indenture for Secured Advance Page No. _____

Sr. No.	Social media platform wise deliverables/Task with quantity/Manpower/Software/Apps	BOQ Item-wise Cost (in Rs.)
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- (v) Original tender document along with the covering letter of the firm dated _____ Page
No:1 to _____
- (vi) _____
- (vii) _____
- (viii) _____

In witness whereof the parties hereto have set their respective hands the day and year herein above written.

Signed by the Contractor
Employer

Signed by, for and on behalf of

In presence of

(1) _____

(2) _____

In presence of

1) _____

(2) _____

	Bill of Quantities (BoQ)	
1.	Facebook: - Content: Creatives/ GIFs/ Infographics/ Static creatives, Videos etc. - Frequency: at least 140 posts per month. - Engagement: Respond to comments, create events, and run polls.	
2.	X (formerly Twitter): - Content: Creatives/ GIFs/ Infographics/ Static creatives, Videos etc. - Frequency: At least 140 posts per month. - Engagement: Retweet relevant content, participate in trending scientific discussions and programs such as CSIR Foundation Day, IISF, etc. and engage with followers through replies.	
	Posts at Facebook and X would be mirror.	
3.	Instagram: - Content: High-quality images, reels, stories, shorts and videos. - Frequency: At least 40 posts per month - Engagement: Use stories for quick updates and interactive polls, respond to comments and DMs.	
4.	YouTube: - Content: reels, stories, shorts and videos, webinars, event recordings, and interviews. - Frequency: At least 40 Posts per month. - Engagement: Encourage subscriptions, respond to comments, and collaborate with other YouTube channels.	

5.	LinkedIn: • Content: Short and long research posts in layman language, Funding announcement and CSIR R&D breakthroughs related posts, Job posts and vacancy notifications, research infographics, short videos, interactive polls, CSIR/Science Departments event notifications, National & International event posts pertaining to CSIR/ Science Departments, Q&A response, CSIR labs talks & event posters, innovation stories, content relevant to science and technology ecosystem of India. • Frequency: At least 60 to 80 posts per month. • Engagement: Repost relevant content, participate in trending scientific discussions, and engage with followers through replies.	
6.	WhatsApp Channel: • Content: Quick updates, important announcements, and links to detailed information. • Frequency: At least 10 times in a month, focusing on timely and critical information. Engagement: Encourage feedback and questions through interactive messages.	
	Content Creation/production:	
7.	Quarterly Digital Newsletter (24 pages in A4 size): Agency will create the quarterly digital newsletters that combine the achievements of CSIR & Science Department of Govt. of India and related labs at least (4 in a Year).	
8.	Online Talk Show and Live Panel Discussion: At least 4 in a Year	
9.	Documentary/Short Films: on R&D achievements should be at least 3-5 minutes long and include at least 2 interview bytes at least (2 in a Year).	

10.	Expenditure involved out station travel and stay with professional team of agency to shoot/cover/interview/program/special event of CSIR and other Science Departments of Government of India, as and when required (Min. 3 in a year).	
11.	Professional Interview of Hon'ble Minister/Dignitaries/ Scientists: At least 6 in a Year	
12.	Special production of Videos (1 to 3 minutes duration) on the topics suggested by CSIR-NIScPR (based on requirement of SMCC, CSIR-NIScPR): As and when required (for events such as Foundation Day, Independence Day, National Science Day, etc.) (Min. 5 in a year).	
13.	Social media software and Apps.	
14.	Onsite Manpower Deployment – 7-8 skilled resources as per the scope	
15.	Hardware cost – includes Laptops, Desktop, DSLR camera, Lights etc. for production	
16.	Reporting & ORM – includes daily reporting, sentiment analysis & online reputation management	
Total Cost (Including 18% GST)		

Note: The estimated cost for each deliverables/task/item should be inclusive of all taxes and the total cost will be for one year.

CHECK LIST OF DOCUMENTS REQUIRED FOR QUALIFICATION FOR PROVIDING SOCIAL MEDIA SERVICES

S. No.	Documents to be attached	Page No.
1.	EMD details	01
2.	Format for Financial Bid	43
3.	Proforma For Performance Bank Guarantee	44-46
4.	Bank Account Details For RTGS / NEFT of the Agency	47
5.	Articles of Agreement	48-49
6.	Bill of Quantities (BoQ)	50-52

Signature of the Bidder/Authorized Person

(Name and Address of the Bidder)