



## Institute of Infrastructure, Technology, Research And Management

(An Autonomous University Established by Government of Gujarat)

IITRAM Campus, Near Khokhra Circle,  
Maninagar (East), Ahmedabad – 380026, Gujarat.

Contact No.: 079-67775430

E-mail: [purchase@iitram.ac.in](mailto:purchase@iitram.ac.in)

Website: [www.iitram.ac.in](http://www.iitram.ac.in)

Tender No.: 2025/31

Date: 06.10.2025

### NOTICE INVITING TENDER

#### Important Information:

Tender No.	2025/31
Name of Work	Techno-Commercial Tender for Providing Social Media Services for Institute of Infrastructure, Technology, Research and Management, Ahmedabad
Tender Issue Date	06.10.2025
Tender Fee	<b>Rs.1770/-</b> (Including 18% GST) <i>(Non-Refundable)</i>
Bid Security (EMD)	<b>Rs. 30,000/-</b> <i>(Refundable)</i>
Last date and time for online bid/offer submission	<b>03.11.2025 till 06:00 PM</b>
Last date and time for bid/offer physical document submission	<b>04.11.2025 till 05:00 PM</b>
Date & Time for opening of technical bid/offer	<b>06.11.2025 at 11:30 AM</b>
Date & Time for Presentation	<b>06.11.2025 at 03:30 PM</b>
Date & Time for opening of financial bid/offer	To be informed later through email <i>(Will be informed only technically qualified bidders)</i>
Bid Validity	90 days from the date of technical bid opening
Tender Inviting Authority and Address	The I/c. Registrar Institute of Infrastructure, Technology, Research And Management Near Khokhra Circle, Maninagar (East), Ahmedabad – 380026, Gujarat, India. Contact No.: 079-67775430 E-mail: <a href="mailto:purchase@iitram.ac.in">purchase@iitram.ac.in</a>

# Institute of Infrastructure, Technology, Research And Management

## NOTICE INVITING TENDER

**Subject: Inviting bids through e-Tender format for Providing Social Media Services for Institute of Infrastructure, Technology, Research and Management, Ahmedabad**

Institute of Infrastructure, Technology, Research And Management (IITRAM), Ahmedabad invites bids for “**Providing Social Media Services for Institute of Infrastructure, Technology, Research and Management, Ahmedabad**” under “Two bid system in e-Tender format”. Interested parties/bidders who wish to participate in this e-Tender may obtain/download the tender documents from IITRAM website i.e. [www.iitram.ac.in](http://www.iitram.ac.in) or from (n)Procure portal i.e., <https://educationtender.nprocure.com/>. After submission of online bid on (n)Procure portal, the bidder(s) have to submit the technical bid/offer documents through RPAD, Speed Post or in Person till the last date and time prescribed for submission. Tender sent by other means will not be accepted in any case. Hardcopy of Technical Bid Documents, Tender Fee, EMD and other essential documents should be submitted on or before **04.11.2025 till 05:00 PM** in the office of the IITRAM Room No. G2, Near Khokhara Circle, Maninagar (East), Ahmedabad-380026, Gujarat. Financial bid is to be submitted in electronic form only on (n)Procure portal i.e., <https://educationtender.nprocure.com/>.

### **1. Eligibility Criteria:**

- 1.1 The bidder should have valid PAN Card. Copy of PAN Card to be submitted.
- 1.2 The bidder should have valid GST Registration. Copy of GST Registration to be submitted.
- 1.3 The bidder has to submit (Photocopies) last three years Income Tax Returns.
- 1.4 The bidder has to submit (Photocopies) the Firm Registration Certificate.
- 1.5 The bidder’s annual financial gross turnover in each of the last three financial years, **i.e. 2022-23, 2023-24 and 2024-25** duly certified by the CA should not be less than **Rs.24 Lakhs**. Moreover, the firm/company should not be a loss making company in two (02) of the last three (03) financial years.
- 1.6 Earnest Money Deposit (EMD) of **Rs. 30,000/- (Rupees Thirty Thousand Only)** and Tender Fee of **Rs.1770/- (Rupees One Thousand Seven Hundred Seventy Rupees Only)**.
- 1.7 Bidders registered with Micro and Small Enterprises (MSEs) and having valid MSE Certificate will be **considered for relaxation of EMD**. In view of the above, if the bidder will claim for EMD exemptions, the bidder should meet all the criteria for Micro and Small Enterprises. The bidder must submit the supporting document i.e. MSME registration certificate issued by competent government bodies (i.e. issued by Government of Gujarat & Government of India only) to become eligible for the EMD exemptions. The registration certificate (MSE) of the bidder must cover the item(s) tendered to get EMD exemptions.
- 1.8 The bidder must have a representative office in Ahmedabad / Gandhinagar, Gujarat. Appropriate proof shall be submitted along with physical bid document.
- 1.9 The bidder should provide minimum 03 (three) successfully work completion certificate of **Providing Social Media Services costing at least Rs. 15.00 Lacs (Rupees: Fifteen Lacs Only) each during last 05 (five) years from Government Department/Organization/PSU/Autonomous Bodies/University/ Institutes**. Proof documents such as (i) Satisfactory completion /performance report (OR) (ii) proof of release of Performance Security after completion of the contract (OR) (iii) proof of settlement / release of final payment against the contract (OR) (iv) any other documentary evidence that can substantiate the satisfactory execution of each of the contracts cited above.
- 1.10 The bidder should provide minimum 02 (two) Contract(s)/Order(s) for Providing Social Media Services during last 03 (three) years.
- 1.11 The bidder should submit e-tender document duly filled and signed with the stamp on each page of the tender documents and on the enclosures to show that the bidders have read and understood all the details and terms & conditions of the tender thoroughly.
- 1.12** If the firm is blacklisted by central government or state government or any other government body, then its submitted tender will be rejected. It is essential for bidder/firm to submit an UNDERTAKING (TABLE-V) on its firm’s letter head that the bidder/firm is not blacklisted, ***failing which the tender will be summarily rejected.***

- 1.13 Relationship of key managerial positions (owner/promoters/directors) of the contractor/bidder with key managerial positions of IITRAM Ahmedabad will debar the contractor/bidder(s) from tendering. A non-relationship certificate (refer Table-VI) must be submitted along with the bid.
- 1.14 Technical bid/offer must be accompanied by Tender Fee, Bid Security (EMD) or MSME Certificate, and other essential documents as specified in this tender notice. The bids/offers submitted without tender fee, Bid Security (EMD), and essential documents as specified in this tender notice will be summarily rejected.

## 2. Special Conditions:

### 1. Content Approval Protocol:

All content—whether textual, graphical, video, or otherwise—must be submitted in advance to the designated IITRAM official/team for review and approval. No content shall be published or circulated without written/email consent. This includes posts, hashtags, video thumbnails, and ad creatives.

### 2. Originality & Copyright Compliance

The service provider must ensure that all creative work (including images, videos, music, scripts, etc.) is 100% original or appropriately licensed. Use of stock content must be pre-approved and should not violate copyright laws. Any legal consequences arising from copyright infringement shall be borne solely by the agency.

### 3. Timely Deliverables

The agency must adhere to the delivery timelines mentioned in the scope of work. A monthly content calendar should be submitted at least 5 working days before the start of each month. Delays in submission or publishing will attract penalties and may impact continuation of the contract.

### 4. Performance Reporting

The agency shall provide a detailed monthly performance report including, but not limited to:

- Post and video reach, impressions, and engagement metrics
- Audience growth
- Paid ad performance
- Press coverage reports and scans

The report must be submitted within the first week of the following month.

### 5. Platform Compliance & Best Practices

All activities must follow the latest guidelines of respective platforms. Content should be optimized for mobile viewing and accessibility. Suspension due to violations will be treated as breach of contract.

### 6. Ownership & Intellectual Property Rights

All content produced under this contract shall be the sole property of IITRAM. The agency shall not reuse, resell, or repurpose any of this content for other clients or projects.

### 7. Confidentiality & Non-Disclosure

The agency shall maintain strict confidentiality regarding IITRAM's internal processes, academic activities, and unpublished materials.

### 8. Dedicated Point of Contact

The agency must appoint a single point of contact (SPOC) for coordination. The SPOC must be available during office hours for timely communication.

### 9. Corrective Action and Replacement Clause

If services or content are subpar, the agency must correct them within 48 hours. Repeated issues may lead to penalties or contract termination.

### 10. On-Campus Presence (if required)

For shoots or events, the agency must visit IITRAM's campus as required. Travel and logistics will be borne by the agency unless agreed otherwise.

### 11. Location: Preferred Office Location in Ahmedabad.

### 12. Visit: One or Two In-Person visit on campus and meeting with IITRAM External Communication team.

### 13. Experience: Preferred similar services experience with Educational Institutes.

### 14. Language Versions: English

### 15. Handles required: Facebook, Twitter, Instagram, Youtube & LinkedIn

### 16. If the bidder is a Micro or Small Enterprise as per latest definitions under MSME rules, the bidder shall be exempted from the requirement of "Bidder Turnover" criteria and "Experience Criteria" subject to meeting

- of quality and technical specifications. If the bidder is OEM of the offered products, it would be exempted from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. In case any bidder is seeking exemption from Turnover / Experience Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer.
17. If the bidder is a Startup, the bidder shall be exempted from the requirement of "Bidder Turnover" criteria and "Experience Criteria" subject to their meeting of quality and technical specifications. If the bidder is OEM of the offered products, it would be exempted from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. In case any bidder is seeking exemption from Turnover / Experience Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer.
18. Years of Past Experience required: The bidder must have experience for number of years as indicated above in bid document (ending month of March prior to the bid opening) of providing similar type of services to any Educational Institutions. Copies of relevant contracts / orders to be uploaded along with bid in support of having provided services during each of the Financial year.

### **3. General Terms and Conditions:**

- 3.1 The quoted price shall include taxes (if any), other levy payable, all freight, packing & forwarding, transportation, loading & unloading, custom duty, excise duty & other duties, other charges (if any) to supply the item(s)/goods at our site.
- 3.2 The rates quoted also shall include training, installation, commissioning, erection and demonstration of item(s)/goods at our site.
- 3.3 The items for which quotation have been submitted must be in accordance with the specifications given in **Annexure-I**.
- 3.4 The rates quoted by the firm shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
- 3.5 The offer shall be valid up to 90 (ninety) days from the date of opening of Technical bid/offer.
- 3.6 The tender is liable to be rejected if complete information is not given therein or if the particulars and date (if any) asked for in the scheduled tender are not fully filled in. Particular attention must be paid to delivery date and also to the particulars referred to in the condition of the contract.
- 3.7 Financial bids will be opened in online format of technically qualified bidders only.
- 3.8 Tender not complying with the above conditions are liable to be rejected at the sole discretion of IITRAM without any further reference/ communication.
- 3.9 This tender is not transferable.
- 3.10 IITRAM reserves its right to choose, accept or reject any or all requests/deviations/offers, in full or part and also reserve the right at any stage to reduce or increase the quantity and split the order.
- 3.11 The bidder has to submit duly signed & stamped photocopy of following documents:
- PAN Card of the firm
  - GST Registration Certificate
  - Last three years Income Tax Return (ITR) of their firm
  - Valid Firm Registration Certificate
  - All relevant Annexure(s)
- 3.12 **Performance Security:** The successful bidder shall be required to deposit Performance Security in form of (i) Account Payee Demand Draft (ii) Fixed Deposit Receipt from a Nationalized bank (iii) Bank Guarantee from a Nationalized bank, at the rate of **5%** of the total cost of contract, for the duration of warranty period plus additional two months, in favor of **"Institute of Infrastructure, Technology, Research And Management"** from the date of installation of ordered item(s)/goods. No payment shall be released without performance security.
- 3.13 This Performance Security will be returned (without any interest) within 30 working days after satisfactorily completion of warranty period.

- 3.14 The successful bidder shall have to enter into the Agreement (Contract Form) in the prescribed Performa provided by IITRAM. (on Rs.300 Stamp Paper). The said agreement should be submitted by the respective bidder within 30 (thirty) days after the receipt of the contract/work order.
- 3.15 All or any Claim(s), dispute(s) or difference(s) arising out of or in with connection with this agreement shall be subject to the jurisdiction of the Courts at Ahmedabad only.
- 3.16 If any civil work is required to be done for installation and commissioning of the ordered item(s)/goods, then the supplier shall arrange the essential drawing. For this, prior permission of IITRAM's authority is required. The cost of such work is to be borne by the supplier.
- 3.17 Any loss or damage caused to the article in transit/installation/testing is to be made up by the firm free of cost within period of 30 days.
- 3.18 If the firm is blacklisted by Central Government or State Government or any other Government body, then the submitted tender will be rejected. It is essential for firm to submit **Annexure- V** duly filled, signed, sealed & stamped manner in hardcopy, failing which the tender will be summarily rejected.
- 3.19 The bidder should give a declaration as per **Annexure- VI** that none of his / her near relative, as defined below, is working / employed in IITRAM. In case of proprietorship firm declaration will be given by the proprietor, for partnership firm declaration will be given by all the partners and in case of limited company by all the Directors of the company excluding Government of India / Financial institution nominees and independent non-Official part time Directors appointed by Govt. of India or the Governor of the state and full time Directors of PSUs both state and central. Due to any breach of these conditions by the bidder, it will result in the rejection of the bidder's tender and forfeiture of the bidder's EMD at any stage whenever it is noticed. IITRAM will not pay any damage as well as will debarred the concerned bidder for further participation.
- The near relative for this purpose are defined as: -
    - (i) Member of Hindu Undivided family.
    - (ii) They are husband and wife.
    - (iii) The one is related to the other in the manner as father, mother, son(s) & son's wife (daughter in law), daughter(s), daughter's husband (son in law) & brother(s) & brother's wife, sister(s) & sister's husband (brother in law).
- 3.20 If there happens to be a holiday on any date indicated in this tender notice, the transaction shall be performed on the next working day.
- 3.21 In case the tender is cancelled, the tender fee will not be refunded to the concerned bidder.
- 3.22 The tender/bid (i.e. technical bid/offer) will be opened on **06.11.2025, 11:30 am** at IITRAM Ahmedabad Premises. No separate information shall be given to individual bidders.
- The bidders or their authorized representative may remain present during the opening of the Technical bid, if they desire so, at their own expenses. The required technical specifications for the cited item(s)/goods is mentioned in Annexure-I.
  - Only those financial bids will be opened whose technical offers/bids are found suitable by the expert panel/committee appointed for the concerned item(s)/goods. The respective dates for opening of financial bid shall be informed to the technically qualified bidder(s) through email only.
  - In incomparable situation, the committee may negotiate price with the technically and financially qualified bidder before awarding the offer.
  - The tender committee reserves its right to select or reject any or all of the item(s) mentioned above without assigning any reasons.
- 3.23 If the bidder fails to meet any of the above eligibility criteria/ fails to submit the adequate testimonials in support of the above mentioned requirement will be disqualified.
- 3.24 Any effort by a bidder to influence IITRAM's tender evaluation, tender comparison or contract/order award decisions may result in the rejection of the bidder's tender and forfeiture of the bidder's EMD.
- 3.25 After opening of bids, information relating to the examination, clarification, evaluation and comparisons of bids and recommendations concerning the award of contract shall not be disclosed to bidders or other persons not officially concerned with such process.
- 3.26 In the event of any dispute or difference(s) between the vendee (IITRAM Ahmedabad) and the bidder(s) arising out of not providing services or services not found according to the specifications or any other cause

whatsoever relating to the Services or Work order before or after the Services has been executed, shall be referred to the concerned authority of IITRAM Ahmedabad who may decide the matter himself or may appoint arbitrator(s) under the arbitration and conciliation Act 1996. The decision of the arbitrator shall be final and binding on both the parties.

- 3.27 No firm shall withdraw their rates after the Tender is opened. If a firm does so, their tender related deposit/s shall be forfeited and such firm shall be considered ineligible for work/contract in future.

#### 4. Submission of bid:

- 4.1 The Tender documents can be downloaded from Institute's website i.e., [www.iitram.ac.in](http://www.iitram.ac.in) or (N)Procure portal i.e., <https://educationtender.nprocure.com/>. The bidder(s) are required to submit the Tender Acceptance Letter (**Annexure - IV**) endorsed by seal and signature as acceptance of terms and conditions of this tender. Incomplete tenders, amendments and additions to tender after opening or late tenders are liable to be ignored and rejected.
- 4.2 The fully filled in and complete in all respect tender must be submitted with Tender Fee and EMD through Electronic Transfer / Demand Draft. Bank/DD details are as follows:

**For Electronic Transfer**, Bank Account details are as follows:

**Account Name:** Institute of Infrastructure, Technology, Research And Management  
**Account No.:** 923010019592531  
**Bank Name:** AXIS BANK LTD  
**IFSC Code:** UTIB0002645  
**Branch Name:** Hatkeshwar Ahm GJ, Ahmedabad – 380026.

**Note: Kindly submit Electronic Transfer advise with UTR details along with bid document.**

**OR**

**Demand Draft** in favor of the “INSTITUTE OF INFRASTRUCTURE, TECHNOLOGY, RESEARCH AND MANAGEMENT” payable at Ahmedabad. Please mention Tender number and name of the firm on back side of DD.

- 4.3 Bidders registered with Micro and Small Enterprises (MSEs) and having valid MSE Certificate will be considered for relaxation of EMD. In view of the above, if the bidder will claim for EMD exemptions, the bidder should meet all the criteria for Micro and Small Enterprises. The bidder must submit the supporting document i.e. MSME registration certificate issued by competent government bodies (i.e. issued by Government of Gujarat & Government of India only) to become eligible for the EMD exemptions. The registration certificate (MSE) of the bidder must cover the items tendered to get EMD exemptions.
- 4.4 The EMD is refundable (without any interest) within 30 (thirty) working days after successful award of Work Order:
- EMD of unsuccessful bidder(s) will be returned within 30 (thirty) working days from the date of award of offer/contract.
  - EMD of successful bidder(s) will be returned within 30 (thirty) working days after submission of a Performance Security.
  - The EMD shall be forfeited:
    - If bidder(s) withdraws their bid during the period of bid validity specified in this tender notice; and/or
    - In case of a successful Bidder fails, (i) To sign the contract agreement and (ii) To furnish a performance security.
- 4.5 The firm has to submit the Tender in two parts viz., (a) Technical bid/offer in *envelope No. (1)* and (b) Tender Fee & EMD in *envelope No. (2)*; both these envelopes should be sealed and put together in *a main covering envelope*, super scribed with – Please Don't Open, Bid for “*Providing Social Media Services for Institute of Infrastructure, Technology, Research and Management, Ahmedabad*” with due date, Tender Number and complete address along with contact number and email id.
- 4.6 It is essential for firm to submit **ANNEXURE(s), Tender documents and other essential documents** as mentioned in this tender notice **with duly filled, signed, sealed & stamped manner in hardcopy**, failing which that bidder's/firm's tender will be summarily rejected.

- 4.7 The bidders which are provisionally approved in technical bid will have to come and demonstrate their procedure of work and make a presentation. The minimum qualifying marks for technical qualification should not be less than 60% (60 marks of the technical evaluation) of the points cited in Annexure-I. In the presentation, the bidder will have to include the procedure they will execute (including manpower salary (wages) structure, EPF, ESIC and any type of deductions from manpower salary, etc.), the list of material and quantity/quality they will use, list of machinery they are to use, how those machines are useful and the quantity of those machines, if for monitoring any modern technique they will use then details of those techniques as well as the action plan / methodology. It is assumed that the bidders submitting the bids have gone through all tender terms, has acquainted themselves with scope of work and visited the Institute (if so needed) and agreed with all the terms of this e-tender.
- 4.8 For the Presentation, the bidders will be informed through e-mail/phone.
- 4.9 Financial bids will be opened in online format of technically qualified bidders only.
- 4.10 Technical proposals scoring not less than 60% (60 marks of the technical evaluation) of the points will only be considered for financial evaluation. Evaluation will be made on Quality and Cost Based Selection (QCBS) Method as given below (Refer Annexure – I).
- 4.11 Points for technical evaluation is as given below:

<b>ANNEXURE - I</b>		
<b>Sr. No.</b>	<b>Particulars</b>	<b>Maximum allowable Marks</b>
1	Bidder shall be registered in India under Companies Act 2013 at least 3 years on Dt. 31. 03 .2024 (1) For 3 Years to 5 Years = 3 Marks (2) More than 5 Years = 5 marks	05
2	Bidder must have minimum 10 people in the Company's pay roll. Bidder has to submit profile of major person/officials in the company and dedicate a team with their profile. (1) 10 person = 3 Marks (2) More than 10 person = 5 Marks	05
3	Experience in managing social media accounts, branding, outreach, or digital communication for Government agencies, PSUs, preferably, Educational Institutions. Minimum work order value not less than 15 lakhs  (1)1 Work Order And completion certificate = 5 Marks (2) 2-5 Work Order And completion certificate = 10 Marks (3) 5 or more Work Order And completion certificate = 20 Marks	20
4	Presentation / demonstration evaluation  1. Strategy for academic social media management Approach for enhancing institutional visibility, student engagement, academic branding, and outreach through platforms like Facebook, Instagram, LinkedIn, YouTube, and X = 5 Marks  2. Ability to tailor messaging for students, faculty, alumni, and stakeholders in line with the institution's mission and vision = 5 Marks  3. Demonstration of prior work in educational/academic sector, innovative campaigns (festivals, convocations, research highlights), visuals, reels, storytelling formats, and proposal for upcoming campaigns (e.g., Institute	30

	Foundation Day, or National Education Day celebrations) = 20 Marks	
	<b>Total Marks</b>	<b>60</b>
<p><b>Note:</b>  <i>The minimum qualifying marks for technical qualification should not be less than 60% (36 marks of the technical evaluation) of the points cited in above table. Only those bidder(s)/Contractors will be considered as a technically qualified who will secure minimum 36marks (out of 60 marks) and only those bidder(s) will be considered for financial evaluation.</i></p>		

- 4.12 IITRAM will compare and evaluate the financial bids of the technically qualified bidder(s)/contractors to decide on the lowest evaluated bid by applying of the weighted evaluation method (Refer Annexure-II).
- 4.13 The final selection of the successful bidder from the qualified bidders will be made using the following criteria and weightage:

ANNEXURE - II			
Sr. No.	Criteria	Maximum Marks (Weightages)	Method of allotting marks for combined score
1	Technical Score	60	The bidder with the maximum technical score will be awarded 60 marks and other bidders will be awarded proportionately less marks.  <i>(for example - if the highest score for technical evaluation is 60, Bidder having this will get 60 marks. Bidder having score of technical evaluation 40 will get <math>(40/60) \times 60 = 40.00</math> marks)</i>
2	Weighted Score for financial bid	40	The Bidder with Lowest quote (total) will be awarded 40 marks and other bidders will be awarded proportionately less marks.  <i>(for example - if the lowest quote is Rs. 01.00 lakh, the bidder quoting this price will get 40 marks. A Bidder quoting Rs. 1.20 lakh will get <math>(1.0/1.2) \times 40 = 33.33</math> marks)</i>
	<b>Total</b>	<b>100</b>	

*All marks will be given rounded up to two decimal places. The bidder getting the maximum combined score out of 100 above a specific cut of score, will be short listed for further consideration.*

- 4.14 Incomplete or Conditional Tender will not be considered for further processing.
- 4.15 The “Financial Bid” to be filled as per **ANNEXURE – ‘II’** and **should be submitted online only at (n)Procure Portal** as ‘Financial Bid’. Rates quoted ‘ONLINE’ will only be considered.

## 5. Award of Contract:

- 5.1 IITRAM will award the contract to the firm who has offered lowest price.
- 5.2 Notwithstanding the above, IITRAM reserves the right to accept or reject any quotation and to cancel the bidding process and reject all quotations at any time prior to the award of contract without giving any reason.
- 5.3 The firm whose bid is accepted will be notified of the award of contract by the IITRAM prior to expiration of the bid validity period. The terms of the accepted offer shall be incorporated in the Work Order.

## 6. CONTRACT PERIOD & Penalty:

- 6.1 The contract will be initially for a period of one year which may be renewed annually for further period of two years (one year at a time) by IITRAM, Ahmedabad depending on requirement of the Institute and

performance of the Contractor/Service provider. However, IITRAM reserves the right to terminate the Contract by giving 1-month notice period if the services found unsatisfactory.

- 6.2 **Penalty:** If any complaint is not resolved within a week by the supplier, penalty per week @ 2% of the quarterly bill amount will be deducted from the bill.

## 7. TERMINATION OF CONTRACT:

### 7.1 Termination on expiry of the Contract

This Agreement shall be deemed to have been automatically terminated on the expiry of the CONTRACT period unless IITRAM has exercised its option to extend this CONTRACT in accordance with the provisions, if any, of this CONTRACT.

### 7.2 Termination on Account of Insolvency

In the event the CONTRACTOR at any time during the term of this Agreement becomes insolvent or makes a voluntary assignment of its assets for the benefit of creditors or is adjudged bankrupt, then IITRAM shall, by a notice in writing have the right to terminate this CONTRACT and all the CONTRACTOR's rights and privileges hereunder, shall stand terminated forthwith.

### 7.3 Termination for Unsatisfactory Performance

If IITRAM considers that the performance of the CONTRACTOR is unsatisfactory or, not up to the expected standard, IITRAM shall notify the CONTRACTOR in writing and specify in detail the cause of such dissatisfaction. IITRAM shall have the option to terminate this Agreement by giving 30 days' notice in writing to the CONTRACTOR, if CONTRACTOR fails to comply with the requisitions contained in the said written notice issued by IITRAM.

## 8. Terms of Payment:

- 8.1 **Payment:** The payment will be released on quarterly basis (every three months) within 30 (thirty) working days, upon successful providing services, submission of clear tax-invoice(s) and supporting documents.
- 8.2 Advance payment will not be made under any circumstances.
- 8.3 All bills along with relevant supporting documents shall be submitted to Registrar IITRAM, Ahmedabad – 380026. The original invoice (with first Invoice only) should also accompany the following documents/details:
- a) Copy of valid Registration certificate under the GST rules.
  - b) Particulars required for making payments through Cheque/RTGS/NEFT, in accordance with the clause on 'Terms of Payment' of bid documents.
  - c) Mobile No.
  - d) e-mail ID (If any)
- 8.4 Recoveries as per the Institute's norms shall be made while making payment (if any) without prior intimation to the supplier.

## 9. Address for the submission of bid/offer documents:

The Registrar  
Institute of Infrastructure, Technology, Research And Management  
Room No. G2,  
Near Khokhara Circle, Maninagar (East),  
Ahmedabad- 380026, Gujarat, INDIA.  
Email: [purchase@iitram.ac.in](mailto:purchase@iitram.ac.in)

**-SD-**  
**I/c. Registrar**

## (Schedule of Quantity)

**Name of Work(s):** Providing Social Media Services for Institute of Infrastructure, Technology, Research and Management, Ahmedabad

Sr. No.	<u>SCOPE OF WORK</u>
1.	<p><b>Providing Social Media Services for Institute of Infrastructure, Technology, Research and Management, Ahmedabad</b></p> <ul style="list-style-type: none"> <li>• Social Media Marketing: - Minimum 15 Creative Images / Output in a month</li> <li>• Brand identity or awareness and Festival Images (Mutually Pre-decided)</li> <li>• Graphical –Infographics Video Creation – Minimum 5 Videos/ month</li> <li>• Social Media Handles Management – Facebook, Instagram, YouTube, LinkedIn, Twitter</li> <li>• Basic Content Writing for Social Media Platforms</li> <li>• Hashtags &amp; Keyword Management</li> </ul> <p>Organic Marketing on Social Media Platforms</p>
2	<p><b><u>Video and Reels:</u></b></p> <p><b>1 Video Shoot Services (Institute Videos – 02 Nos.):</b></p> <ul style="list-style-type: none"> <li>• Pre-production planning, including concept development, scriptwriting, and storyboard creation.</li> <li>• On-site video shoot with professional equipment (cameras, lighting, sound recording).</li> <li>• Multiple camera angles and creative shots as per the project’s requirements.</li> </ul> <p><b>2 Reels Marketing Services:</b></p> <ul style="list-style-type: none"> <li>• Editing and post-production of video content for reels, including color grading, sound design, and motion graphics.</li> <li>• Custom captions, hashtags, and overlays to enhance engagement.</li> <li>• Scheduling and publishing reels based on peak engagement hours.</li> <li>• Monitoring and responding to user comments and queries on the reels.</li> <li>• At least <b>12</b> Videos Output in reels format only</li> </ul>
3.	<p><b><u>PR and Consultancy:</u></b></p> <p><b>1. Public Relations (PR) Services:</b></p> <ul style="list-style-type: none"> <li>• Developing a comprehensive PR strategy tailored to enhance the public image and brand presence.</li> <li>• Building and maintaining media relationships with key journalists, editors, and influencers in relevant industries.</li> <li>• Organizing press events, such as conferences, media briefings, or interviews (if required).</li> <li>• Monitoring and addressing public and media sentiment to protect and enhance the IITRAM’s reputation.</li> <li>• Providing media training to key spokespersons (if applicable).</li> </ul> <p><b>2. News Release Creation and Distribution:</b></p> <ul style="list-style-type: none"> <li>• Crafting professional, engaging, and SEO-optimized news releases aligned with the branding and messaging.</li> <li>• Coordinating with IITRAM team for approvals on drafts and revisions of news releases.</li> <li>• Distributing news releases to targeted media outlets, including newspapers, magazines, online publications, and broadcast media.</li> <li>• Leveraging digital PR platforms for widespread online dissemination.</li> <li>• Providing follow-up and ensuring media pick-up across key outlets.</li> <li>• Monthly at least 2 News Coverage publishing (Digital or Physical)</li> </ul>

<b>4.</b>	<p><b><u>Paid Marketing:</u></b></p> <p><b>1. Campaign Strategy and Planning:</b></p> <ul style="list-style-type: none"> <li>• Understanding target audience, and key performance indicators (KPIs).</li> <li>• Conducting keyword research, audience segmentation, and competitor analysis to design effective campaigns.</li> <li>• Creating a detailed campaign strategy, including budget allocation across platforms and ad formats.</li> </ul> <p><b>2. Google Ads Management:</b></p> <ul style="list-style-type: none"> <li>• Setting up and managing campaigns, including: <ul style="list-style-type: none"> <li>○ Search Ads</li> <li>○ Display Ads</li> </ul> </li> <li>• Writing compelling ad copies and selecting high-performing keywords.</li> <li>• Monitoring ad performance and optimizing campaigns for conversions, CTR, and ROI.</li> </ul> <p><b>3. Meta Ads (Facebook &amp; Instagram) Management:</b></p> <ul style="list-style-type: none"> <li>• Designing and managing campaigns, including: <ul style="list-style-type: none"> <li>○ Awareness campaigns</li> <li>○ Lead generation ads</li> <li>○ Conversion-focused ads</li> </ul> </li> <li>• Crafting visually appealing ad creatives (images/videos) and engaging ad copies.</li> <li>• Retargeting campaigns for warm leads and high-intent audiences.</li> </ul> <p>The Paid Budget will be as actual</p>
-----------	--

**Seal & Signature of Company**

Date:

Place:

**FINANCIAL BID**

(Data Sheet to be submitted ONLY Online at (n)Procure Portal)

Name of Work: **Providing Social Media Services for Institute of Infrastructure, Technology, Research and Management, Ahmedabad**

<b>Sr. No.</b>	<b>Items Description</b>	<b>Unit</b>	<b>Total Amount</b> <i>(Without GST)</i> <i>(INR)</i>	<b>Applicable GST Slab Rate (%)</b>	<b>Gross Total Amount</b> <i>(Including GST)</i> <i>(INR)</i>
1.	<b>Social Media Management</b>	Per Year			
2.	<b>Video and Reels</b>	Per Year			
3.	<b>PR and Consultancy</b>	Per Year			
4.	<b>Paid Marketing</b>	Per Year			
<b>TOTAL AMOUNT (INCL. OF GST)</b>					
<b>(RUPEES IN WORDS:</b>					

**Declaration:**

I/We hereby declare and affirm that I/We have read and understood the terms and conditions of the contract as stipulated in this tender notice.

**Signature of Bidder with Seal**

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

**Place:** \_\_\_\_\_

(To be printed on firm's letterhead)

**Annexure – III**

**Name of Work(s):**        **Providing Social Media Services for Institute of Infrastructure, Technology, Research and Management, Ahmedabad**

**FORMAT FOR SUBMISSION OF BIDDER'S INFORMATION**

1	Registered Name of the Bidder:	
2	Registered Office Address: Contact Number Fax Number E-Mail	
3	Correspondence Address: Contact Number Fax Number E-Mail	
4	Details of the authorized person: (Name, Designation, Address) Contact Number Fax Number E-Mail	
5	Bidder Registration Type - <ul style="list-style-type: none"><li>• Proprietary Firm</li><li>• Partnership Firm (if yes, give partnership deed)</li><li>• Company or LLP</li><li>• Government/ Public Sector Undertaking</li><li>• Member of a group of companies (if yes, give name, address &amp; details of group companies)</li><li>• Subsidiary of a large corporation (if yes, give the name &amp; address of the parent organization)</li></ul> If the company is subsidiary, state what involvement will the parent company have in the project.	
6	Permanent Account Number (PAN):	
7	Goods & Service Tax Number (GST):	
8	<u>Particulars of Bank Account</u> Name of the Bank: Name of the Branch: Branch Code: Address & Contact Details: IFSC Code: Type of Bank Account: Bank Account No.:	

**Signature of Bidder with Seal**

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

**Place:** \_\_\_\_\_

**TENDER ACCEPTANCE LETTER**

To,  
**The Registrar**  
**Institute of Infrastructure, Technology, Research And Management**  
Near Khokhra Circle, Maninagar (East),  
Ahmedabad – 380026, Gujarat.

**Subject: Acceptance of Terms & Conditions of the Tender**

**Tender Reference No:** .....

---

**Name of Tender / Work:** **Providing Social Media Services for Institute of Infrastructure, Technology, Research and Management, Ahmedabad**

---

Dear Sir,

1. I/We have downloaded/obtained the tender document(s) for the above mentioned “Tender/Work” from the web site(s) namely: \_\_\_\_\_
2. I/We hereby certify that I/we have read the entire terms and conditions of the tender documents (including all documents like annexure(s), schedule(s), etc.), which form part of the contract agreement and I/we shall abide hereby by the terms / conditions / clauses contained therein.
3. The corrigendum(s) issued from time to time by your department / organizations too have also been taken into consideration, while submitting this acceptance letter.
4. I/We hereby declare that I/We have carefully studied the conditions of contract, specifications and other tender documents of this work and unconditionally accept the tender conditions of above-mentioned tender document(s) / corrigendum(s) in its totality / entirety.
5. I/We do hereby declare that our Firm has not been blacklisted/ debarred by any Govt. Department/Public sector undertaking/Govt. Autonomous organizations.
6. I/We certify that all information furnished by our Firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then your department/ organization shall without giving any notice or reason therefore can summarily reject the bid or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full EMD/SD absolutely.

Yours faithfully,

**(Signature of Bidder with Seal)**

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

**Place:** \_\_\_\_\_

(To be printed on firm's letter head)

**Annexure - V**

**Name of Work(s):**        **Providing Social Media Services for Institute of Infrastructure, Technology, Research and Management, Ahmedabad**

**UNDERTAKING**

I, \_\_\_\_\_ hereby declare that Firm / Company / Agency / Organization / Partnership firm / Proprietary firm titled as \_\_\_\_\_ has not been blacklisted or banned or debarred at any stage from inception till this date by any of the NITs / IITs / IIITs / Central Universities / IISERs / CSIR Labs Central and State Government body / PSUs / Autonomous Institute or any Other Government Organization. In case of the any fraudulency, the Firm / Company / Agency / Organization / Partnership firm / Proprietary firm is fully aware that the tender / contract will be rejected / cancelled by IITRAM and EMD / Performance Security or any deposited amount shall be forfeited.

In addition to above, IITRAM will not be responsible to pay the bills for any completed / partially completed / supplied work.

**Signature of Bidder with Seal**

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

**Place:** \_\_\_\_\_

**DECLARATION REGARDING NEAR RELATIVES**

I, \_\_\_\_\_, authorized signatory of M/s. \_\_\_\_\_ hereby declare that none of our near relative(s) as defined in the tender documents is / are working / employed in IITRAM. In case at any stage, it is found that the information given by us is false / incorrect; IITRAM shall have the absolute right to take any action as deemed fit without any prior intimation to us.

Near Relative for this purpose are defined as: -

- (i) Member of Hindu Undivided family.
- (ii) They are husband and wife.
- (iii) The one is related to the other in the manner as father, mother, son(s) & son's wife (daughter in law), daughter(s), daughter's husband (son in law) & brother(s) & brother's wife, sister(s) & sister's husband (brother in law)

**Signature of Bidder with Seal**

To be signed by: -

- (a) Signature of Proprietor in case of Proprietorship Firm

.....

- (b) Signature of all partners in case of Partnership Firm

i. ....

ii. ....

iii. ....

- (c) Signature of all Directors of Company in case of Ltd. or Pvt. Ltd. Company

i. ....

ii. ....

iii. ....