



# INDIAN INSTITUTE OF TECHNOLOGY MADRAS

CHENNAI – 600 036

EOI NO: ICSR/SOCIAL MEDIA/1-2019

Dated: 15.02.2019

Invitation of Expressions of Interest (EOI)  
For Selection of Service Provider  
For  
Social Media Management &  
Development of Content for Social Media  
(Due on 26<sup>th</sup> Feb, 2019)

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### 1. Introduction:

The Indian Institute of Technology Madras (IITM) is an autonomous statutory organization functioning within the Institute of Technology Act. All the IITs are administered centrally by the IIT Council, an apex body established by the Government of India.

IITM invites Expressions of Interest from service providers wishing to participate in the bidding process of managing and/or developing IITM-related content for social media platforms. The EOI should include two proposals: one to administer existing and new social media platforms and another to develop content for social media platforms. This would be the preliminary stage to identify eligible service providers who are interested in providing the proposed solutions.

There is no commercial proposal required at this stage.

### 2. Objectives for the EOI:

- a. Promote awareness about IITM in social media platforms
- b. Create a sizeable follower base for IITM and increase the follower numbers in an organic way
- c. Build a strong network among followers and exchange ideas regarding innovations thereby increasing the visibility of the digital marketing platform globally
- d. To create a strong audience community, including R&D establishments and the student community
- e. Enable high degree of interaction between people associated with IITM, alumni, industry and public
- f. Propose specific actions to be taken to promote IITM
- g. Propose quantifiable measures that IITM may use to monitor the performance

### 3. Eligibility Criteria:

Sr. No	Criteria	Documentary evidence to be submitted
1	The bidder should be a registered company in India and should have office in Chennai. At least 50 lakh annual turnover over past three financial years specific to the social media domain	Required hard copy need to be submitted
2	Should have minimum 5 years' experience in handling social media platform, preferably with relation to Academic Institutions	A copy of the list of companies and institutions handled for last five years, with contact details for obtaining feedback
3	Should have an experienced team leader who will have exclusive dedication to IITM	Profile of potential team lead along with details of previous experience

**4. Scope of work:**

The scope of work mentioned as two parts; the service provider can submit their EoI for any one or for both.

**i. Social media management**

- a. The service provider shall create and maintain complete accounts on social media platforms for IIT Madras including but not limited to Facebook, Twitter, Linked In, YouTube, Instagram, Pinterest and Google AdWords
- b. Facilitate coverage of all major events, festivals, conferences, workshops, convocations and Annual day functions on social media based on content provided
- c. Update the visual presence on all social media platforms by creating new ideas, themes, features and links
- d. Update daily information related to IITM in form of blogs, text, pictures, audio and video
- e. Release surveys, contests, campaigns on all platform in consulting IITM
- f. Support and update all queries received from all platforms that may or may not require inputs from IITM and reply done within a given time schedule. Continuous monitoring and support to be done 24/7 and on a domestic basis travel has to be taken care off.
- g. Provide feedback on important content put on social media regarding IITM and propose counter-measures and/or follow up

**ii. Development of content for social media**

- a. The service provider shall develop content for all social media platforms for IITM based on stories and priorities set by IITM
- b. The service provider should create and conceptualize content with required special effects, including graphics, text, picture, audio and video, on a continuous basis.
- c. Periodic content with interviews and news stories related to IITM Faculty members, Projects, Visits, Students and Researchers.
- d. The content should be suitable for social media platforms to increase the IITM brand growth in all verticals.
- e. Coordinate with the social media management team for efficient dissemination of the content
- f. Provide adequate staff at IITM for developing content, covering stories, interviewing, making reports (text, videos and photographs)

## 5. Selection process

Shortlisting of potential bidders based on the EOIs received will be done by a duly appointed committee considering experience and the quality of the proposals made. The committee may ask the bidders to make presentations before the shortlisting. The shortlisted vendors will be intimated by email. They will be given the tender documents for making the technical proposal and financial bids.

## 6. General Terms & conditions

1. This document has been prepared based on the information that is presently available with IC&SR.
2. The decision taken by IC&SR in the selection of the Service provider will be final binding on all the bidders.
3. IC&SR reserves the right to reject or stop the EoI/offer from any or all the firms, without assigning any reasons, whatsoever.

## 7. Schedules and Important Information:

Sr. No	Activities	Details
1	Addressee and address to which the EOI is to be submitted in hardcopy and softcopy thru Email	Senior Manager, Project Purchase, 2 <sup>nd</sup> Floor, IC&SR Building, IIT Madras Chennai 600 036 <a href="mailto:smpur-icsr@iitm.ac.in">smpur-icsr@iitm.ac.in</a> <a href="mailto:cmit-icsr@iitm.ac.in">cmit-icsr@iitm.ac.in</a>
2	Date of issue of the Expression of Interest (EOI) document	15.02.2019
3	Last date and time for receipt of EOI	26.02.2019, 5:30 PM
4.	Shortlisting of EOI by IC&SR and intimating to vendors by email	15.03.2019

**FORM - A**  
**EOI Letter Proforma**

To  
Dean – IC&SR  
IIT Madras  
Chennai – 600 063

**Sub: Expression of Interest for Social Media Management & Development of Content Management, IIT Madras.**

Sir,

The undersigned having read and examined in detail all the EOI documents pertaining to your assignment; do hereby express the interest to do the work as specified in the scope of work.

Sr#	Description	Response
1.	Name of the Consultancy Organization	
2.	Address	
3.	Name, designation & address of the person to whom all references shall be made	
4.	Telephone (with STD code)	
5.	Mobile No. of the contact person	
6.	E-mail of the contact person	
7.	Fax No. (with STD code)	

We have enclosed the following documents:

1. Letter of Authorization.
2. Form-A should be submitted on the company's letter head duly seal and signed by the authorized person.
3. Response to Pre-qualification eligibility criteria of Section 3 with supporting documents.
4. Portfolios from work done previously
5. Proposed team size and profiles
6. Proposed mode of work and methods to be used
7. Details of experience in Academic Institution / Govt. Sector in Form-B along with the scope of the work carried
8. Self-Attested copies of Supporting Documents.

I/ We hereby declare that my/ our EOI is made in good faith and the information contained is true and correct to the best of my/ our knowledge and belief.

Thanking you,

Yours faithfully,

(Signature of the Applicant)

Name:	Witness by - Signature:
Designation:	Name :
Seal:	Address:
Date: _____ Place _____	Date : _____

**FORM-B****DETAILS OF EXPERIENCE IN ACADEMIC INSTITUTION / GOVERNMENT SECTOR /****1. Customer References related to Academic Institution / Govt. Sector that the applicant has been engaged during the last Five years:**

S.No.	Name & Address of The client	Date of start Of the work	Date of Completion	Website Address	Value of the Project
1.					
2.					
3.					
4.					
5.					

**Note:**

Please note that the copies of above mentioned requirement should be furnished with relevant work orders and completion certificate from the customer end.