



INDIAN INSTITUTE OF TECHNOLOGY MADRAS

CHENNAI – 600 036

tender@iitmadras.ac.in

Tender No: ICSR/2020/027/SOCIAL MEDIA

Dated: 21st October, 2020

Tender For
Social Media Management &
Development of Content for Social Media

www.iitm.ac.in

For promoting IIT Madras and disseminating
information globally

(Last Date for bid submission: 11th November, 2020, 5 PM)

The Senior Manager (Project Purchase)

Date: 21.10.2020

Open Tender No: ICSR/2020/027/SOCIAL MEDIA

Due Date: 11/11/2020, 5 PM

Pre-Bid meeting (VIRTUAL): IC&SR Building, IIT Madras, Chennai-36.

Date & Time: 3rd November, 2020 (11 AM)

Note: Please note that there would be an Online Pre-Bid Meeting scheduled on 3rd November, 2020 at 11 AM. All interested bidders should send a written request for joining in the meeting by Email to tender@imail.iitm.ac.in on or before 2nd Nov 2020, 4 PM. After that the Meeting link would be shared for participating in the above said Meeting.

Technical Bid opening meeting on 12/11/2020, 11:00 AM at IC&SR Conference Hall, IIT-Madras.

Dear Sir/Madam,

On behalf of the Indian Institute of Technology Madras, offers are invited to an appointment of Social Media Management Agency for IIT Madras for **“Social Media Management & Development of Content for Social Media”** conforming to the specifications given under in the scope of work.

Instructions to the Bidder

- 1. Preparation of Bids:** - The tenders should be submitted under two-bid system (i.e.) Technical bid and Financial bid.
- 2. Delivery of the tender:** - The tender shall be sent to the addresses mentioned below, either by post or by courier so as to reach our office before the due date and time specified in our schedule. The offer/bid can also be dropped in the tender box on or before the due date and time specified in the schedule. The tender box is kept in the office of the:

**The Purchase Manager
Centre for Industrial Consultancy & Sponsored Research
2nd Floor, IC & SR Building
I.I.T. Madras,
Chennai – 600 036.**
- 3. Opening of the tender:** - The offer/bids will be opened by a committee duly constituted for this purpose. The technical bids will be opened first and will be examined by a technical committee which will assess and decide the suitability of the bids as per our specifications and requirements. All bidders will be invited for opening of the technical bids (virtual). With respect to opening the financial bid, only technically qualified bidders will be called.
- 4. Prices:** - The price should be quoted on lump sum basis for one year and must include all charges to the **IC&SR, IIT Madras**. The offer/bid should be exclusive of applicable taxes and duties.
- 5. Technical Bid Opening:** The technical bid will be opened on 12th November 2020 by 11 AM. at the IC&SR Conference_Hall. The financial bids of those tenders who are technically qualified will be opened at a later date under intimation to them.
- 6. IIT Madras reserves the full right to accept / reject any tender at any stage without assigning any reason.**

7. The offers / bids should be submitted in two bid system, i.e. Technical bid and Financial bid. Both the sealed covers should be put in a bigger cover and super scribed as **“Tender for Appointment social media management agency for IIT Madras”**.
8. The Technical bid should consist of all technical details / specifications as per the format (Annexures) enclosed, duly signed by authorized representative of Agency with company seal. This envelope will be super-scribed as **“Tender for Appointment social media management agency for IIT Madras – Technical Bid”**. The Technical Bid prepared by the Agency shall comprise the following components:
- Authorization letter as per the format of Annexure 1 in company’s letterhead duly sealed and signed by the authorized person
 - Experience letter as per the format of Annexure 2 in company’s letterhead, necessary order copy needs to enclose along with it, and list and contact details of previous clients.
 - Financial certificate as per the format of Annexure 3 in company’s letterhead duly sealed and signed by the authorized person
 - Necessary documents as evidence in support of Eligibility Criteria (para 3) in Scope of work
 - Self-Attested copies of Supporting Documents wherever required
9. The Technical bids will be assessed by a duly appointed committee and marks will be assigned considering the experience of the agency, team profiles, successful campaigns executed, strategy and methods proposed for IIT Madras. Also, marks will be given for the strategic thinking, game changing and innovative ideas. A shortlist will be prepared based on the marks.

Maximum of 5 Participants would be shortlisted after Technical bid evaluation. The shortlisted bidders would be given a Technology to create a story on it and submit the following in a month:

- 1) Video on the Technology (60 Sec.)
- 2) Power Point Presentation (8/10 slides) and
- 3) Write up (One Page).

IIT Madras (IC&SR), upon submission, would pay INR 60,000/- for the above said activity to all the shortlisted bidders, other than the finally selected party. The submitted documents (Video, PowerPoint Presentation and Write up) would be the property of IIT Madras and will be used by IIT Madras on social media, etc. Bidders would be further assessed based on the review of the submitted material (write-up and video). Marks will be given out of 100. Only bidders getting more than 60%, would be qualified for further Tender process (Financial Bid).

10. The Financial bids as per Annexure 4 duly signed by authorized representative of Agency with company seal. This envelope will be super scribed as **“Tender for Appointment social media management agency for IIT Madras – Financial Bid”**.
11. The tender will be awarded based on techno-commercial criteria score (S), with 70% weightage given to the technical evaluation(T) including review of above said submitted documents (Video, PowerPoint Presentation and Write Up) and 30% weightage given to the financial bid. The score (S) for each shortlisted agency will be calculated as $\{(lowest\ financial\ bid)/agency\ financial\ bid\} * 0.3 + (T * 0.7)$. The agency with the highest score (S) will be awarded the tender.

EMD: - The EMD in the form of account payee DD / Banker’s Cheque for Rs. 60,000/- in favour of The Registrar – IIT Madras, payable at Chennai should be enclosed in the cover containing the technical bid. Any offer not accompanied with the EMD may be rejected summarily as non-responsive. The EMD of the unsuccessful bidders shall be returned within 30 days of the end of the bid validity period. The same shall be forfeited, if the tenderers withdraw their offer after the opening during the bid validity period. The Institute shall not be liable for payment of any interest on EMD. EMD is exempted for Micro and Small Enterprises (MSE) as defined in MSE Procurement Policy issued by Department of Micro, Small and

Medium Enterprises (MSME) and Startups as recognised by Department of Industrial Policy & Promotion (DIPP).

12. **Performance Security:** - The successful bidder should submit Performance Security for an amount of 5% of the value of the contract/supply. The Performance Security may be furnished in the form of an Account Payee DD, FD Receipt from the commercial bank, Bank Guarantee from any nationalized bank in India. The performance security should be furnished within 14 days from the delivery of the purchase order. Performance Security in the form of Bank Guarantee: - In case the successful bidder wishes to submit Performance Security in the form of Bank Guarantee, the Bank Guarantee should be routed through the Beneficiary Bank to the end user bank. Otherwise, the Indian Agent of the foreign vendor has to submit a Bank Guarantee from a Nationalized Bank of India. The Bank Guarantee should remain valid for a period of sixty days beyond the date of completion of all contractual obligations of the supplier including the warranty obligations.
13. **Validity:** Validity of Quotation not less than 90 days from the due date of tender.
14. **Payment Terms:** -
 - a) Payment of charges will be made of quarterly basis in arrears after receipt of the bill from the selected bidder subject to the verification of the service level reports with all necessary documents.
 - b) No advance payment will be made. Payment will be given on quarterly basis after completion of each quarter and deducting the penalty (if any) as per the SLA.
15. **Service Level Agreement**
 - 1) Upto 5% deviation from Key Performance Indicator(KPI) - 0 payment deducted
 - 2) Upto 5% to 10% deviation from KPI - 5% payment deducted
 - 3) Upto 10% to 20% deviation from KPI - 10% payment deducted
 - 4) Above 20% deviation from KPI – 15% payment deducted

Scope of Work

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 tender from reputed and experienced Social Media Agencies or Social Media Service Providers (herein referred to as the bidder) for managing / coordinating, developing and effectively disseminating IITM related content for digital and social media platforms. The tenure of contract for the eligible firm shall be for a period of one year, extendable further, with the same terms, for one more year based on their performance. The tender should include the proposal on the administration of Social media platforms and to develop content for social media management.

- a. **Objective for Tender:**
- b. Promote awareness about IITM in social media platforms
- c. Create a sizeable follower base for IITM and increase the follower size in an organic way
- d. Build a strong network among followers and exchange ideas regarding innovations thereby further increasing the visibility of the digital marketing platform globally
- e. To create a strong audience community including amongst R&D establishment and the student communities
- f. Enable high degree of interaction between IITM associated people and general public
- g. Bidder to state the quantifiable measures, which IITM may use to monitor performance

- h. Make available appropriate content for social media

2. Eligibility Criteria:

Reputed agencies meeting the following minimum criteria are eligible to apply and are required to submit the required documents and later the material if shortlisted as mentioned in Point # 9 of 'Instructions to the Bidder' above. Agencies not meeting the necessary eligibility criteria will not be considered for further evaluations.

- 2.1 The bidder should be a registered company in India and should have office in Chennai and shall allocate a dedicated team to manage all social media platforms for IIT Madras.
- 2.2 At least Rs. one crore turnover should have been done over last three financial years i.e. FY 2017-2018, 2018-2019 and 2019-2020 specific to social media management
- 2.3 Should have a minimum of 5 years of experience in handling social media platforms, preferably for Academic Institutions and comparable organizations. Testimonials, Recognition and Awards specific to social media management received from customers across the last 5 years would be an added advantage
- 2.4 In last two years, the bidder should have completed and/or have in progress a minimum of two projects in social media platform for Private or Government sectors
- 2.5 The bidder should have at least ten professionals in their social media team. The agency should provide the profiles of these professionals, and specify the person(s) who will coordinate the social media management and content development for IIT Madras, and will be the single point of contact who will manage the IIT Madras social media management account.
- 2.6 The number and profiles of the members of the team dedicated for the IIT Madras should be submitted along with tender application. This should include the profiles of the persons to be located full-time on IIT Madras premises, in line with the scope (see section 4).
- 2.7 Bidders should submit the Profiles of the Team members in the domain of Story Creation / Video Presentation and Content Development. Bidders should have a panel of experts in this domain to be available at Chennai.
- 2.8 The agencies should also have experience in handling malicious content
- 2.9 The agency should facilitate the monitoring by IIT Madras of the impact of the agency engagement through reports and other tools, at no extra cost.
- 2.10 The agencies will enclose necessary documents and declaration for all the above mentioned eligibility criteria (3.1 to 3.8) along with the tender document. Failure to furnish all required information as per the above criteria may result in rejection of the tender.

3. Scope of work:

3.1 Social media management

- a. The bidder shall create and maintain the complete social media platforms for IIT Madras including but not limited to Facebook, Twitter, Linked In, You Tube, Instagram.
- b. Coverage of all major events, festivals, conferences, workshops, convocations and Annual day functions at IIT Madras shall be done as special campaigns.
- c. Create and release new look for all social media platform by creating new innovated ideas, themes, features and links on daily basis.
- d. Update daily information related to IITM in form of blogs, text, pictures, audio and video content.
- e. Release surveys, contests, campaigns on all platform in consultation with 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. Propose and execute digital marketing strategies that will increase visibility and impact.

3.2 Development of content for social media

- a. The service provider shall develop content for all social media platforms for IITM
- b. The service provider is responsible for the conceptualization and creation of all content with required special effect including graphics, text, picture, audio and video. Such content will go on the platforms after approval from IITM.
- c. Periodic content update needs to release on interviews with IITM faculty members, students and researchers.
- d. The concept of content should be innovative and made interesting in such a way that it would gain quick popularity on the intended platforms.
- e. The content should provide a platform to increase the IITM brand market growth in all verticals.
- f. IITM will be holding all right to all the content before and after it is released on the social platforms.

IIT Madras will require a Content Writer and a Graphic Designer with the Profile mentioned below, to be posted to work at the IIT Madras Campus:

1) Job Title: Content Writer

We will require a Creative and Detail-oriented Content Writer to be posted at IIT Madras social media platforms. The applicant should have the following strengths.

- Ability to create high quality unique content.
- Exceptional written and verbal communication skills in English.
- Experience in creating content for social media.
- Experience in writing Technical Proposals.

Qualification: Bachelor's degree. A bachelor's degree in English or Journalism or communications, or a related field will be preferred.

Skills and Experience

- 6+ years of professional writing experience, especially with Digital platforms.
- Experience in creating, curating, editing, proof reading and managing content.
- Experience in the field of writing, rewriting and editing, both for print publication and web.
- Ability to write in a variety of styles and formats for multiple reader.
- Translation skills from English.
- Should have produced content for multiple social media platforms
- Experience in writing articles, blogs, webpages, content for marketing materials, and email content

Sample Work: A sample of the work done (like blogs, published work, etc.) can be shared along with the resume.

2) Job Title: Graphic Designer

We require a creative Graphic Designer to be posted at IIT Madras, to develop content for print, digital, and social media platforms. Applicant should have the following strengths:

Skills: Proficient in Adobe Photoshop, Adobe Illustrator & Adobe InDesign, Photography and Videography with DSLR Cameras.

Experience: 2+ years of experience in Graphic Designing using the above software, editing of photos and videos.

Qualification: Bachelor's degree. A bachelor's degree in visual communications or a related field will be preferred.

Responsibilities of Work:

Design of Posters, Web Banners, Flyers, Books, Social Media Posts, Presentations, Logos, brochures, YouTube Thumbnails, Educational Drawings, etc. Video content based events, celebrations at IIT Madras and interviews.

3.3 Response management

The agency needs to carry out the work listed below as per best practices of social media management with clear turnaround time, which is agreed upon previously between the bidder and IITM.

- a. The response management will be on 24/7 basis.
- b. The immediate response by the agency should be within less than an hour of the post.
- c. The agency will follow with IITM for any query and complaint and will address/resolve the same within 2 days max.
- d. The agency will submit weekly/monthly report on the queries and their response status with aging analysis. A dynamic web based reporting portal for publishing, viewing, storing and accessing of all reports will be added advantage.
- e. The status and update of any queries should be published on the social media portal based on the feedback/response received from IIT Madras
- f. Agency should provide updated escalation matrix, any tool on ticketing management system to update the issues will be added advantage

3.4 Infrastructure requirements

Appropriate workspace will be provided free of cost, based on the team size shared to IIT Madras. Agency should ensure all required infrastructure including Computer Systems, Printer, Camera etc., to be provided to the Staff from their own funds.

3.5 Key Performance Indicators

Below is the minimum expectation of the KPIs for the various platforms. The bidder should provide suitable support and ensure growth of the IIT Madras Social Media community as indicated below:

- a. Facebook likes – 10,000 per month
- b. Facebook engagement percentage – 5% to 8%
- c. Facebook fan generate – 20% increase from existing on quarterly bases
- d. Twitter new followers – 1,000 per month
- e. You-Tube views – 1,000 per month
- f. LinkedIn new followers – 1,000 per month
- g. Content Development 3min video – at least 5 new videos per month
- h. Instagram engagement percentage – 3% to 5%

Annexure – 1
Technical Bid For
Social Media Management & Development of Content for Social Media

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

Sub: Tender for Social Media Management & Development of Content Management, IIT Madras.

Sir,

The undersigned having read and examined in detail all the tender 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 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)	
8.	Details of statutory registrations	

We have submitted as attachments:

- Names and profiles of social media team members already with the agency (minimum 10)
- Profiles of IIT Madras team, including those to be located at IIT Madras
- Proposal for management and content creation, including strategies, method, indicators and monitoring tools

I/ We hereby declare that my/ our Tender 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:
 Designation:
 Seal:
 Date: _____ Place _____

Witness by - Signature:
 Name :
 Address:
 Date : _____

Annexure 2
Technical Bid For
Social Media Management & Development of Content for Social Media

DETAILS OF EXPERIENCE IN ACADEMIC INSTITUTION AND GOVERNMENT SECTOR

1. **Customer References related to Academic Institution / Govt. Sector that the applicant has been engaged during the last Five years:**

Sr#	Name of the client	Scope of work	Period of work From /To	Order value
1.				
2.				
3.				
4.				
5.				

Note: Necessary order copy with scope of work for the mentioned customer needs to enclose

Annexure 3
Technical Bid For
Social Media Management & Development of Content for Social Media

FINANCIAL CERTIFICATE
TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s.

----- having its Registered Office -----
----- had achieved the following level of Turnover/Net profits/ Net worth in respect for the financial years mentioned hereunder:

Particulars	2016-2017	2017-2018	2018-2019
Gross Annual Turn over			
Net profit			
Net-worth			

The figures certified for the stated Financial Years are based on the Books of Account, Audited Balance Sheet of the Company and the records produced before us.

Signatures of Auditors / Chartered Accountants

Name:

Seal:

Place:

Date:

Annexure 4
Financial Bid For
Social Media Management & Development of Content for Social Media

The Purchase Manager
IC&SR, IIT Madras
Chennai 600036

Dear Sir/Madam,

We hereby submit our Commercial Bid for selection of Social Media Management & Development of Content for Social Media of the IIT Madras as per the tender reference no----- We unconditionally agree to abide by the Terms & Conditions specified therein.

Scope	Annual Charges
Social Media Management & Development of Content for Social Media of IIT Madras (Including scope of work and resources)	
Amount in words	

*** The above cost is excluding all taxes & other relevant duties extra