

**INDIAN INSTITUTE OF CORPORATE AFFAIRS**  
**MINISTRY OF CORPORATE AFFAIRS**  
**PLOT NO.6, 7 & 8, SECTOR-5, IMT MANESAR, GURGAON**

**Invitation for Expression of Interest (EoI) for Usage of Social Media**  
**to promote and disseminate IICA events and its offerings and**  
**preparation of short event specific films.**

**Schedule**

Last Date/Time for receipt of Bids: **10<sup>th</sup> April, 2015/6:00 PM.**

Address for Communication: *Indian Institute of Corporate Affairs*  
*B Wing, Second Floor, Paryavaran Bhawan, CGO Complex, Lodhi Road, New*  
*Delhi-110003.*

- The Agencies that satisfy the eligibility criteria may be considered for selection. Sealed Technical Bids are to be addressed to Centre for IP&CC :

Senior Programme Executive,

Centre for IP & CC

Indian Institute of Corporate Affairs,

B Wing, Second Floor, Paryavaran Bhawan,

CGO Complex, Lodhi Road, New Delhi-110003

### **Scope of Work:**

To promote and disseminate information on IICA events on the social media across platforms such as Facebook, Twitter, LinkedIn, YouTube and allied digital tools and to develop and produce short digital films in this regard in order to leverage social media professionally for promotion of the IICA brand.

### **Eligibility Criteria**

#### **Technical:**

The agency should be able to leverage IICA's digital presence across social media platforms such as Facebook, Twitter, LinkedIn, YouTube as well as set up microsites for events and develop and produce digital films.

#### **General:**

- a) The Agency should have minimum three years' experience in the field of creating social media presence for events (proof to be submitted in support of their experience).
- b) The Agency should submit copies of the work order for at least one such event for at least one Government department/ institution or government approved/recognised entity through which it has fulfilled job orders.
- c) Agency must submit samples of the Social Media pages / handles created and managed by them for such events.
- d) Samples of digital films produced in the format described must be submitted
- e) Copy of the PAN card, Service Tax Registration Number to be attached with the bids.

- f) The Agency should have an annual turnover of at least INR 50 Lakhs in each year for the last two years.
- g) The Agency should give an undertaking that they have not been black-listed by any Government department and no criminal case/ complaint is pending against them anywhere in India, copy of the undertaking may be attached with the bid.
- h) The bid should be accompanied by an Earnest Money Deposit (EMD) of **INR 10,000/-** drawn in favour of IICA by bank draft payable at New Delhi
- i) The successful bidder/s shall have to enter into a separate agreement with IICA as and when engaged for an event/film

**Terms & Conditions:**

- The empanelment would be valid for the period of one year.
- Any effort by a bidder to influence the IICA in the IICA`s bid evaluation, bid comparison or contract award decisions may result in rejection of the bidder`s bid.
- Indian Institute of Corporate Affairs, reserves the right either to accept or reject any or all the bids at any time prior to award of contract.
- All disputes are subject to the jurisdiction of courts in the National Capital Territory of Delhi.
- DG & CEO, IICA will be the Sole Arbitrator on all matters and his decision will be binding on the bidder.

### **Evaluation process**

An Evaluation Committee (EC) will be constituted to ensure the completion of the selection process in a transparent and accountable manner.

After opening the Bids, the Evaluation Committee (EC) of IICA shall scrutinize all the bids received on the criteria enumerated in eligibility Criteria above. The Committee may also verify the credentials of the firm with the organization where it has provided such services in Social Media Development and Management.

Evaluation shall be done on all parameters mentioned in the Criteria.

### **Guidelines for Submission**

Interested / eligible Agency / Firm / Individual may submit required documents as detailed in the Guidelines for Submission given below.

The cover containing the Bid should be addressed to:

**Senior Programme Executive,**

**Centre for IP & CC**

**Indian Institute of Corporate Affairs,**

**B Wing, Second Floor, Paryavaran Bhawan,**

**CGO Complex, Lodhi Road, New Delhi-110003**

The following documents should be attached:-

- a) Experience certificate in the field of Social Media Development and Management from a prior/current client.
- b) List of firms for whom similar nature of work has been done.
- c) An undertaking/certificate that the Agency/ Firm/ Individual is not blacklisted.
- d) 2-3 samples of the pages developed as part of Social Media promotion for events.
- e) At least two samples of event-related digital films.
- f) Income Tax Return (ITR) for three years which may indicate the turnover for each year.
- g) Copy of PAN card.
- h) Copy of registration certificate.
- i) Audited financial statement for last three financial years.
- j) EMD of INR 10,000/-

**Detailed Scope of work and financials:**

Bids are being sought under the following heads from interested parties for the purpose of empanelment for further engagement on a 'need' basis:

**I : Event Promotion and coverage**

**IICA** plans to leverage digital platforms across social media for **promotions, event coverage,** and **dissemination of the knowledge** created at its events.

### **Pre-event:**

1. Setting up microsite/ event website
2. Content creation for event promotion
3. Agency service fees for managing advertising across digital media ( this would be considered as over and above Media costs to be paid for promotion as base rate as on day quoted by Google, Facebook, LinkedIn, Twitter and other platforms)

### **Event:**

1. Providing content updates at the event
2. Managing social media channels during the duration of the event

### **Post-event:**

1. Creating content summaries of the event for dissemination across social media channels
2. Uploading content i.e. presentations and recordings of the event on event social media channels

The interested party will share

- A. **Costs on a per day basis on the content** (*using an assumption of a 15 day project period*)
- B. **i) Service charge for management**  
**ii) Rate on date for media platform acquisition**

## **II : Special Projects**

Using social media and digital platforms requires the creation of digital content such as short AVs, info graphics, animations, etc.

**Rates to be provided for Cost of Production of a 5 - min AV** including concept, script, voice over, graphics, and stock images or royalty-free footage. This rate should be shared on a per minute basis. Third party costs for shoots, and or procurement of royalty-paid images, graphics, and footage to be paid on actuals.

The **selection process** will take into account the total cost of **A** and **B** for **item I** and cost of production as provided for **item II**

***(Rates should be exclusive of taxes)***

### **Selection Criteria**

The *criteria for selection* would be based on the following aspects:

- a. The agency must meet all eligibility criteria defined in the EOI
- b. The agency must have submitted EMD of **INR 10,000**
- c. The agency should have ability to do online reputation management and social listening, as well as demonstrated capability of handling live event coverage on social media.

The selection would be on the basis of the lowest financial quote. All technically qualified bidders willing to match this quote would be eligible for empanelment

## FORMAT FOR RATE QUOTE

### I. Event Promotion & Coverage:

(Cost in INR)

Sl. No.	Particulars	Details to be filled in by the Bidder		
		Per/day	No. of days	Total
1	Management support cost		<b>15 days</b>	
2	Cost for Content Development	-	-	-
<b>*Total item I</b>				-

### II. Special Project

(Cost in INR)

Sl. No.	Particulars	Details to be filled in by the Bidder		
		Cost Per/Min	No. of Min	Total
1	Production of Digital Film	-	5 Min	-
<b>*Total item II</b>				-

**\*All rates quoted should be exclusive of taxes**

Agencies are requested to send in their documents in accordance with the EoI requirements as stated, by the **stipulated date and time (i.e. 10<sup>th</sup> April, 2015/6:00 PM.)**