



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: 16.12.2021

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

Vigyan Prasar (VP) invites proposals from reputed social and digital media marketing agencies to enhance the reach of “India Science, Technology & Innovation (ISTI) 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, invites proposal for Social & Digital Media Outreach for India Science, Technology & Innovation (ISTI) Portal. The ISTI Portal is an one stop window for information about developments in India on science, technology and innovation. The portal focuses on bringing all stakeholders and Indian STI activities on a single online platform; helping efficient utilisation of resources; highlighting functioning of scientific organisations, laboratories and institutions; aggregating information on science funding, fellowship & award opportunities spanning from school to faculty level; pooling together conferences, seminars and events; and projecting science in India with its major achievements. The target audience is researchers, scholars, Scientists, Scientific Institutions, policy makers and college students.

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 outreach, campaign for ISTI Portal and submit the monthly report indicating the progress and impact of the campaign/social media outreach. Additionally, an overall report would be required at the end contract of the work.
- Target audience for this campaign will be scientific fraternity including researchers, scientists, academicians, students with special emphasis on reaching out to young professionals, and the general public.
- The social media outreach/campaign will include the following activities.
 - 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
 - Creation of short video clips
 - At least five to be created video clips of 30-60 sec. each for social media campaign
- Facebook / YouTube – Paid(Optional)
 - The social media outreach contract will be till March 2022 with the 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
 - Achieving reach of 10,000,000 (1 crore) on ISTI FB Page per month during the contract period. Portal has already 1.4 crore reach on FB page.
 - Creating & Sharing short video clips over all media platforms like Facebook, Instagram, and so on
 - Utilising short videos to advertise on various media platforms, like LinkedIn, Twitter, etc.
 - At least 50% month-on-month website growth of “Users” and “Time Spent” on ISTI Portal.
 - At least 100% month-on-month growth of Facebook Likes. Present subscribers of ISTI Portal is more than 4000 with total views of 8000.
 - 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 onTwitter
 - 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 05th **Jan 2022** up to **16.00 hrs.** Proposals may be submitted by post/by email. Postal delays will not be accepted. Proposals will be opened on 06th **Jan 2022 at 11.00 hrs.**

4.0 Evaluation Process:

1. 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 ISTI Portal if given the mandate. The date for technical presentation will be intimated by email.
2. 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.
3. Financial evaluation will be done on Technical & Financial bids. Financial Bids will be opened to those companies who will be shortlisted in Technical Evaluation.
4. A maximum of 100 marks will be allocated. 70% weightage for Technical Bid and 30% weightage for Financial Bid shall be followed.

Sl. No.	Evaluation Parameters (Technical)	Max. Marks	Proof of Document
1	<p>Average turnover for last five years i.e. 2018-19, 2019-20 and 2020-21 (minimum two (02) crore in each year)</p> <p>i. 2.0 - 2.5 crore: 5 marks ii. >2.5 - 4.0 crore: 10 marks iii. More than 4.0 crore: 15 marks</p> <p>(Documents in support of Turnover such as turnover experience to be submitted)</p>	15	
2	<p>Total experience in social media management projects.</p> <p>i. Up to 2 years : 5 Marks ii. 2 years to 5 years : 7 marks iii. 5 Years to 9 Years : 9 marks iv. More than 9 Years : 10 marks</p> <p>(Documents in support of experience to be submitted)</p>	10	
3	<p>No of social media management projects completed (minimum countable project duration is six months)</p> <p>i. 15-20 Projects: 5 ii. 20 to 25 projects: 10 marks iii. 26 to 30 projects: 15 marks iv. More than 30 projects: 20 marks</p> <p>(Work order AND completion proofs in support of experience claimed to be submitted)</p>	20	
4	<p>No of social media management projects completed in government agency such as Centre/State Govt /PSUs/Govt. Autonomous Bodies (minimum two) (minimum countable project duration is six months)</p> <p>i. 2 to 5 projects: 5 marks ii. 6 to 10 projects: 7 marks iii. More than 10 projects: 10 marks</p> <p>(Work order AND completion proofs in support of experience claimed to be submitted)</p>	10	
5	<p>Resume of on-site three experts:</p> <p>i. Expert –I (Masters Degree in Branding & Digital Media (or equivalent), with two years' experience with project, preferably on Science and Technology) : 1 – 5 Marks ii. Expert – II (Master's Degree in Advertising & Marketing (or equivalent), with two years' experience with project, , preferably on Science and Technology) : 1 –5 Marks iii. Expert –III (Degree in Graphic & Communication Design (or equivalent), with</p>	15	

	<p>two years experience as creative designer with project, , preferably on Science and Technology) : 1 - 5 Marks</p> <p>Only the person, whose resume is submitted must be deployed or the person with the similar qualification and experience shall be deployed during the project duration. The firm has to ensure that all these experts have experience of content writing in Hindi and English languages.</p> <p>(Detailed resume to be furnished)</p>		
6	<p>On the basis of presentation made by bidders before Evaluation committee</p> <p>i. Understanding scope of work - 10 marks</p> <p>ii. A creative team having expertise in Infographics and content writing – 10 Marks</p> <p>A Social Media tool and plan for improving outreach and visibility of the ISTI portal - 10 Marks</p>	30	

5. The minimum Technical score required is 70%. Any bidder who scores less than 70% will not be considered for financial evaluation.
6. Bidders, whose bids qualify for Technical Evaluation, shall be opened for Financial Evaluation. Bids/Proposals will be opened in the presence of short-listed vendors' representatives.
7. The lowest financial proposal (L1) will be awarded a 100 % score. The financial scores of other proposals will be computed as follows:

Financial Score of a bidder = {(Financial Bid of L1/Financial bid of the Bidder) X 100} % (adjusted to 2 decimals)
8. The bids will be eventually evaluated based on the vendor ratings arrived by a combined scoring of the Technical Bid (weighted) and Commercial bid.
9. Proposals will finally be ranked according to their combined technical and financial scores (CS) as follows:

CS= Technical Score X 0.7 + Financial Score X 0.3
10. The proposer's information, declaration and financial bid submission are given in the enclosed annexures.

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 till March 2022. 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 and Digital Media Outreach for “India Science, Technology & Innovation (ISTI) Portal”. Unsealed and unmarked covers would be rejected. Last date for the submission of proposal is 05th **Jan 2022 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 acts.
- (iii) I permit Vigyan Prasar to cross check the above facts from any other source.
- (iv) 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, Technology & Innovation (ISTI) 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)
1.	Creation & Design of content and infographics for all social media posts	
2.	Search Engine Optimisation (Onsite & Offsite)	
3.	Social Media Optimisation	
4.	Social Media Marketing (inclusive of Social Media Spends)	
5.	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: