



INDIAN INSTITUTE OF TECHNOLOGY MADRAS  
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The Manager (Project Purchase)

Date: 27.04.2023

Open Tender Reference No: ICSR/ARUM/104/2023/SOCIALMEDIA

GEM NAR ID: GEM/GARPTS/27042023/C4BEE1X5HH5V

Due Date/Time: 17.05.2023 @ 3:00 PM

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 (**Annexure –A**).

Tender Documents may be downloaded from Central Public Procurement Portal <https://etenders.gov.in/e procure/app>. Aspiring Bidders who have not enrolled / registered in e-procurement should enroll / register before participating through the website <https://etenders.gov.in/e procure/app>. The portal enrolment is free of cost. Bidders are advised to go through instructions provided at “**Help for contractors**”. [Special Instructions to the Contractors/Bidders for the e-submission of the bids online through this eProcurement Portal”]

Bidders can access tender documents on the website (For searching in the NIC site, kindly go to Tender Search option and type ‘IIT’. Thereafter, click on “GO” button to view all IIT Madras tenders). Select the appropriate tender and fill them with all relevant information and submit the completed tender document online on the website <https://etenders.gov.in/e procure/app> as per the schedule attached.

<b>1)</b>	<b>Pre-bid Meeting Details</b>	:	NA
<b>2)</b>	<b>ICSR Vendor Registration</b>	:	<b><u>Vendor registration code.</u></b> Vendor registration with IC&SR (IITM) is mandatory for bidders to participate in tenders.  <b>** <u>For Vendor Registration &amp; Guidelines, Please follow the website :</u></b> <a href="https://icandsr.iitm.ac.in/vendorportal">https://icandsr.iitm.ac.in/vendorportal</a> ; Helpdesk: <a href="mailto:vendorhelpdesk@icsrpis.iitm.ac.in">vendorhelpdesk@icsrpis.iitm.ac.in</a>

**No manual bids will be accepted.** All tender documents including Technical and Financial bids should be submitted in the E-procurement portal.

<b>Last date for receipt of tender</b>	:	<b>17.05.2023 @ 3:00 PM</b>
<b>Date &amp; time of opening of tender</b>	:	<b>18.05.2023 @ 3:00 PM</b>

### 3. Instructions to the Bidder:

<u>A)</u>	<b>Searching for tender documents</b>	:	<ul style="list-style-type: none"> <li>• There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, organization name, location, date, value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as organization name, form of contract, location, date, other keywords etc. to search for a tender published on the CPP Portal.</li> <li>• Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective “<b>My Tender</b>” folder. This would enable the CPP Portal to intimate the bidders through SMS / email in case there is any corrigendum issued to the tender document.</li> <li>• The bidder should make a note of the <b>unique Tender ID</b> assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.</li> </ul>
<u>B)</u>	<b>Assistance to bidders</b>	:	<ul style="list-style-type: none"> <li>• Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.</li> <li>• Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is [0120-4200462, 0120-4001002, 0120-4001005]</li> </ul>
<u>C)</u>	<b>Enrollment Process to Bidders</b>	:	<p><b><u>REGISTRATION</u></b></p> <ul style="list-style-type: none"> <li>• Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal <a href="https://etenders.gov.in/e procure/app">URL:https://etenders.gov.in/e procure/app</a> by clicking on “Online Bidder Enrollment”. Enrollment on the CPP Portal is free of charge.</li> <li>• As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.</li> <li>• Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.</li> <li>• Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / TCS / nCode / eMudhra etc.)</li> <li>• Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSCs to others which may lead to misuse.</li> <li>• Bidder then may log in to the site through the secured log-in by entering their user ID / password and the password of the DSC / eToken.</li> <li>• Possession of a Valid Class II/III Digital Signature Certificate</li> </ul>

			<p>(DSC) in the form of smart card/e-token in the company's name is a prerequisite for registration and participating in the bid submission activities through <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a></p> <ul style="list-style-type: none"> <li>Digital Signature Certificates can be obtained from the authorized certifying agencies, details of which are available in the web site <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a> under the “Information about DSC”.</li> </ul>
<b><u>D)</u></b>	<b>Preparation of bids</b>	:	<ul style="list-style-type: none"> <li>Bidder should take into account any corrigendum published on the tender document before submitting their bids.</li> <li>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 document that need to be submitted. Any deviations from these may lead to rejection of the bid.</li> <li>Bidder, in advance, should prepare the bid documents to be submitted as indicated in the tender document / schedule and generally shall be in PDF / XLS formats as the case may be. Bid documents may be scanned with 100 dpi with black and white option.</li> <li>To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, GSTIN Details, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use “<b>My Documents</b>” area available to them to upload such documents. These documents may be directly submitted from the “<b>My Documents</b>” area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.</li> </ul>
<b><u>E)</u></b>	<b>Submission of bids</b>	:	<ul style="list-style-type: none"> <li>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 date and time. Bidder will be responsible for any delay due to other issues.</li> <li>The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.</li> <li>Bidder has to select the bid security declaration. Otherwise, the tender will be summarily rejected.</li> <li>A standard BOQ format has been provided with the tender document to be filled by all the bidders. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. Bidders are required to download the BOQ file, open it and complete the detail with their respective financial quotes and other details (such as name of the bidder). If the BOQ file is found to be modified by the bidder, the bid will be rejected.</li> <li>The server 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.</li> </ul>

		<ul style="list-style-type: none"> <li>• The Tender Inviting Authority (TIA) will not be held responsible for any sort of delay or the difficulties faced during the submission of bids online by the bidders due to local issues.</li> <li>• The uploaded tender documents become readable only after the tender opening by the authorized bid openers.</li> <li>• Upon the successful and timely submission of bids, the portal will give a successful bid submission message &amp; a bid summary will be displayed with the bid no. and the date &amp; time of submission of the bid with all other relevant details.</li> <li>• Kindly add scanned PDF of all relevant documents in a single PDF file of compliance sheet.</li> <li>• More information useful for submitting online bids on the CPP Portal may be obtained at: <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a>.</li> <li>• All tender documents including pre-qualification bid, Technical Bid &amp; Financial Bid should be submitted separately in online CPP portal as per the specified format only. Right is reserved to ignore any tender which fails to comply with the above instructions. <b>No manual bid submission will be entertained.</b></li> </ul>
<b><u>F)</u></b>	<b>Marking on Technical Bid</b>	<ul style="list-style-type: none"> <li>• The bidder eligibility criteria, technical specification and supply of item for this tender is given in Annexure A.</li> <li>• The Bidders shall go through the specification and submit the technical bid.</li> <li>• The Technical bid should be submitted in the proforma as per Annexure-B in pdf format only through online (e-tender). No manual submission of bid will be entertained.</li> <li>• The technical bid should have a page-wise heading as “Technical Bid” and page no. in all pages with seal and signature of authorized signatory. The total no. of pages should be mentioned at the last page of the documents.</li> <li>• The technical bid should consist of bidder eligibility criteria details and all technical details along with catalogue/ pamphlet which will give a detailed description of product with technical data sheet so that technical compliance can be verified.</li> </ul>
<b><u>G)</u></b>	<b>Marking on Price Bid</b>	<ul style="list-style-type: none"> <li>• Financial bid (BoQ) should be submitted in the prescribed proforma format as per Annexure-C in xls format through e-tender only. No manual or other form of submission of Financial Bid will not be entertained</li> </ul>

<b>4)</b>	<p>Preparation of Tender: The bidders should submit the bids in two bid system as detailed below.</p> <p><b>Bid I _ Technical Bid</b></p> <p>The Technical bid should consist of all technical details/specifications as per the format (Annexures) enclosed, duly signed by an authorized representative of the Agency with company seal. All the supporting documents should be self-attested. 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:</p> <ol style="list-style-type: none"> <li>1. Authorization letter as per the format of Annexure 1 in the company’s letterhead duly sealed and signed by the authorized person</li> <li>2. 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.</li> <li>3. Financial certificate as per the format of Annexure C in the company’s letterhead duly sealed and signed by the authorized person</li> </ol>
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	<p>4. Necessary documents as evidence in support of Eligibility Criteria (para 3) in the Scope of work</p> <p>5. Self-Attested copies of Supporting Documents wherever required.</p> <p><b>Bid II _Price Bid</b></p> <p>The price bid should be submitted in excel format (BoQ) as per the proforma (Annexure C) uploaded in the e-Tender web site. The Quoted price should be for supply and installation of the item and inclusive of all cost and statutory levies at IIT Madras.</p>
<b>5)</b>	<p><b>Price:</b></p> <p>a) The price should be quoted on lump sum basis for one year and must include all charges to the IC&amp;SR, IIT Madras. The offer/bid should be exclusive of applicable taxes and duties.</p>
<b>6)</b>	<p><b>Tenderer shall submit along with this tender:</b></p> <p>(i) Proof of having ISO or other equivalent certification given by appropriate authorities.</p> <p>(ii) Name and full address of the Banker and their swift code and PAN No. and GSTIN number.</p> <p>(iii) GST registration proof showing registration number, area of registration etc.</p> <p>(iv) All of your future correspondences including Invoices should bear the GST No. and Area Code.</p>
<b>7)</b>	<p><b>Terms of Delivery:</b></p> <p>In case there is any deviation in the delivery schedule, liquidated damages clause will be enforced or penalty for the delayed supply period will be levied.</p> <p>In the event of delay or non-supply of materials/execution of Contract beyond the date of delivery/completion of job. The penalty will be levied @1% per week of delay subject to a max of 10% of the value of purchase order and if the delay is more than accepted time frame by IIT M, the PO would be partially or fully cancelled and liquidated damages will be enforced accordingly.</p>
<b>8)</b>	<p><b>Period for which the offer will remain open:</b></p> <p>The Tender shall remain open for acceptance/validity till: 120 days from the date of opening of the tender. However, the day up to which the offer is to remain open being declared closed holiday for the Indian Institute of Technology Madras, the offer shall remain open for acceptance till the next working day.</p>
<b>9)</b>	<p><b>EMD:</b></p> <p>The EMD of <b>Rs. 60,000</b> be transferred to the account details mentioned in Annexure D and proof should be enclosed in the Technical Bid. Any offer not accompanied with the EMD shall be rejected summarily as non-responsive.</p> <p>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.</p> <p>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 recognized by Department of Industrial Policy &amp; Promotion (DIPP). (MSE/MSME/DIPP PROOF should be enclosed in the cover containing technical bid).</p>
<b>10)</b>	<p><b>Performance Security: -</b></p> <p>The successful bidder should submit Performance Security for an amount of 3% of the value of the contract/supply. The Performance Security may be furnished in the form of an Account Payee DD, FD Receipt in the name of “The Registrar, IIT Madras” from any scheduled commercial bank or Bank Guarantee from any scheduled commercial bank in India. The performance security should be furnished within 14 days from the date of the purchase order.</p> <p>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 directly to</p>

	<p>IIT Madras from the Bank.</p> <p>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.</p>
11)	For the same tender, either the OEM or the authorized dealer/service provider can only quote. But both of them cannot quote separately for the same tender.
12)	The offers/bids should be sent only for a item/Equipments of latest version that is available in the market and supplied to a number of customers. A list of customers in India with details must accompany the quotations. Quotations for a prototype machine will not be accepted
13)	Original catalogue (not any photocopy) of the quoted model duly signed by the principals must accompany the quotation in the Technical bid.
14)	Compliance or Confirmation report with reference to the specifications and other terms & conditions should also be obtained from the principal/OEM.
15)	<p><b>Risk Purchase Clause</b></p> <p>In the event of failure of supply of the item/equipment within the stipulated delivery schedule, the purchaser has all the right to purchase the item/equipment from other sources on the total risk of the supplier under risk purchase clause.</p>
16)	<p><b>Payment:</b></p> <p>i) 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.</p> <p>ii) 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.</p> <p>iii) Advance Payment: No advance payment is generally admissible. In case a specific percentage of advance payment is required, the Vendor has to submit a Bank Guarantee from a scheduled commercial bank in India equivalent to the amount of advance payment.</p>
17)	<p><b>Service Level Agreement</b></p> <p>1) Upto 5% deviation from Key Performance Indicator(KPI) - 0 payment deducted</p> <p>2) Upto 5% to 10% deviation from KPI - 5% payment deducted</p> <p>3) Upto 10% to 20% deviation from KPI - 10% payment deducted</p> <p>4) Above 20% deviation from KPI – 15% payment deducte</p>
18)	<p><b>Acceptance and Rejection:</b></p> <p>Failure to comply with any of the instructions stated in this document or offering unsatisfactory explanations for non-compliance will likely to lead to rejection of offers.</p> <p>I.I.T. Madras has the right to accept the whole or any part of the Tender or portion of the quantity offered or reject it in full without assigning any reason.</p>
19)	<p><b>Debarment from Bidding:</b></p> <p>In case of breach of Terms &amp; Conditions, Bidder may be suspended from being eligible for bidding in any contract with the IIT Madras up to 2 Years [as per Rule 151(iii) of GFR] from the date of Tender.</p>
20)	<p><b>Disputes and Jurisdiction:</b></p> <p><b>Settlement of Disputes:</b> Any dispute, controversy or claim arising out of or in connection with this PO including any question regarding its existence, validity, breach or termination, shall in the first instance be attempted to be resolved amicably by both the Parties. If attempts for such amicable resolution fails or no decision is reached within 30 days whichever is earlier, then such disputes shall be settled by arbitration in accordance with the Arbitration and Conciliation Act, 1996. Unless the Parties agree on a sole arbitrator, within 30 days from the receipt of a written request by one Party from the other Party to so agree, the arbitral panel shall comprise of three arbitrators. In that event, the supplier will nominate</p>

	<p>one arbitrator and the Project Coordinator of IITM shall nominate an arbitrator. The Dean IC&amp;SR will nominate the Presiding Arbitrator of the arbitral tribunal. The arbitration proceeding shall be carried out in English language. The cost of arbitration and fees of the arbitrator(s) shall be shared equally by the Parties. The seat of arbitration shall be at IC&amp;SR IIT Madras, Chennai.</p> <p>a. <b>The Applicable Law:</b> The Purchase Order shall be construed, interpreted and governed by the Laws of India. Court at Chennai shall have exclusive jurisdiction subject to the arbitration clause.</p> <p>b. Any legal disputes arising out of any breach of contract pertaining to this tender shall be settled in the court of competent jurisdiction located within the city of Chennai in Tamil Nadu.</p>
21)	<p><b>Force Majeure:</b> The Supplier shall not be liable for forfeiture of its performance security, liquidated damages or termination for default, if and to the extent that, its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.</p> <p>For purposes of this Clause, “Force Majeure” means an event beyond the control of the Supplier and not involving the Supplier’s fault or negligence and not foreseeable. Such events may include, but are not limited to, acts of the Purchaser either in its sovereign or contractual capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.</p> <p>If a Force Majeure situation arises, the Supplier shall promptly notify the Purchaser in writing of such conditions and the cause thereof. Unless otherwise directed by the Purchaser in writing, the Supplier shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.</p>
22)	<p><b>Eligibility Criteria:</b></p> <ul style="list-style-type: none"> <li>➤ <b>As per the Government of India Order, only “Class - I Local Suppliers” and “Class - II Local Suppliers” <u>can participate in this tender.</u></b></li> <li>➤ <b><u>Bidder should confirm their acceptance that they comply with the provisions with report to “Guidelines for eligibility of a bidder from a country which shares a land border with India as detailed at Annexure-E. The bidder should submit Certificate for “Bidder from/ Not from Country sharing Land border with India &amp; Registration of Bidder with Competent Authority” as per Order of DoE F.No.6/18/2019-PPD dated 23.07.2020 as mentioned.</u></b></li> </ul>
23)	<p><b>Preference to “class I Local Suppliers”:</b> preference will be given to “class 1 local suppliers” (subject to class -I local supplier’s quoted price falling within the margin of purchase preference ) as per public procurement (preference to make in India) order 2017 .O.M No P- 45021/2/2017 – pp(BE - 11) dt 04/06/2020 subject to the conditions that the “class 1 Local Supplier” should agree to supply goods / provide service at L1 rate and furnish a certificate with the technical bid document that the goods/service provided by them consists local content equal to or more than 50%.( certificate from Chartered Accountant in case value of contract exceeds Rs 10 crore).</p> <ul style="list-style-type: none"> <li>➤ <b>‘Class - I local supplier’</b> means a supplier or service provider whose goods, services or works offered for procurement consists of local content equal to or more than 50% as defined under the above said order. <b>Declaration to be provided as per Annexure-E per item/service/work.</b></li> <li>➤ <b>‘Class - II local supplier’</b> means a supplier or service provider whose goods, services or works offered for procurement consists of local content equal to 20% but less than 50% as defined under the above said order. <b>Declaration to be provided as per Annexure-E per item/service/work.</b></li> <li>➤ <b>‘Margin of purchase preference’:</b> - The margin of purchase preference shall be 20%. The Definition of the margin of purchase preference is defined in the Govt. of India Order No: <b>P-45021/12/2017-PP (BE-II) Dt.4th June, 2020 Order 2017. As per the Government of India Order – “Margin of Purchase Preference”</b> means the maximum extent to which the price quoted by a “Class-I local supplier” may be above the L1 for the purpose of purchase preference.</li> </ul> <p><b>**Note: Local content percentage to be calculated in accordance with the definition provided at</b></p>

**clause 2 of revised public procurement preference to Make in India Policy vide GoI Order no. P-45021/2/2017-PP (B.E.-II) dated 15.06.2017 (subsequently revised vide orders dated 28.05.2018, 29.05.2019 and 04.06.2020) MOCI order No. 45021/2/2017-PP (BE II) Dt.16th September 2020 & P-45021/102/2019-BE-II-Part(1) (E-50310) Dt.4th March 2021**

24)

**Evaluation of Bids**

Bid evaluation will take place in two stages.

**Stage I Technical Bid evaluation**

All bidders who have fully complied with bidder eligibility criteria I and technical evaluation (Annexure A) will only be considered for opening of price bid.

Technical Evaluation of all bids will be considered for following type of scrutiny/assessments as deemed fit:

i) First stage of assessment of all bids will be done based on the factors listed under below mentioned table:

Item details	Max Marks	Marks Breakup Details
Experience	15	5-6 Years: 5 Marks 7-10 Years: 10 Marks 10 + Years: 15 Marks
Professional Team (No of members)	30	Up to 10 Members: 20 Marks 10-15 Members: 25 Marks 15+ Members: 30 Marks
Successful Campaigns Executed	30	2-3 Campaigns: 20 Marks 3-5 Campaigns: 25 Marks 5+ Campaigns: 30
Strategy Method	5	-
Strategic thinking, Game-Changing and Innovative Ideas	20	-
Total	100	-

Hence, Bidders are requested to substantiate their claims with appropriate supporting documents. No additional documents/claims in this regard will be entertained. The Technical bids will be assessed by a duly appointed committee and marks will be assigned considering the experience of the agency, team profiles of professionals, successful campaigns executed, strategy and methods proposed for IIT Madras. Also, marks will be given for the strategic thinking, game changing and innovative ideas.

ii) Maximum of Top 3 rankers based on above assessment will be considered for next stage of assessment. In case of tie, all those bids will be considered as Top-3 Rankers Remaining rankers will be dropped at this stage itself.

iii) Further the above stated shortlisted bidders would be given a Technology to create a story on it and submit the following in a month: Each item carries marks for evaluation as detailed below:

- a) Video on the Technology (60 Sec.) 50 marks
- b) Power Point Presentation (8/10 slides) 25 marks and
- c) Write up (One Page). 25 marks

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. All Successful bidders would be further assessed based on the review of the submitted material (write-up and video). Marks will be given out of 100 as detailed above. Only bidders getting minimum 70% will be qualified for further process (Financial bid evaluation)



	<p><b>Stage II: Price Bid Evaluation</b></p> <p>The price bid evaluation will be based on price quoted by the bidder. The rate quoted for Social Media Management &amp; Development of Content for Social will alone be taken up for arrival of Lowest Bid (L1) value.</p>
25)	<p><b>Selection of successful bidder and Award of Order</b></p> <p>The successful bidder will be selected based on assessment of skills, experience, and understanding/analysis of the project scope and cost (QCBS).</p> <p>The total score, both technical and financial, shall be obtained by weighing the technical and cost scores and adding them up. The calculation for arriving at the total combined score (Technical and Cost) is given below.</p> <p>Marks obtained by a Bidder for the technical bid = M</p> <p>Amount quoted by the lowest bidder = L1</p> <p>Amount quoted by a Bidder = L</p> <p>Points for Financial proposal of the bidder = <math>(L1/L) \times 100 = F</math></p> <p>Combined technical and financial score (H) of the bidder = <math>M \times 0.7 + F \times 0.3 = H</math></p> <p>The combined technical and financial scores of all the bidders will be calculated as above and the bidder who secures the highest combined score (H1) will be selected as the successful contractor.</p> <p>The order will be directly awarded to the technically qualified bidder as per the condition in para 3A of DIPP, MoCI Order No. 45021/2/2017-PP (BE II) dated 16th September 2020.</p>
26)	<p>All information including selection and rejection of technical or financial bids of the prospective bidders will be communicated through e-Tender portal. In terms of Rule 173(iv) of General Financial Rule 2017, the bidder shall be at liberty to question the bidding conditions, bidding process and/or rejection of bids.</p>
27)	<p>The tenderer shall certify that the tender document submitted by him / her are of the same replica of the tender document as published by IIT Madras and no corrections, additions and alterations made to the same. If any deviation found in the same at any stage and date, the bid / contract will be rejected / terminated and actions will be initiated as per the terms and conditions of the contract.</p>
28)	<p>Due to Covid-19 pandemic pre-bid meeting will be conducted through online. Clarification to the queries and doubts raised by the bidders will be issued as a corrigendum/addendum in the e-tenders portal.</p>
29)	<p>Due to Covid-19 pandemic the bidders will not be entertained to participate in opening of Bids. Since the tender is e-tender, the opening of the bids may be checked using the respective logins of the bidders.</p>

## **ACKNOWLEDGEMENT**

It is hereby acknowledged that I/We have gone through all the points listed under “Specification, Guidelines, Terms and Conditions” of tender document. I/We totally understand the terms and conditions and agree to abide by the same.

**SIGNATURE OF TENDERER ALONG WITH  
SEAL OF THE COMPANY WITH DATE**

**Bidder Eligibility Criteria and Technical Specification for Social Media Management & Development of Content for Social**

Tender No. ICSR/ARUM/104/2023/SOCIALMEDIA

**Bidder Eligibility Criteria – I (Public Procurement – Preference to Make in India)**

Only 'Class-I local suppliers' and 'Class-II local suppliers', as defined under DIPP, MoCI Order No. P-45021/2/2017-PP (BE-II) dated 16<sup>th</sup> September 2020 and other subsequent orders issued therein.

**Bidder Eligibility Criteria – II**

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.

1. The bidder should be a registered company in India and shall allocate a dedicated team to manage all social media platforms for IIT Madras.
2. At least Rs. one crore turnover per years should have been done over last three financial years i.e. FY 2020-2021, 2021-2022 and 2022-2023 specific to social media management
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
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
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.
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).
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.
8. The agencies should also have experience in handling malicious content
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.
10. The agencies will enclose necessary documents and declaration for all the above mentioned eligibility criteria along with the tender document. Failure to furnish all required information as per the above criteria may result in rejection of the tender.

**III. TECHNICAL SPECIFICATION for Social Media Management & Development of Content for Social 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 two more years based on their annual performance (at a time, contract for one year). The tender should include the proposal on the administration of Social media platforms and to develop content for social media management.

Objective for Tender:

- a. Promote awareness about IITM in social media platforms
- b. Create a sizeable follower base for IITM and increase the follower size in an organic way

- c. Build a strong network among followers and exchange ideas regarding innovations thereby further increasing the visibility of the digital marketing platform globally
- d. To create a strong audience community including amongst R&D establishment and the student communities
- e. Enable high degree of interaction between IITM associated people and general public
- f. Bidder to state the quantifiable measures, which IITM may use to monitor performance
- g. Make available appropriate content for social media

### 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 at no additional cost.
- 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. Strategic Planning to counter negative feeds and appropriate postings.
- 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 of.
- 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 full-time at the IIT Madras Campus (Non-compliance could result in appropriate deductions from the service fees).

#### 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

Tender for Social media management and Content development services @ IIT Madras 7  
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, calendars, 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.

- The response management will be on 24/7 basis.
- The immediate response by the agency should be within less than an hour of the post. (additionally for negative feeds)
- The agency will follow with IITM for any query and complaint and will address/resolve the same within 2 days max.
- 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.
- The status and update of any queries should be published on the social media portal based on the feedback/response received from IIT Madras
- 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:

- Facebook likes – Overall Engagements (Likes, Comments, Shares, Clicks and Views) - 20,000 per month
- Facebook engagement percentage – 2% to 3% per month
- Facebook fan generate – 70,000 increase from existing annually
- Twitter new followers – 2,500 per month
- You-Tube views – Per video views – 1500 per month
- LinkedIn new followers – 3,000 per month
- Content Development 3min video – at least 5 new videos per month

**TECHNICAL BID PROFORMA**

Tender No. ICSR/ARUM/104/2023/SOCIALMEDIA

Item Name: Social Media Management &amp; Development of Content for Social

**1.0 Bidder Eligibility Criteria:**

I	Bidder Eligibility Criteria-I (Public Procurement – Preference to Make in India)	Class I / Class II	Local Content value	Reference, Page No.
I	Only 'Class-I local suppliers' and 'Class-II local suppliers', as defined under DIPP, MoCI Order No. P-45021/2/2017-PP (BE II) dated 16 <sup>th</sup> September 2020 and other subsequent orders issued therein.			

**2.0**

II	Bidder Eligibility Criteria-II	Complied/Not Complied	Ref.Pg.No
1.	The bidder should be a registered company in India and shall allocate a dedicated team to manage all social media platforms for IIT Madras.		
2.	At least Rs. one crore turnover per year should have been done over last three financial years i.e. FY 2020-2021, 2021-2022 and 2022-2023 specific to social media management		
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		
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		
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.		
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).		
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.		
8.	The agencies should also have experience in handling malicious content		
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.		
10.	The agencies will enclose necessary documents and declaration for all		

	the above mentioned eligibility criteria along with the tender document. Failure to furnish all required information as per the above criteria may result in rejection of the tender.		
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### 3.0 Technical Compliance:

1. Introduction:	Complied/Not Complied	Ref.Pg.No
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 two more years based on their annual performance (at a time, contract for one year). The tender should include the proposal on the administration of Social media platforms and to develop content for social media management.		
<b>Objective for Tender:</b>		
a. Promote awareness about IITM in social media platforms		
b. Create a sizeable follower base for IITM and increase the follower size in an organic way		
c. Build a strong network among followers and exchange ideas regarding innovations thereby further increasing the visibility of the digital marketing platform globally		
d. To create a strong audience community including amongst R&D establishment and the student communities		
e. Enable high degree of interaction between IITM associated people and general public		
f. Bidder to state the quantifiable measures, which IITM may use to monitor performance		
g. Make available appropriate content for social media		
<b>3. Scope of work:</b>		
<b>3.1 Social media management</b>		
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 at no additional cost.		
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. Strategic Planning to counter negative feeds and appropriate postings.		
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 of.		
g. Propose and execute digital marketing strategies that will increase visibility and impact.		
<b>3.2 Development of content for social media</b>		
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.		
<b>IIT Madras will require a Content Writer and a Graphic Designer with the Profile mentioned below, to be posted to work full-time at the IIT Madras Campus (Non-compliance could result in appropriate deductions from the service fees).</b>		
<b>1) Job Title: Content Writer</b>		
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.		
<b>Skills and Experience</b>		
☑☑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		
<b>Sample Work:</b> A sample of the work done (like blogs, published work, etc.) can be shared along with the resume.		
<b>2) Job Title: Graphic Designer</b>		
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:		
<b>Skills:</b> Proficient in Adobe Photoshop, Adobe Illustrator & Adobe InDesign, Photography and Videography with DSLR Cameras.		
<b>Experience:</b> 2+ years of experience in Graphic Designing using the above software, editing of photos and videos.		
<b>Qualification:</b> Bachelor's degree. A bachelor's degree in visual communications or a related field will be preferred.		
<b>Responsibilities of Work:</b>		
Design of Posters, Web Banners, Flyers, Books, Social Media Posts, calendars, Presentations, Logos, brochures, YouTube Thumbnails, Educational Drawings, etc. Video content based events, celebrations at IIT Madras and interviews.		
<b>3.3 Response management</b>		
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.(additionally for negative feeds)		
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		
<b>3.4 Infrastructure requirements</b>		
Appropriate workspace will be provided free of cost, based on the team size shared to IITMadras. Agency should ensure all required infrastructure including Computer Systems, Printer, Camera etc., to be provided to the Staff from their own funds.		
<b>3.5 Key Performance Indicators</b>		
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 – Overall Engagements (Likes, Comments, Shares, Clicks and Views) - 20,000 per month		
b. Facebook engagement percentage – 2% to 3% per month		
c. Facebook fan generate – 70,000 increase from existing annually		
d. Twitter new followers – 2,500 per month		
e. You-Tube views – Per video views – 1500 per month		
f. LinkedIn new followers – 3,000 per month		
g. Content Development 3min video – at least 5 new videos per month		

**SIGNATURE OF BIDDER ALONG WITH  
SEAL OF THE COMPANY WITH DATE**

**FINANCIAL BID (PROFORMA) - BILL OF QUANTITIES (BOQ)**

**Item Name: Social Media Management & Development of Content for Social  
Tender No. ICSR/ARUM/104/2023/SOCIALMEDIA**

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.

It. No	Description of work	Quantity	Units	Basic Rate in INR	GST in Percentage	Total Amount with taxes in INR
1	<b>Social Media Management &amp; Development of Content for Social</b>	1	Nos.			
	Grand Total					

Total Amount Rupees in words \_\_\_\_\_



CENTRE FOR INDUSTRIAL CONSULTANCY & SPONSORED RESEARCH (IC&SR)  
INDIAN INSTITUTE OF TECHNOLOGY MADRAS  
CHENNAI 600 036



**ELECTRONIC CLEARING SERVICE (Credit Clearing)/ REAL TIME GROSS SETTLEMENT (RTGS) FACILITY FOR RECEIVING PAYMENTS**

**A. Details of Account Holder**

Name of the Institution	Indian Institute of Technology - Madras
Complete Contact Address	Industrial Consultancy and Sponsored Research Indian Institute of Technology-Madras, IIT- Madras Campus Post Office, Sardar Patel Road, Guindy, CHENNAI - 600 036
Telephone No./ Fax No.	Tel - 044-2257 8356
E- mail ID of the FO/AO/REG/DIR	dricrs@iitm.ac.in

**B. Bank Account Details:**

Institution Account Name (As per Bank Record)	The Registrar, Indian Institute of Technology - Madras
Account No.	2722101003872
Account Print Name	IIT F A/C , The Registrar IIT Madras
IFSC CODE	CNRB0002722
Bank Name (in full)	Canara Bank
Branch Name	IIT-Madras Branch
Complete Branch Address	Canara Bank, IIT-Madras Branch, IIT- Madras Campus Post Office, Sardar Patel Road, Guindy, CHENNAI - 600 036
MICR No.	600015085
Account Type	Savings Account

Certified that the Institute's account is in an RTGS enabled branch.

I hereby declare that the particulars given above are correct and complete.

Date:

Signature of the Competent Authority  
of the Institution with seal.

*[Handwritten Signature]*  
19/10/2020

**FORMAT FOR AFFIDAVIT OF SELF-CERTIFICATION UNDER PREFERENCE TO MAKE  
IN INDIA – PER ITEM**

**Tender Reference Number:**

**Name of the item / Service:**

Date: \_\_\_\_\_

I/We \_\_\_\_\_ S/o, D/o, W/o, \_\_\_\_\_

Resident of

\_\_\_\_\_

Hereby solemnly affirm and declare as under:

That I will agree to abide by the terms and conditions of the Public Procurement (Preference to Make in India) Policy vide GoI Order no. P-45021/2/2017-PP (B.E.-II) dated 15.06.2017 (subsequently revised vide orders dated 28.05.2018, 29.05.2019 and 04.06.2020) MOCI order No. 45021/2/2017-PP (BE II) Dt.16th September 2020 & P- 45021/102/2019-BE-II-Part (1) (E-50310) Dt.4th March 2021 and any subsequent modifications/Amendments, if any and

That the local content for all inputs which constitute the said item/service/work has been verified by me and I am responsible for the correctness of the claims made therein.

<b>Tick (✓) and Fill the Appropriate Category</b>	
<input type="checkbox"/>	I/We _____ [name of the supplier] hereby confirm in respect of quoted items that Local Content is equal to or more than 50% and come under “ <b>Class-I Local Supplier</b> ” category.
<input type="checkbox"/>	I/We _____ [name of the supplier] hereby confirm in respect of quoted items that Local Content is equal to 20% but less than 50% and come under “ <b>Class-II Local Supplier</b> ” category.

- The details of the location (s) at which the local value addition is made and the proportionate value of local content in percentage

Address \_\_\_\_\_ Percentage of Local content: \_\_\_\_\_ %

\_\_\_\_\_

For and on behalf of ..... (Name of firm/entity)

Authorized signatory (To be duly authorized by the Board of Directors)

<Insert Name, Designation and Contact No.>

[Note: In case of procurement for a value in excess of Rs. 10 Crores, the bidders shall provide this certificate from statutory auditor or cost auditor of the company (in the case of companies) or from a practicing cost accountant or practicing chartered accountant (in respect of suppliers other than companies) giving the percentage of local content.]

**This letter should be on the letterhead of the quoting firm and should be signed by a competent authority.  
Non-submission of this will lead to Disqualification of bids.**

**Annexure – F**

(To be given on the letter head of the bidder)

No. \_\_\_\_\_

Dated: \_\_\_\_\_

**CERTIFICATE**

*(Bidders from India)*

I have read the clause regarding restrictions on procurement from a bidder of a country which shares a land border with India and hereby certify that I am not from such a country.

**OR (*whichever is applicable*)**

*(Bidders from Country which shares a land border with India)*

I have read the clause regarding restrictions on procurement from a bidder of a country which shares a land border with India and hereby certify that I from \_\_\_\_\_ (Name of Country) and has been registered with the Competent Authority. I also certify that I fulfil all the requirements in this regard and is eligible to be considered. *(Copy/ evidence of valid registration by the Competent Authority is to be attached)*

Place:

Date:

Signature of the Tenderer  
Name & Address of the  
Tenderer with Office Stamp

**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 :

**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:**

	<b>Name of the client</b>	<b>Scope of work</b>	<b>Period of work From /To</b>	<b>Order value</b>

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

**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 (Specific to Social Media management):

Particulars	2020-2021	2021-2022	2022-2023
Gross Annual Turn			
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



