



## VIGYAN PRASAR

(An autonomous organization under the Department of Science and Technology, Govt. of India)  
A-50, Institutional Area, NCMRWF Campus, Sector-62, Noida (UP)  
(FN: VP/SOT/1040/SC/India Science Campaign/2020)

Dated: 24.07.2020

### Sub: Invitation of proposals for Social Media Outreach for “India Science” OTT platform

Vigyan Prasar (VP) invites proposals from reputed social media marketing agencies to enhance the reach of “India Science”- an OTT based science channel, 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, Govt. 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. Department of Science and Technology, Govt of India in 2019 launched country’s own dedicated science OTT channel called **INDIA SCIENCE**, a 24x7 internet-based TV Channel. The channel is curated and managed by VP.

The channel is aimed at spreading awareness and scientific temper among the masses. India Science is accessible on the following platforms:

- [www.indiascience.in](http://www.indiascience.in)
- Google Play store for Android
- Apple Playstore for iOS
- Reliance JioTV, JioTV+, Jio Set Top Box (JioStore), JioChat
- Youtube ([www.youtube.com/channel/UCOS\\_nAtvIg26Qrv7UNC8kzw](https://www.youtube.com/channel/UCOS_nAtvIg26Qrv7UNC8kzw))
- Facebook ([www.facebook.com/indiasciencetv](https://www.facebook.com/indiasciencetv))

The channel is useful for students, teachers, scientists, research scholars, professionals, and those interested in science and technology. The channel hosts films on a variety of science subjects, both on a scheduled play 24x7 as well as video-on-demand. To access India Science, please download the free App or visit any of the platforms listed above.

## **2.0 Scope of Work:**

- The agency will undertake social media campaign for India Science and submit the monthly report indicating the progress and impact of the campaign . Additionally, an overall report would be required at the end of three months.
- Target audience for this campaign will be -students fraternity including school students, university students, researchers with special emphasis on reaching out young professionals and of course the common man.
- The social media campaign will include the following activities.
  - Facebook Organic
  - Twitter Organic
  - LinkedIn Organic
  - Instagram Organic
  - YouTube Organic
- SEO - Onsite
- SEO – Offsite
- Facebook / YouTube – Paid (Optional)
- The campaign will be done for the period of three months period with following objectives :
  - 100% month-on-month website growth of “Users” and “Time Spent” on India Science
  - At least 1,000 downloads per month of India Science App (Android and iOS)
  - At least 50% 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.
- The agency shall also be responsible for creation of collaterals/images/text that may be required for this campaign. Vigyan Prasar shall provide all films and film promos that may be utilised 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 **03 August 2020** up to 16.00 hrs. Proposals may be submitted by post, by hand. Postal delays will not be accepted.

#### **5.0 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.

#### **4.0 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.

8.0 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 **03 August 2020**.

**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 Turn Over (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 acts.
- (iii) I permit Vigyan Prasar to cross check the above facts from any other source.
- (v) Hereby I declare that I shall adhere 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 -OTT Channel. I quote Rs. \_\_\_\_\_ in words ( \_\_\_\_\_ ) for the proposed campaign. The detail of budget is as follows:

SN	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)	
	<b>Grand Total</b>	

\*GST will be extra.

Signature of authorized signatory

Name:

Date :

Place: