



GURU GOBIND SINGH INDRAPRASHTA UNIVERSITY

Expression of Interest for the empanelment of Social Media Management Agency of the University

No: IPU /PR/660

Date: 06.12.2019

Guru Gobind Singh Indraprastha University (GGSIU) invites Expression of Interest (EOI) from reputed agencies for the engagement of Social Media Management Agency. Eligibility criteria and other details about EOI are available in the detailed document which can be downloaded from the University website www.ipu.ac.in

Sl. No.	Event Description	Date
1.	Release of EOI	06.12.2019
2.	Last date for submission of hard copy of documents.	13.12.2019

The agencies fulfilling the eligibility criteria may submit their application together with requisite documents in sealed cover addressed to:-

Public Relations Officer
GGSIU
Sector 16C, Dwarka, New Delhi
110078
ggsipu.pr@rediffmail.com
Tel – 011 - 25302171

The applicants must clearly mention on the envelope "Application for Empanelment of
"Social Media Management Agency"

Sd/-

Public Relations Officer
GGSIU

Guru Gobind Singh Indraprastha University

Dwarka, New Delhi

Expression of Interest (EOI)

**Empanelment of Social Media Management Agency for
GGSIPU**

**Guru Gobind Singh Indraprastha University (GGSIPU)
Dwarka, New Delhi
Delhi - 110078**

Important Dates :-

Sl. No.	Activity	Timeline
1.	Release of EOI	06.12.2019
2.	Last date for submission of hard copy of documents – 2 Copies + CD/DVD/Pen Drive Public Relations Officer, GGSIPU Dwarka, New Delhi-110078,	13.12.2019 at 10: 00 AM
6.	Date of opening of bids	16.12.2019 at 11: 00 AM
7.	Date of Technical Presentation/Demo	To be notified

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EXPRESSION OF INTEREST

A. Introduction

GGSIPIU envisages adopting all the stakeholders participation as a key strategy guiding the implementation of its digital presence. Effective participation demands widespread and timely information dissemination to the existing and potential stakeholders including students.

Social Media Creatives, Audio-Visual creatives, proper conceptualisation, planning and design are probably the preferred mediums for information dissemination in target areas. But the quality of the creatives is a key factor in ensuring that the message is effectively communicated to the target and stakeholders with a simplified & clear representation of contents.

It is an endeavour of GGSIPU to empanel a resource pool of creative agency for the purpose having experience and capability of producing excellent quality of creative content and design for many of its' project activities.

The target audience will be all the stakeholders of the University including the existing & potential students. The successful bidder will be provided the details about the Proposal and associated projects to help prepare the creative design and content in this regard.

The successful agency will have to manage the social media pages entirely; starting from the content development, infographics design, updating the page and also will be responsible to enhance its' outreach.

The duration of the audio-visual creatives, the frequency for updating the social media page & design will be as per the terms and conditions of the University.

B. Expression of Interest

B1. GGSIPU invites expression of interest for “Empanelment of Social Media Management agency.

Agencies with proven track record of having delivered services to business houses in various projects in aforesaid content creation are invited to participate in this empanelment process. The services will be sought for creatives required for the GGSIPU

B2. The empanelment shall remain valid for two year from the date of signing of the agreement. GGSIPU may decide to extend the empanelment for another one year on the basis of performance of the agency.

B3. The last date of submission of application is on **13th December 2019, 10:00 AM** at the address mentioned in B4.

B4. The agencies fulfilling the eligibility criteria may submit their application together with requisite documents in sealed cover addressed to the

Public Relations Officer,
GGSIPU,
Dwarka, Sec-16C
New Delhi 110078

on or before **13th December, 2019, up to 10:00 AM**. The applicants must clearly mention on the envelope “Application for Empanelment of Social Media Management Agency”. The EOI would be opened on **16th December, 2019, 11:00 AM**.

B6. GGSIPU reserves the right to reject any or all the EOIs submissions without assigning any reason whatsoever. Any form of canvassing, shall invite immediate disqualification.

C. Eligibility Criteria for Agencies

C1. The minimum eligibility criteria prescribed for Creative Agency is as provided below: -

- ii. The Agency should have experience in managing social media accounts, producing creatives for print media, electronic media & social media, planning. A minimum of two work orders which the applicant might have executed must be enclosed.
- iii. CD/pen drive of Show reel of work undertaken should be submitted.
- iv. The Agency should have the resources to produce creatives with multimedia software/hardware technology with proficiency and proof reading facilities in at least English.
- v. The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.

C2. Applicants not meeting the minimum eligibility criteria will not be considered for further evaluation and short listing. Self-attested documents against each parameter must be submitted by the applicant. All documents must be properly indexed and referenced for the convenience of evaluation. GGSIPU reserves the right to seek clarification, documents from the applicants for proper assessment of application made by them.

D. List of documents to be submitted with application

In addition to the documents mentioned in Section C (Eligibility Criteria) of the EOI document, applicants should submit following documents with their application. Performance against the parameters must be duly supported with self-attested documentary evidences.

- i. Profile of the Agency.
- ii. Proof of ownership.
- iii. Organisation setup in terms of technical staff indicating their qualifications and competencies.
- iv. Sample creatives of various kinds. (May be given in hard form or in a CD/pen drive)
- v. Self-Certificate stating that the agency has not been blacklisted in the past.
- vi. A certificate indicating that information submitted by him/her is correct. Anyone found guilty of furnishing false information shall be blacklisted by GGSIPU.
- vii. Duly attested photocopies of Certificate of Incorporation, PAN Card, GST Registration Certificate.

E. Method of Selection

- E1.** All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
- E2.** Agencies fulfilling the eligibility criteria shall be requested to make a PowerPoint presentation on some of their recent creative, media planning, social media and audio-visual content and other aspects as may be required.
- E3.** The final shortlisting and empanelment will be based on overall evaluation which shall be based on the following:
- i. Its creative capability supported by recent credentials.
 - ii. The agency's understanding of GGSIPU
 - iii. Quality of manpower ,in terms of experience, exposure to different creative content, idea, design, planning etc. and, length of service in industry.
 - iv. Availability of infrastructure facilities to carry out the assignment.

F. Scope of Work

The scope of work for the assignment shall include one or more of but not limited to, the following:

F1. Social Media Management (Creation & Maintenance of Social Media Platforms for GGSIPU)

The Agency shall create and subsequently maintain Social Media Platform for GGSIPU including but not limited to, Facebook Page, Instagram Profile and YouTube Channel. The agency should ensure for the New Look, Updates, Publishing online Press Releases, Multimedia Releases, Engagement with users, Publicity, Query Management, Tagging while managing the social media pages.

The agency must position three dedicated members mainly Project Manager, Content Developer and Designer either at GGSIPU office or at its own office in Delhi during the period of contract.

F2. Preparation of Audio – Visual Creative

The agency will be responsible for Designing of quality creative audio-visual content on various themes as per the need of GGSIPU.

G. Award of Work

The agencies selected after the screening stage, will be asked for price bid within respective categories. The terms and conditions of submission of price is provided along with Invitation to Bid. The work shall be awarded based on the price bids received as well as agency work profile, team size & capability etc. in accordance with the terms and conditions mentioned in the Invitation to Bid.

H. Terms of Contract

- H1.** Payment against social media page management and updation shall be made on monthly basis after final approval of competent authority.
- H2.** Payment against other creative works/IT work/Production work shall be made at the rate of as per the terms agreed with the empanelled agency.
- H3.** Payment will be by way of cheque or NEFT within 30 days from the date of submission of Bills of accepted works as per milestones mentioned above.
- H4. Application Fees: - All applying agencies will be required to deposit Rs. 5,000/- (Rupees Twenty Five Thousand Only) in the form of a Demand Draft as application fees deposit with GGSIPU which will be non-refundable. DD will be in favor of 'Registrar, GGSIPU, Dwarka' payable at New Delhi.**
- H5.** The ownership of the approved creatives will vest with GGSIPU and the agency will have no proprietary or other intellectual rights in respect of the same.
- H6.** Conditional bids will be rejected outright.
- H7.** GGSIPU reserves the right to reject offer received from any agency without any intimation to the bidder.
- H8.** GGSIPU reserves the right to reject or accept any design or creative produced by the agency.
- H9.** GGSIPU has the right to cancel / postpone the tender without assigning any reason.

- H10.** The selected agency shall execute an agreement with the GGSIPU on stamp paper of Rs. 100/- as per procedure.
- H11.** GGSIPU reserves its right to place an order for full or part quantities under any items of work under scope.
- H12.** Payment of approved rates will be made only for creative which have been finally approved. No payment will be due on creative which have been asked to be modified or are not accepted. If an agency fails to complete the work in stipulated time frame then GGSIPU have full right to get the job completed from another agency without any further obligation to the agency.
- H13. Force Majeure –** Neither party will be liable in respect of failure in fulfil its' obligations, if the said failure is entirely due to acts of God, Governmental restrictions or instructions, natural calamities or catastrophes, epidemics or disturbances in the country. The party affected by an event of force majeure will immediately notify to the other party about its inability to fulfil its contractual obligation resulting from such force majeure Act. It should similarly notify to the other party on cessation of disability arising from such event.
- H14. Arbitration:** In case of any disputes and on written request of the agency, an arbitrator shall be appointed by Arbitration & Conciliation Act,1996 and whose verdict binding on both parties.
- H15.Jurisdiction:** The contract shall be governed by laws of India and all Government rules issued from time to time and in force at time of execution of contract.
- H16.** GGSIPU reserves right to terminate the contract of any agency / agencies without assigning any reason with a 30 day notice. In case the selected agency desires to terminate the contract, a notice period of 30 days is required during which they will be required to carry out the work awarded to them. Failure to do so would be result in forfeiture of performance security deposit.
- H17.** GGSIPU will have the right to assess the performance of the agency and may decide to continue or terminate the contract as per assessment made.
- H18.** GGSIPU may in the interest of work, include any additional agency in the panel and assign it work at mutually agreed rates.

Appendix – I: APPLICATION FORMAT FOR SELECTION OF CREATIVE AGENCY

1.	Name of the Agency / Firm	
2.	Address	
3.	Name of the Proprietor / Partners / Directors	
4.	Date of Establishment	
5.	No.ofbranches/offices&their Addresses	
6.	Infrastructure:	
	a) Creative Artists (Number)	
	b) Client Servicing (Number)	
	c) Other Staff (Number)	
	d) Other (Number)	
		<p>(Authorized Signatory)</p> <p>Name:</p> <p>Designation:</p> <p>Company Seal:</p> <p>Place & Date</p>

**Appendix II - LIST OF MAJOR CLIENTS SERVICE AS
PER CLAUSE C1 OF EOI**

Sl. No.	Name of the Client	Type (Government / Corporate)	Billing

Completion Certificates or purchase orders from the respective client to be attached.

(Authorized Signatory)

Name:

Designation:

Company Seal:

Place &Date:

APPENDIX-III

AFFIDAVIT

1. The undersigned do hereby certify that all the statements made in the required attachments are true and correct.
2. The undersigned also hereby certifies that neither my / our firm / company / individuals
nor any of its constituent partners have abandoned/blacklisted for any consultancy or other project work in India nor any contract awarded to us for such works have been rescinded during the last five years prior to the date of this bid.
3. The undersigned hereby authorise(s) and request(s) any bank, person, firm or Corporation to furnish pertinent information as deemed necessary and as requested by the Department to verify this statement or regarding my (our) competency and general reputation.
4. The undersigned understands and agrees that further qualifying information may be requested and agree to furnish any such information at the request of the Department.
5. I further declare that no proceeding is pending against my firms name/partners name in any Court/Tribunal of India.
6. We confirm that our company or firm, _____, is currently not blacklisted in any manner whatsoever by any of the State or Union Territory and or Central Government in India on any ground including but not limited to indulgence in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice

(Signature of Tenderer)

Title of Officer

Name of Firm

Date:

APPENDIX-IV

POWER OF ATTORNEY

Know all men by these presents, we, (name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorise Mr./Ms. (name & residential address) who is presently employed with us and holding the position of _____ as our true and lawful Attorney (hereinafter referred to as the "Authorised Representative") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for "**Expression of Interest for empanelment of Social Media Management Agency**" in response to the EOI floated by GGSIPU including but not limited to signing and submission of all applications, proposals and other documents and writings, representing us in all matters before GGSIPU, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with GGSIPU in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with GGSIPU, and, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorised Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorised Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS.....DAY OF, 2019

For (Signature, name, designation and address)

Witnesses: 1.

2. Notarised Accepted (Signature, name, designation and address of the Attorney)

Notes: 1) The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common stamp affixed in accordance with the required procedure. Copy of such document should be submitted along with the power of Attorney.

Appendix V - LIST OF ENCLOSURES:

[Mention list and details of all enclosures being submitted with the EOI submission]

(Authorized Signatory)

Name:

Designation:

Company Seal:

Place & Date: