



VIGYAN PRASAR

(An autonomous organization of Department of Science and Technology,
Govt. of India) A-50, Institutional Area, NCMRWF Campus,
Sector-62, Noida (UP)

(FN: VP/1928/ISTI Promotion & Outreach/2020)

Date: 07.10.2020

Sub: Invitation of proposals for Social and Digital Media Outreach for “India Science, Technology & Innovation (ISTI) Web Portal”

Vigyan Prasar (VP) invites proposals from reputed social and digital media marketing agencies to enhance the reach of “India Science, Technology & Innovation (ISTI) Web Portal” on different social media platforms to benefit various stakeholders and public at large.

- 1.0 Vigyan Prasar (VP)** is an autonomous organisation of the Department of Science and Technology (DST), Government of India. The main objective of VP is to popularize science among common people. VP intends to disseminate information on the capabilities and achievements of Indian Science and Technology sector on continuous basis through high quality, educative, easily understandable, informative, science video programs in interesting formats. ISTI Portal aims to bring research scholars & activities on a single online interactive platform, ensure efficient utilisation of resources, and bring about operational transparency in India Science. The Portal contains the repository and digital catalogues of all R&D projects, technologies, innovations, scholarships, programmes, funding opportunities, organisations and so on. The Portal is aimed at spreading awareness and scientific temper among the masses.

ISTI Portal is accessible on the following platforms:

- <http://www.indiascienceandtechnology.gov.in/>
- Facebook(<https://www.facebook.com/ISTIPortal>)
- Twitter (<https://twitter.com/ISTIPortal>)

ISTI Portal is useful for students, scientists, research scholars, academicians, science professionals, industries, civil societies, funding organizations, policymakers, science administrators, and those interested in science and technology. To access ISTI Portal, kindly visit any of the platforms listed above.

2.0 Scope of Work:

- The agency will undertake social and digital media campaign for ISTI Portal and submit the monthly report indicating the progress and impact of the campaign. Additionally, an overall report would be required at the end of threemonths.
- Target audience for this campaign will be scientific fraternity including school students, university students, researchers, scientists, academicians, with special emphasis on reaching out young professionals, and the general public.
- The social media campaign will include the followingactivities.
 - Facebook Organic
 - Twitter Organic
 - Linkedin Organic
 - Instagram Organic
 - YouTube Organic
 - Telegram Organic
- SEO – Onsite
- SEO –Offsite
- Advertisement plan for ISTI portal
 - Google Ad Network Banner Ads
 - Google Ad Words keywords based
 - Video promotion via YouTube
 - Facebook like campaign
 - Facebook & Instagram Reach to new audience (Boost Post- Content and Videos)
 - Twitter Paid campaigns for Followers and Post reach

- LinkedIn paid campaigns for post reach and followers
- Influencer Marketing Campaign
- Infographics & other Creatives
- Video Clips of 30-60 sec for social media campaign
- Facebook / YouTube – Paid(Optional)
- The campaign will be done for the period of three months with following objectives:
 - Sharing of 3 posts/day from Facebook page in different social media groups related to science, facts, knowledge, technology & innovation, and so on
 - Getting an organic reach of 10,000 on ISTI Portal page
 - Sharing short videos over all media platforms like Facebook, Instagram, and so on
 - Utilising short videos to advertise on various media platforms, like LinkedIn, Twitter, etc.
 - 100% month-on-month website growth of “Users” and “Time Spent” on ISTI Portal
 - At least 100% month-on-month growth of Facebook Likes
 - 5,000 likes for first month on facebook page. From second month, at least 100% month-on-month growth of Facebook Likes.
 - At least 1000 Followers added month-on-month on Youtube
 - At least 1000 followers added month-on-month on Instagram
 - At least 1000 followers added month-on-month on Twitter
 - At least 500 followers added month-on-month on Twitter
- The agency shall also be responsible for creation of collaterals/images/text that may be required for this campaign. Vigyan Prasar shall provide all requisite content that may be utilized to successfully run the campaign.

3.0 Eligibility:

Social Media marketing Companies/Agencies who are fulfilling the following criteria will be eligible to apply.

- The registered company/firm should have minimum 5 years experience in the similar business. Firms/companies should have an average financial turnover of Rs.15.00 Lakh in preceding 3 (three) years.
- The agency should have at least 5 manpower for similar tasks.
- Preference will be given to the agencies who have conducted such campaign for any scientific organisation or programmes
- The Last date for submission of proposal is 22th October 2020 up to 16.00 hrs. Proposals may be submitted by post, by hand. Postal delays will not be accepted. Proposals will be opened on 23 October 2020 up to 11.00 hrs.

4.0 Evaluation Process:

- All eligible applicants will be invited for a technical presentation, where they will be expected to explain how they will achieve quantifiable and measurable results as under for India Science if given the mandate.
- Bidders will be shortlisted based on agencies strength, its understanding of the proposed work, proposed approach and strategy. Based on this technical evaluation, a list of shortlisted applicants will be prepared and subsequently the financial evaluation will be carried out.
- Financial evaluation will be done on L1 basis. Financial Bids will be opened to those companies who will be shortlisted in Technical evaluation.

5.0 Other Terms and conditions

- Payment to selected company will be done on monthly basis on submission of monthly invoice supported with verifiable reports.
- The work order will be given for a period of three months. Further extension if any will be given based on agencies performance and requirement of work.
- Vigyan Prasar reserves the right to accept or reject any or all tender(s) without assigning any reason thereof.
- Vigyan Prasar reserves the right to terminate the work order any time without assigning any reason thereof.
- Vigyan Prasar reserves the right to drop any of the element of social media campaign, after entrustment of work to selected agency, by giving one week notice, without assigning any reason thereof. In such an event the amount in respect of the element dropped midway will not be paid.

6.0 ARBITRATION

All disputes arising shall be settled through arbitration. Both the parties shall first try to resolve the disputes amicably by mutual consultation. If they fail to resolve the disputes by such mutual consultation within 21 days, then, depending upon the position of the case, either of the party shall give notice to the other party of its intention to commence arbitration as per the Indian Arbitration and Conciliation Act, 1996.

The bids may be submitted in a **sealed cover** addressed to,, **Registrar, Vigyan Prasar, A-50, Institutional area, Sector 62, NOIDA 201307** marking thereon **“Social Media Outreach for “India Science” OTT platform.** Unsealed and unmarked covers would be rejected. Last date for the submission of proposal is 22th October 2020 to 16.00 hrs.

**Registrar
Vigyan Prasar**



VIGYAN PRASAR

Proposer's Information

1. Name

A. Of the proposer : _____

B. of the Company : _____

2. Contact Information

2.1 Address : _____

_____ Pin _____

2.2 Telephone:

Office 1: _____

Office 2: _____

Mobile : _____

Home : _____

Fax : _____

3. Company Details:

3.1 Registration No:

3.2 PAN No:

3.3 GST No:

3.4 Annular Turnover (Last three years):

3.5 Social Media Marketing Experience:

3.6 Manpower Strength:

DECLARATION

- (i) I.....(authorised signatory for the proposer) solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above, is found to be false or fabricated, I may be liable to be suspended and /or debarred from empanelment.
- (ii) I permit Vigyan Prasar to inspect my facilities & other records to ascertain the above facts.
- (iii) I permit Vigyan Prasar to cross check the above facts from any other source.
- (iv) Hereby I declare that I shall adhere to the terms and conditions mentioned in RFP.

Signature_____

Full Name_____

Date_____

(Seal of organization)

Financial Bid
(Submitted in sealed envelope)

We hereby to undertake to social media outreach campaign for “India Science, Technology & Innovation (ISTI) Web Portal”. I quote Rs._____In words (_____.._____)

for the proposed campaign. The detail of budget is as follows:

Sl. No.	Head	*Amount in Indian Rupees per month (excluding GST)
i)	Search Engine Optimisation (Onsite & Offsite)	
ii)	Social Media Optimisation	
iii)	Social Media Marketing (inclusive of Social Media Spends)	
iv)	Any Other Optional Head that applicant wishes to include (Please give details)	
	Grand Total	

***GST will be extra.**

Signature of authorized

signatory Name:

Date:

Place: