



CENTRE FOR DEVELOPMENT OF ADVANCED COMPUTING
A Scientific Society of Ministry of Electronics & Information Technology,
Government of India

Innovation Park, PANCHAVATI, Pashan Road, Pune - 411008
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**C-DAC invites ON-LINE bids for Hiring an Advertising Agency for Brand Marketing
Communication - Print Media, Communication Media, Digital & Social Media, Public Relations,
And Event Management Campaigns through GEM portal**

LIST OF IMPORTANT DATES

Name of Work: Hiring an Advertising Agency for Brand Marketing Communication - Print Media, Communication Media, Digital & Social Media, Public Relations, And Event Management Campaigns through GEM portal.

SL No	Description	Dates
01	Completion Period for work	15 months from the date of award of work
02	Mode of submission of tender	Online on GEM portal.
03	Date of Issue of Notice Inviting Bid	Date: - 23/10/2024
04	Period of availability of Bidding Documents From GEM Portal	From: Date:-23/10/2024
		To : Date :- 15/11/2024 Upto15:00Hrs
05	Deadline for Receiving Bids online	Upto: Date :- 15/11/2024 Upto 15:00 Hrs
06	Time, Date and place for opening online Technical Bids	Date :- 15/11//2024 On 15:30Hrs
07	Clarification of queries (Online Mode)	Queries Receiving Up to 03/11/2024 till 18:00Hrs
08	Place of opening financial bids	ONLINE through GEM
09	Bid Validity	180 days from the date of opening of bid
10	Officer inviting Bids/Tender Inviting Authority	CDAC, Innovation Park, Panchavati, Pashan Road, Pune - 411008
12	Pre Bid Meeting	ONLINE -5/11/2024 @ 11.00 Hrs. Link will be provided on GEM on 04/11/24 Bidder may send their queries at - mmg@cdac.in

Section - I: Invitation for Bids (IFB)

1. Introduction:

Centre for Development of Advanced Computing (C-DAC) - is a scientific society under the administrative control of Ministry of Electronics & Information Technology, Government of India. As a part of a project requirement, C-DAC invites 'ONLINE' bids through GEM portal from eligible bidders for **"Hiring an Advertising Agency for Brand Communication in Print Media, Communication Media, Digital & Social Media, Reputation management, Content Development for the Marketing Campaigns"** as per schedule of requirements, terms and conditions stipulated in this document.

In case of any doubts, and/ or queries about the technical solution, specifications terms and conditions of the tender, the prospective bidder may send their queries in writing through email(mmg@cdac.in) as per the timelines mentioned. The bidders are requested to go through the entire tender document thoroughly, before raising any query. C-DAC, Pune shall address the queries raised by the bidders. The replies to queries would be made available on the portal in due course of time. All the queries, doubts, clarifications etc. must be submitted in .xls format only as below.

Name of the bidder:				
Sl.No.	Section / Page No	Clause Reference	Query from bidder	C-DAC Response

2. Technical Bid Documents to be submitted

- a. Covering letter, as per **Annexure - A**.
- b. Authority letter, as per **Annexure - B**.
- c. Bidders may submit EMD Declaration in lieu of EMD amount as per **ANNEXURE F** of this tender document.
- d. A copy of Certificate of Incorporation, Partnership Deed / Memorandum and Articles of Association / any other equivalent document showing date and place of incorporation, as applicable.
- e. Copies of PAN and GST registration certificates.
- f. The certificate from a Chartered Accountant certifying the Average Annual Sales Turnover of the bidder for the financial years, 2021-2022, 2022-2023 and 2023-2024. C-DAC Reserves the rights to call for the Copies of audited balance sheets for these three financial years.

- g. Declaration / Undertaking as per **Annexure D&E** needs to be submitted in compliance with the OMs & Orders of Land border sharing having ref. no. F.7/10/2021-PPD (1) (Public Procurement No. 4) dated 23.02.2023 issued by Procurement Policy Division, Department of Expenditure, Ministry of Finance, GOI and the Make In India Order No. P-45021/2/2017-PP(BE-II)-Part(4)Vol.II dated 19.07.2024 issued by Public Procurement Section, Department of Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, Gol.
- h. The duly filled technical bid containing details of the services offered. The authorized representative of the Bidder shall initial all pages of the Technical and Commercial Bids.
- i. Other documents necessary in support of eligibility criteria, catalogues, brochures etc.

Note: C-DAC reserves the right to reject the bid if any of the above listed document(s) is/are not submitted.

Note: Please do not put "Commercial Bid" (prices quoted) in the "Technical Bid" If the price quoted is submitted/leaked with technical bid, the bidder/ tender will be rejected at the sole discretion of C-DAC.

(End of Section - I)

Section II: Instructions to Bidders (ITB)

1. Scope of Supply:

The scope of supply is as given in '[Section - IV: Scope of Services](#)'. The bidders may quote their prices based on the scope of supply/services defined under section IV.

2. Locations for the Services:

The services shall be supplied as per details given in '[Section - IV: Scope of Services](#)'.

3. Delivery Period:

Service Start Date: Within a week from date of release of service order or issue of inputs / clearance from C-DAC (if any) whichever is later.

Service End Date: The period for hiring of the services of the agency is 13 months.

4. Eligibility Criteria:

Sr. No	Qualification Criteria	Documents/Information to be provided in the submitted proposal
1.	The responding firm / agency shall submit the documents pertaining to a) Covering letter b) Authority letter	a) Covering Letter As per Annexure-A b) Authority letter As per Annexure-B
3.	Legal Entity / Financials <ul style="list-style-type: none">• Company should be registered under Companies Act, 1956• Registered with the Tax Authorities.• The bidder should have Average annual financial Turnover of Rs. 30 Lakh during the last three years (FY 21-22, FY 22-23 & FY 23-24)	a) Certificate of Incorporation / Partnership deed / Memorandum of understanding b) Registration Certificate c) PAN & GST Registration Certificates d) CA Certificate / Audited Balance Sheet
4.	Past Experience: 1. The bidder must have at least five years' experience (ending March 2024) of providing similar type of services to the Central/State Government/ PSUs/ Public Listed Companies / Reputed Organisations. 2. The bidder must have successfully executed/completed similar Services over the last five years.	Service rendered with list of such Central/State/ PSUs/ Public Listed Companies / Reputed Organisations with duration of service shall be furnished. Bidder should enclose copies of work Orders and Completion certificate duly notarised as below: a) One (01) similar completed Service, costing not less than Rs. 01 crore OR

Sr. No	Qualification Criteria	Documents/Information to be provided in the submitted proposal
		b) Two (02) similar completed Services, costing not less Rs.60 Lakhs each OR c) Three (3) similar completed services, costing not less than Rs. 50 Lakhs each.
5.	The responding firm shall not be under a declaration of ineligibility for corrupt or fraudulent practices and not Black listed by any of the Govt. / Public Sector / Govt. Societies.	A self-certified letter by the designated official of the responding firm as per Annexure-A
6.	Declaration / Undertaking needs to be submitted in compliance with the Land border sharing and Make in India OMs & Orders	Bidder need to submit as per Annexure D&E

*** Note:** Similar services would encompass experience in devising advertising strategies, conceptualisation and designing of advertising campaigns, marketing social media campaigns etc.

Following conditions are in addition and the bidder must comply with each of the following eligibility requirements:

- a. **The bidder must quote for the complete scope.**
- b. The applicant agency should have relevant experience in devising advertising strategies, conceptualisation and designing of advertising campaigns, marketing social media campaigns, etc. and of highest quality to the satisfaction of the client.
- c. The agencies applying should submit their communication strategies and execution plan along with sample creative designs for consideration of their proposal. The agency may be called for a presentation to a duly designated committee and their performance during the same will be considered while giving score.
- d. Bidder shall submit the online links / documents and Data / specifications sheets pertaining to the quoted services.
- e. The bidder must have offices in at least one Indian Metro Region in order to comply with the necessary service / support. Bidder needs to submit the declaration letter in this regard.
- f. Bidder needs to provide Single point of contact and also share the support and escalation matrix with details like eMail IDs and Phone nos.

g. The bidder must agree to provide and execute the entire scope of work involved as per Section - IV.

Note:

- a) The bidders should provide necessary and sufficient documentary evidence to support the eligibility criteria stipulated above. C-DAC reserves the right to reject any bid not fulfilling the eligibility criteria.
- b) Bidders non-compliant to the above-mentioned eligibility criteria and / or not submitting the requisite documents shall be summarily rejected.**
- c) **Kindly refer Annexure-I for Evaluation of the bids.**

5. Order Placements:

The Supply Order & Payments shall be released by:
Centre for Development of Advanced Computing (C-DAC)
Innovation Park, Panchavati, Pashan Road,
Pune 411008, Maharashtra, INDIA.

6. Pre-bid Meeting:

Pre-bid meeting shall be done Online and the details are provided in the tender schedule. Bidders should send the request by email in advance to attend the pre-bid meeting.

7. Exemptions:

If in the view of bidder, any exemption / relaxation is applicable to them from any of the eligibility requirements, under any Rules / Process/ Guidelines/ Directives of Government of India, bidder may submit their claim for the applicable exemption /relaxation, quoting the valid Rule/ Process/ Guidelines/ Directives. In this case the bidder must submit necessary and sufficient documents along with the technical bid, in support of their claim. The decision about granting the exemption/ relaxation will be taken by the bid evaluation committee which is empowered to grant exemption/relaxation. The relevant and valid certificates in support of claim of exemption must be submitted.

The bidders should provide sufficient documentary evidence to support the eligibility criteria. C-DAC reserves the right to reject any bid not fulfilling the eligibility criteria.

8. Amendment to Bidding Documents

At any time prior to the deadline for submission of bids, C-DAC may, for any reason, whether on its own initiative or in response to the clarification request by a prospective bidder, modify the bid document.

The amendments to the tender documents, if any, will be notified by release of Corrigendum Notice on www.gem.gov.in, and on [www.cdac.in/ tender](http://www.cdac.in/tender) against this tender. The amendments/ modifications will be binding on the bidders.

C-DAC at its discretion may extend the deadline for the submission of bids if it thinks necessary to do so or if the bid document undergoes changes during the bidding period, in order to give prospective bidders time to take into consideration the amendments while preparing their bids.

9. Preparation of Bids

Bidder should avoid, as far as possible, corrections, overwriting, erasures or postscripts in the bid documents. In case however, any corrections, overwriting, erasures or postscripts have to be made in the bids, they should be supported by dated signatures of the same authorized person signing the bid documents. However, bidder shall not be entitled to amend/ add/ delete/ correct the clauses mentioned in the entire tender document.

10. Period of validity of bids

Bids shall be valid for minimum 180 (Bid Validity) days from the date of submission. A bid valid for a shorter period shall stand rejected.

C-DAC may ask for the bidder's consent to extend the period of validity. Such request and the response shall be made in writing only. The bidder is free not to accept such request without forfeiting the EMD/BG. A bidder agreeing to the request for extension will not be permitted to modify their bid.

11. Evaluation of Bids

The duly constituted Tender Evaluation Committee (TEC) shall evaluate the bids. The TEC shall be empowered to take appropriate decisions on minor deviations, if any. The decisions of TEC shall be final and binding on all the bidders.

12. Placement of Order(s)

- i. **C-DAC shall award the contract to the eligible Bidder whose technical bid has been accepted and determined as the lowest evaluated commercial bid. However, C-DAC reserves the right and has sole discretion to reject the bid quoting abnormally low prices, even if it is the lowest.**
- ii. C-DAC reserves the right to place order on the sole qualified bidder.
- iii. C-DAC reserves the rights to release Purchase Order for partial or total quantity based on the requirement.

13. Purchaser's Right to amend / cancel

C-DAC reserves the right to amend the eligibility criteria, quantities, commercial terms & conditions, Scope of Supply, technical specifications etc, stipulated in this document.

C-DAC reserves the right to cancel the entire tender without assigning any reasons thereof.

14. Corrupt or Fraudulent Practices

- a) It is expected that the bidders who wish to bid for this project have highest standards of ethics.
- b) C-DAC will reject a bid if it determines that the bidder recommended for award has engaged in corrupt or fraudulent practices while competing for this contract.

- c) C-DAC may declare a vendor ineligible, either indefinitely or for a stated duration, to be awarded a contract if it at any time determines that the vendor has engaged in corrupt and fraudulent practices during the award / execution of contract.

15. Delivery of Project:

All Individuals deployed/associated/interacting with the buyer pertaining to this procurement by the Seller will have to be Indian nationals. The individuals so associated would need to abide by The Official Secrets Act, 1923 and have to individually sign a Non-Disclosure Agreement (to be handed over to the buyer) at the time of delivery.

16. Interpretation of the clauses in the Tender Document / Contract Document

In case of any ambiguity/ dispute in the interpretation of any of the clauses in this Tender Document, the interpretation of the clauses by Director General, C-DAC shall be final and binding on all parties.

(End of Section - II)

Section- III: Special Conditions of Contract (SCC)

1. Prices

- i. Bidder must quote in INR only on lump sum (Firm Fixed Charges) basis Inclusive of all Taxes, Duties and other charges as applicable.
- ii. The price quoted shall be considered firm and no price escalation will be permitted (except change in Govt. Statutory Levies).
- iii. The bidder should exercise utmost care to quote the correct percentage of applicable GST on each item.
- iv. In case, due to any error/ oversight, the GST rate quoted by the bidder is different than the actual GST rate as per the tariff, the bidder will not be permitted to rectify the error/oversight. The orders/ contract will be placed with the total offered price quoted by the bidder. The difference amount payable, if any, between the quoted GST rate and actual tariff rate shall be borne by the bidder.
- v. The prices quoted must be inclusive of all incidental charges till destination and completion of total scope of work.

NOTE: C-DAC is not eligible for any GST concession for this procurement and C-DAC shall not provide any GST Concessional Certificate against this order.

2. Completeness Responsibility:

Notwithstanding the scope of work, supply and or services stated in bid document, any equipment or material, engineering or technical services which might not be even specifically mentioned under the scope of supply of the bidder and which are not expressly excluded therefrom but which, in view of the bidder, are necessary for the performance / execution of work in accordance with the specifications are treated as to be included in the bid and have to be performed by bidder. The items /services which are over & above the scope of supply specified in the Schedule of Requirements may be marked as “Optional Items”.

3. Performance Security Bank Guarantee (PBG):

The successful bidder will be required to furnish the Performance Guarantee towards the performance of the order, in the form of a Bank Guarantee in INR equivalent to 3% amount of the order value, as per the format attached to this document (**Annexure - C**).

This bank guarantee should be submitted within a week from date of release of service / work order. The Bank Guarantee shall remain valid for **the entire service contract period (i.e 13 months) + 2 months (total 15 months)**. The PBG must be negotiable at a branch of issuing bank in Pune. In case of no claims towards the completed services, the PBG will be returned on completion of service period.

C-DAC reserves the right to invoke the Performance Bank Guarantee submitted by bidder, in case of the following:

- a. The services provided by bidder fail to achieve the performance as stipulated in this document or
- b. The bidder fails to provide the services in scheduled time frame, as stipulated in this document or

- c. The bidder delays to provide the services as stipulated in this document.

4. *Payments:*

- a. No Advance Payment: C-DAC will not make any advance payments to the selected agency.
- b. Quarterly Instalments: Payments will be made on Quarterly basis, spread across the total number of months work done and based on the volume of work completed and after receiving all original content, including but not limited to, source files, editable formats, design assets, and any other relevant materials, to C-DAC. These deliverables must be provided in their original formats and be fully editable.
- c. First Month Free: The agency will not be paid for the first month. This initial month will be allocated for understanding C-DAC's activities, strategy planning, and obtaining necessary approvals from C-DAC for content and timelines.
- d. Post-Approval Execution: Once C-DAC officials approve the strategies and plans, the agency will commence campaigns immediately, and payments will start from the second month of execution for which deliverable given to C-DAC in monthly plan of the agency.
- e. Supporting Documentation: Payments will be processed upon receipt of the necessary reports and deliverables, as agreed upon on the final approved strategies and reports/data/analysis asked by C-DAC time to time.
- f. The Agency shall be responsible for managing all aspects of paid marketing, including strategy development, execution, and continuous optimization, with a primary focus on delivering measurable results. The payments for any pre-paid marketing activities and subsequently submit claims for reimbursement in accordance with the agreed payment terms. For reimbursement, the Agency must provide a copy of the invoice for the pre-paid marketing activities conducted on behalf of C-DAC, along with the Agency's own invoice. No additional GST or taxes shall be applicable on the pre-paid marketing invoices submitted for reimbursement.
- g. C-DAC will not bear any expenses related to the travel and accommodation of the Agency's members.

5. *Shipping/ Invoice Documents:*

The invoice shall be raised in the name of:

Centre for Development of Advanced Computing (C-DAC)
Innovation Park, PANCHAVATI, Pashan Road, PUNE 411008
Maharashtra, INDIA

The name, address and details of contact person of C-DAC's Customer will be informed to the successful bidder.

6. *Penalty for delayed services*

C-DAC reserves the right to levy penalty @ of 0.5% of order value per week of delay beyond the scheduled execution of the order successfully, subject to maximum of 5% of the order value.

C-DAC reserves the right to cancel the order in case the delay is more than 10 weeks.

The delay in delivery and/or installation not attributed to supplier viz. delay in site preparation, delay in submission of required documents (by C-DAC) etc. and the conditions arising out of Force Majeure will not be considered for the purpose of calculating penalties.

7. Jurisdiction:

The disputes, legal matters, court matters, if any shall be subject to Pune jurisdiction only.

8. Force Majeure:

C-DAC may consider relaxing the penalty and delivery requirements, as specified in this document, if and to the extent that, the delay in performance or other failure to perform its obligations under the contract is the result of an Force Majeure. Force Majeure is defined as an event of effect that cannot reasonably be anticipated such as acts of God (like earthquakes, floods, storms etc.), acts of states / state agencies, the direct and indirect consequences of wars (declared or undeclared), hostilities, national emergencies, civil commotion and strikes at successful Bidder's premises or any other act beyond control of the bidder.

9. Arbitration:

In case any dispute arises between C-DAC and successful bidder with respect to this Tender, including its interpretation, implementation or alleged material breach of any of its provisions both the Parties hereto shall endeavour to settle such dispute amicably. If the Parties fail to bring about an amicable settlement within a period of 30 (thirty) days, dispute shall be referred to the sole arbitrator mutually appointed by both parties. If the sole arbitrator is not appointed mutually by both the parties then the District Court Pune shall have exclusive jurisdiction for appointment of sole arbitrator through court. Arbitration proceedings shall be conducted in accordance with the provisions of the Arbitration and Conciliation Act, 1996 and Rules made there under, or any legislative amendment or modification made thereto. The venue of the arbitration shall be Pune. The award given by the arbitrator shall be final and binding on the Parties. The language of arbitration shall be English. The common cost of the arbitration proceedings shall initially be borne equally by the Parties and finally by the Party against whom the award is passed. Any other costs or expenses incurred by a Party in relation to the arbitration proceedings shall ultimately be borne by the Party as the arbitrator may decide. Courts in Pune only shall have the exclusive jurisdiction to try, entertain and decide the matters which are not covered under the Arbitration and conciliation Act.

10. Limitation of Liability:

The liability of the Bidder / Contractor arising out of breach of any terms/conditions of the tender / contract/work order and addendums/amendments thereto, misconduct, wilful default will be limited to the total order value. However, liability of the bidder in case of breach of any relevant Law/ Act, injury, damage caused to the personnel/property for any reasons attributed to the bidder, will be at actuals.

11. Termination:

Validity of purchase order will remain till fulfilment of all obligations (Including but not limited to providing comprehensive warranty / support till Completion of three years from acceptance of the entire integrated solution as a whole) by the successful bidder. In case of the delays in providing the stipulated services, and /or defect/delay/under or non- Performance pertaining to the services / products supplied by the bidder, C-DAC will give written notice to the bidder

directing to set the things right within 30 days of notice. If bidder fails to comply with the requirements, C-DAC shall have the right to terminate the contract and / or cancel the order/s. The successful bidder agrees and accepts that they shall be liable to pay damages claimed by C-DAC, in the event of termination of contract / cancellation of order, as detailed in this RFP. The successful bidder may terminate the contract by at least 30 days' written notice, only in the event of non-payment of undisputed invoices for 90 days from the due date. Except this situation, the successful bidder shall have no right of termination. C-DAC reserves the right to terminate the contract / cancel order with or without cause/ reason, by giving 90 days' notice to the successful bidder.

C-DAC will release the due amount payable to successful bidder towards the material and / or services provided till the date of termination, those are accepted by C-DAC/ end user. However, the amount towards penalty, if any will be deducted from the payable amounts.

12. Indemnity:

The successful bidder shall indemnify, protect and save C-DAC from/against all claims, losses, costs, damages, expenses, action suits and other proceeding, resulting from/arising out of:

- a. infringement of any law pertaining to intellectual property, patent, trademarks, copyrights, safety and security etc. by the bidder or
- b. such other statutory infringements in respect of any item supplied by successful bidder, or
- c. any act/omission/performance/under or non or part performance/failure of the bidder.

13. Assignment:

Selected bidder/ Party shall not assign, delegate or otherwise deal with any of its rights or obligation under this Contract without prior written permission of C-DAC.

14. Severability:

If any provision of this Contract is determined to be invalid or unenforceable, it will be deemed to be modified to the minimum extent necessary to be valid and enforceable. If it cannot be so modified, it will be deleted and the deletion will not affect the validity or enforceability of any other provision.

15. Integrity Pact

The bidder is required to enter into an Integrity Pact with C-DAC. For this, the bidder shall submit the scanned copy of signed, stamped and notarised Integrity Pact on Rs. 100 stamp paper, as part of technical bid, failing which, the Proposal submitted by the concerned bidder will be summarily rejected. The original document should be couriered to C-DAC. The format for the Integrity Pact is provided in Annexure- G.

Details of IEM is provided below:

- 1) Shri. M P Johnson - Email ID- johnsonmp1961@gmail.com
- 2) Shri. Vijay Kumar Singh Email ID - vijaykumarsingh@hotmail.com

(End of Section - III)

Section - IV: Scope of Services

Scope of Work for Marketing Agency

The scope of work includes but is not limited to the following:

Comprehensive Analysis and Study for C-DAC's Advanced Computing Training School:

- The agency hired should undertake a comprehensive study and understand the admission Cycles of C-DAC Advanced Computing Training School (ACTS) PG Diploma Courses; Educational eligibility to join the courses, C-DAC centres, course delivery, C-DAC brand assets, infrastructure, knowledge levels, ISO processes, placement activities, and other relevant details.
- The agency hired need to do various analysis but not limited to:
 - **Market Analysis:** Analyse the current trends in the education and technology sectors, particularly focusing on advanced computing and training,
 - **Brand Analysis:** Understand current perception of C-DAC's ACTS in the market. Assess brand awareness, image, and reputation
 - **SWOT Analysis**
 - **Digital Presence:**
 - **Website Analysis:** Assess the current state of C-DAC's website, including user experience, SEO performance, content quality, and conversion optimization
 - **Social media:**
 - **Content Analysis**
 - **Audience Insights:**
 - **Customer journey** from awareness to enrolment, identifying key touchpoints and potential drop-offs
 - **Engagement:** Analyse past engagement metrics, such as website traffic, social media interactions, and conversion rates
 - **Competitor Campaign Analysis:**
 - **Campaign Dissection:** Study recent digital and social marketing campaigns run by competitors. Analyse their messaging, targeting, and performance
 - **Data & Analytics**

Note:

- Hired agency shall perform various study around points mentioned above, prepare and present to C-DAC the strategy within 15 days from receiving the work order.
- Agency can propose additional analysis methods as the requirement specified.

Strategy needs to submit by hired agency:

To effectively market C-DAC's ACTS through digital and social media should formulate a comprehensive strategy but not limited to the following:

- Plan for Goal Setting and Objective Definition (Brand Awareness, Lead Generation, Community Engagement, Reputation Management)
- Target Audience Segmentation: Primary Audience (students), Secondary Audience (Parents, Educational institutions, corporate partners, and industry stakeholders), Recent graduates, IT professionals, academic institution.
- Content marketing strategy (Content creation, Content distribution, Content calendar)
- Social Media Marketing Strategy (Platform Selection, Engagement Tactics, Social Media Advertising plan, Community Building plan)
- Digital Advertising and Pay Per Click Strategy: Search Engine Marketing (SEM), Social Media Ads, Retargeting Campaigns.
- Develop a timeline for the execution of the (marketing strategy, including phased rollouts and key milestones.
- Estimate the cost of various digital and social media marketing tactics.

- Campaigns strategy: Propose a comprehensive campaign strategy, including objectives, messaging, content plan, channel selection, and timing.
- Tactical Execution: Detail the tactics to be used, such as content creation, paid advertising, reputation management and community engagement.
- Strategy to manage and monitor social media engagement across various platforms, ensuring timely and appropriate responses that align with the C-DAC code of conduct and uphold the brand's reputation.
- Plan for tracking campaigns and reporting to C-DAC.
- Strategy must include benchmarks based on industry standards and competitor performance to gauge the success of future campaigns
- Regulatory & Compliance Considerations: Ensure that all marketing strategies comply with relevant regulations, including data protection laws (e.g., GDPR) and advertising standards.

Note:

- The strategy to be presented and submitted to C-DAC within 7 days after presenting analysis report.
- C-DAC may ask the agency's representative to attend an in-person meeting at C-DAC Pune to present the monthly strategy or plan.

Implementation and Execution of Marketing Campaigns

- The selected agency shall be responsible for the overall Digital Marketing and Communication campaigns across all social media and digital channels including the below deliverables for 12 months which will be aligned with Admission & Academic calendars of ACTS training activities for respective batches (Tentatively for February and August 2025 batches):

Activities need to cover following campaigns (PG-Diploma Course)	
1.	Preparations for registration (teasers, announcements, posters, etc)
2.	During registration process (All promotional activities which will generate more candidate leads)
3.	After registration campaign to covert leads in actual admissions
4.	Campaigns during course delivery for engagement in students' community
5.	Campaign for preparation for Placement activities (Attract more companies)
6.	Campaign during Placement activities (Attract or covert more companies to recruit students)

A. Digital Marketing - Brand building exercise

- All marketing efforts through Display, paid and organic social media & Affiliate marketing including, performance marketing but not limited to creative development, media buying, developing overall product and brand strategy, content management, online reputation management etc. related to digital and social media marketing space. The agency should be capable of running both performance as well as brand campaigns for new candidate acquisition, engagement, lead generation, awareness etc. along with brilliant creative team and should be willing to work in collaboration with the C-DAC Marketing and Promotions Committee
- Execute media plans by running campaigns with 360-degree digital coverage including, performance, search, display, Connected TV, native, social, content, PR, affiliate, and other forms of digital marketing techniques that may be available/evolve with time.
- Create high-quality social media content (reels, static posts, and carousels) for Facebook, Instagram, LinkedIn and other platforms. The goal is to enhance engagement, brand visibility, and organic growth on these platforms

- Manage and monitor social media engagement across various platforms, ensuring timely and appropriate responses that align with the C-DAC code of conduct and uphold the brand's reputation.
- Measuring and implementing our platforms performances via proprietary analytical tools and to tag implementation solutions. Creating a digital marketing architecture and roadmap pertaining to broad objectives of the training centre. Identifying core objectives of Education and training courses and suggest appropriate strategies and their effective implementation
- Regularly identify trends and insights to achieve maximum ROI in paid search campaigns. Analyse ongoing paid keyword discovery, expansion and optimization. Create Account Structures, Ad groups, Keyword Planning, Ad Copies, Desktop and Mobile Bid.
- Optimize advertisement copy and landing pages for search engine marketing campaigns
- Submit reports on visitor and behaviour analytics on monthly basis.
- Track performance of brand keywords vs other keywords and measure change in the performance on a daily basis
- The monthly plan needs to submit by the 20th of every calendar month to C-DAC, for the succeeding calendar month and get approval before 25th of month, accordingly execute the campaign

Social Media Posts Strategy: Facebook, LinkedIn, Instagram, YouTube, and other platforms

Develop and implement a comprehensive social media strategy for Facebook, LinkedIn, Instagram, YouTube, or other platform (As prescribed by agency or C-DAC) to enhance engagement and organic growth over a 12-month period.

Assessment of ACTS's Social Media Management and provide a comprehensive Social Media Strategy, to be reviewed periodically (every month) or as per ACTS's requirement.

The selected agency to manage all the ACTS' existing and future social media activities and its handles for the contract duration.

Note:

- C-DAC may request the agency's representative to attend an in-person meeting at C-DAC Pune to present the Monthly strategy or plan.

Social Media Content Creation and running campaigns

Creation of high-quality social media content (reels, static posts, and carousels) for Facebook, Instagram, YouTube, and LinkedIn. The goal is to enhance engagement, brand visibility, and organic growth on these platforms.

Deliverables:

1. Content Creation:

- Total Posts: As per plan submitted and requirements submitted to C-DAC for each campaign
- Types of Content: Reels, Stories, Short Videos, Static Posts, Carousels

2. Content Specifications:

- **Reels/Stories:**
 - Duration: 15-60 seconds
 - Format: Vertical video (9:16 aspect ratio)
 - Themes: Brand storytelling, product highlights, customer testimonials, behind-the-scenes
- **Static Posts:**
 - Format: High-quality images with compelling captions

- Themes: Informative posts, promotional content, community engagement
- **Carousels:**
 - Format: Series of images or graphics in a single post
 - Themes: Step-by-step guides, product features, event highlights

3. Quality Standards:

- Ensure all content is high resolution.
- Content should be creative, engaging, and tailored to the target audience of each platform.
- Use of appropriate hashtags, tags, and call-to-actions to maximize reach and engagement.

4. Content Planning and Calendar:

- Develop a monthly content calendar outlining the scheduled posts for Facebook, Instagram, and LinkedIn.
- Ensure a balanced mix of content types (reels, static posts, carousels) to maintain audience interest.
- Align content themes with marketing campaigns, seasonal trends, and industry events.

5. Executing (running) campaigns

6. Audience Engagement:

- Foster community engagement through prompt responses to comments and messages.
- Encourage user-generated content and participation in discussions and polls.
- Implement interactive content such as polls, quizzes and contests to boost engagement.

7. Review and Approval Process:

- Present draft content for review and approval prior to posting.
- Incorporate feedback and make necessary revisions to ensure alignment with brand messaging and objectives.
- Final approval to be obtained from C-DAC before scheduling posts.

8. Performance Tracking and Reporting:

- Monitor the performance of created content through analytics and engagement metrics.
- Provide monthly reports highlighting key performance indicators (KPIs) such as engagement rate, reach, views, likes, impressions, and follower growth.
- Offer insights and recommendations for continuous improvement based on performance data.

Key Performance Indicators (KPIs):

LinkedIn:	Facebook/YouTube:	Instagram:	Other platforms:
1. Engagement Rate: Aim for 2-3%	1. Engagement Rate: Aim for 3-5%	1. Engagement Rate: Aim for 4-6%	1. Growth: Target 5-10% growth per month (Other parameters will be prescribed by C-DAC, after identification of platform)
2. Follower Growth: Target 5-10% growth per month	2. Page Likes and Follower Growth: Target 5-10% growth per month	2. Follower Growth: Target 5-10% growth per month	
3. Click-Through Rate (CTR) on	3. Post Reach and Impressions: Target reach	3. Reach and Impressions: Target reach	

<p>Ads: Achieve 0.5-1%</p> <p>4. Conversion Rate: Aim for 2-5%</p> <p>5. Reach and Impressions: Target reach growth of 10-15% per month</p> <p>6. Lead Generation: Generate 20-30 leads per campaign</p>	<p>growth of 10-15% per month</p> <p>4. CTR on Ads: Achieve 0.9-1.5%</p> <p>5. Conversion Rate: Aim for 3-5%</p> <p>6. Event Participation: Engage 100-200 participants per event</p>	<p>growth of 10-15% per month</p> <p>4. Story Views and Engagement: Achieve a story view rate of 10-15%</p> <p>5. CTR on Ads: Achieve 0.5-1%</p> <p>6. Conversion Rate: Aim for 3-5%</p>	
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Social Media Engagement & Monitoring (Reputation Management)

Manage and monitor social media engagement across various platforms, ensuring timely and appropriate responses that align with the C-DAC code of conduct and uphold the brand's reputation. (YouTube, Facebook, Instagram, LinkedIn, Quora, Medium, Reddit, Thread, Telegram etc.)

1. Engagement Monitoring:

- Actively monitor all social media platforms (YouTube, Facebook, Instagram, LinkedIn, Quora, Medium, Reddit, Thread, Telegram etc.) for comments, messages, and mentions.
- Track engagement metrics such as likes, views, shares, comments, and overall sentiment.

2. Timely Response:

- Respond to comments and messages promptly, ideally within 1-2 hours during business hours.
- Ensure responses are consistent with the brand voice and adhere to the C-DAC code of conduct.
- Address customer inquiries, feedback, and complaints in a professional and courteous manner.

3. Brand Reputation Management:

- Identify and address any negative comments or potential issues that could impact the brand's reputation.
- Escalate critical issues to the appropriate internal team for further action.
- Implement strategies to foster positive engagement and community building.

4. Content Moderation:

- Monitor user-generated content for compliance with community guidelines and remove any inappropriate or harmful content.
- Ensure all interactions on social media are safe and respectful for all users.

5. Reporting Tools and Software:

- Utilize industry-standard tools and software for tracking, analyzing, and reporting posts/accounts/blogs on various platforms.
- Ensure data accuracy and reliability in all reports.

6. Reporting and Analysis:

- Provide monthly reports on engagement activities, highlighting key metrics and insights.
- Analyze trends and provide recommendations for improving engagement and response strategies.
- Monitor competitors' engagement strategies and provide comparative analysis.

7. Crisis Management:

- Develop and implement a crisis management plan for social media.
- Quickly address and mitigate any crises or negative publicity that may arise on social platforms.

Digital and Social Media Reports

Generating detailed monthly reports on performance, providing insights and recommendations, and adjusting strategies as necessary to meet KPIs.

1. Monthly Performance Reports:

- Prepare comprehensive monthly reports on the performance of activities across all platforms for the campaign conducted.
- Reports should include detailed metrics on engagement, reach, impressions, follower growth, click-through rates (CTR), conversion rates, and any other relevant KPIs.

2. Key Performance Indicators (KPIs) Analysis:

- Track and analyse KPIs to assess the effectiveness of social media strategies.
- Compare monthly performance against predefined KPIs and historical data.
- Highlight trends, insights, and areas of improvement.

3. Content and Campaign Analysis:

- Evaluate the performance of individual posts, campaigns, and content types (e.g., reels, static posts, carousels).
- Identify top-performing content and strategies that drive engagement and growth.
- Analyse audience demographics, behaviours, and preferences to inform future content creation.

4. Competitive Analysis:

- Monitor and analyse competitors' social media performance.
- Provide insights and benchmarks to understand the brand's position within the industry.
- Suggest strategies to outperform competitors based on analysis.

5. Recommendations and Strategy Adjustments:

- Based on monthly performance analysis, provide actionable recommendations to improve social media performance.
- Propose adjustments to the social media strategy if KPIs are not met.
- Collaborate with C-DAC to refine and implement new strategies aimed at achieving desired outcomes.

6. Communication:

- Schedule monthly meetings to present reports and discuss findings with C-DAC.
- Be available for additional consultations and discussions as needed.
- Maintain open and transparent communication with C-DAC regarding performance and strategy adjustments.

7. Reporting Tools and Software:

- Utilize industry-standard tools and software for tracking, analysing, and reporting social media performance.
- Ensure data accuracy and reliability in all reports.

8. Continuous Improvement:

- Stay updated with the latest social media trends, tools, and best practices.
- Continuously seek ways to enhance reporting methods and strategic approaches.
- Implement feedback from C-DAC to improve reporting and strategy development processes.

Scope for Paid Marketing

The selected marketing agency will be responsible for the following tasks related to paid marketing for C-DAC's Advanced Computing Training School:

1. Campaign Planning and Strategy:

- Develop a comprehensive paid marketing strategy aligned with C-DAC's goals and objectives.
- Identify key target audiences and define specific campaign goals (e.g., lead generation, brand awareness, enrolment increases).

2. Platform Selection and Budgeting:

- Recommend the most effective advertising platforms (e.g., Google Ads, YouTube ads, Facebook, Instagram) based on target audience and campaign objectives.
- Create a detailed budget allocation plan across various platforms, ensuring optimal use of funds to maximize ROI.

3. Ad Creative Development:

- Design and develop compelling ad creatives (text, images, videos) that resonate with the target audience and adhere to C-DAC's brand guidelines.
- Ensure all ad content is optimized for different platforms and formats.

4. Campaign Setup and Management:

- Set up and configure paid marketing campaigns across selected platforms.
- Continuously monitor and adjust campaigns to improve performance, including A/B testing of ad creatives, targeting, and bidding strategies.

5. Performance Tracking and Reporting:

- Implement tracking mechanisms (e.g., UTM parameters, conversion pixels) to monitor the effectiveness of each campaign.
- Provide regular reports detailing key performance metrics (e.g., impressions, clicks, conversions, cost per acquisition) and insights.

6. Optimization and Iteration:

- Analyse campaign data to identify areas for improvement and implement changes to enhance performance.
- Conduct regular reviews and provide recommendations for ongoing optimization of paid marketing efforts.

7. Compliance and Best Practices:

- Ensure all campaigns adhere to legal and ethical standards, including data privacy regulations.
- Stay updated on the latest trends and best practices in paid marketing to keep C-DAC's campaigns competitive.

Note:

- For reimbursement of prepaid marketing cost, kindly check payment terms.

Recommended Budget: A budget of ₹20,00,000/per batch is recommended for a paid marketing. C-DAC will reimburse the amount as per actual for the same agency needs to submit the original invoice.

Creatives for Print Media and Digital Ad Campaigns

Creating and managing various print media and digital ad campaigns, ensuring high-quality, engaging, and effective marketing materials across multiple platforms.

1. Print Media Creatives:

- **Posters, Brochures, Flyers, Newspaper Adverts:**

- Develop 18 unique and high-quality print media creatives.
- Ensure all materials adhere to brand guidelines and effectively communicate the desired message.
- Provide designs in print-ready formats suitable for various sizes and specifications.

2. Digital Ad Campaigns:

- **Ad Campaigns (Twice a Year):**

- Create and manage 4 digital ad campaigns per year, two in each cycle.
- Develop campaign themes, messages, and creatives tailored to the target audience.
- Optimize campaigns for maximum reach and engagement.

3. Spotify /Music podcast Ads:

- **Audio Ads:**

- Develop 5 engaging audio ads for music & podcast apps.
- Ensure ads are creative, clear, and aligned with the brand voice.
- Provide scripts and coordinate voice-over talent as needed.

4. Google Ads:

- **Display and Search Ads:**

- Create 4 Google ad campaigns, including both display and search ads.
- Design visually appealing ad creatives and write compelling copy.
- Implement targeting strategies to maximize ad performance.

5. YouTube Ads:

- **Video Ads:**

- Develop 2 YouTube video ad campaigns, focusing on admissions and generic promotion.
- Ensure admissions ads can be easily updated with new dates or information as needed.
- Create high-quality, engaging video content optimized for YouTube.

6. Facebook & Instagram Ads:

- **Photo Ads:**

- Create 8 visually appealing and engaging photo ads.
- Ensure each ad aligns with platform specifications and best practices.

- **Video Ads:**

- Develop 4 high-quality video ads, optimized for Facebook and Instagram.
- Ensure videos are engaging and effectively convey the campaign message.

- **Carousel Ads:**
 - Design 4 carousel ads, each consisting of multiple slides with images and text.
 - Ensure carousel ads are interactive and encourage user engagement.

Creating Static & GIF Images

Creating high-quality static and GIF images (up to 6 seconds) for enhancing brand engagement and visual appeal across various digital platforms.

1. Creative Development:

- **Static Images:**
 - Design 24 unique static images that adhere to brand guidelines.
 - Ensure images are visually appealing, on-brand, and effectively communicate the intended message.
- **GIF Images:**
 - Create 24 GIF images, each up to 6 seconds in length.
 - Ensure GIFs are engaging, on-brand, and optimized for various digital platforms.

2. Content Specifications:

- **Static Images:**
 - Format: High-resolution images suitable for use on websites, social media, and digital ads.
 - Themes: Brand storytelling, product highlights, promotional content, event announcements.
- **GIF Images:**
 - Format: Looping animations up to 6 seconds, optimized for fast loading and seamless playback.
 - Themes: Animated brand elements, product demonstrations, fun and engaging content pieces.

3. Quality Standards:

- All creatives must adhere to the brand's visual and messaging guidelines.
- Ensure high resolution and quality for all images and GIFs.
- Creatives should be optimized for various platforms, ensuring proper display and performance.

4. Review and Approval Process:

- Present draft versions of static images and GIFs for review and approval.
- Incorporate feedback and make necessary revisions to meet C-DAC expectations.
- Obtain final approval from the C-DAC before delivering the final versions.

5. Content Delivery:

- Provide final static images and GIFs in the required formats and resolutions.
- Ensure all files are properly organized and delivered on time.

6. Performance Tracking and Reporting:

- Provide insights and suggestions for optimizing the use of static images and GIFs based on performance metrics.
- Collaborate with C-DAC to measure the impact of the creatives on engagement and brand visibility.

7. Communication:

- Maintain regular communication with C-DAC to ensure alignment with project objectives and expectations.
- Be responsive to C-DAC feedback and make adjustments as needed.
- Schedule periodic check-ins to discuss progress and review creatives.

Corporate Video

The primary objectives of the corporate video are to enhance brand awareness for all stakeholders (students, parents, recruiters).

Key Message: Emphasize the career opportunities available through the IT training programs offered by C-DAC.

Target Audience: Potential students and their parents.

Video Content: Elements to Include:

1. Interviews:

- Faculty members discussing the curriculum and teaching methods.
- Alumni sharing their success stories and how the training helped their careers.
- Industry experts providing insights on the relevance of the training programs.

2. Campus Tours:

- Showcasing the facilities, classrooms, labs, and other infrastructure.

3. Classroom Footage:

- Highlighting interactive and hands-on training sessions.

4. Alumni Testimonials:

- Featuring a maximum of 3 success stories from alumni who have excelled in their careers.

5. Industry Expert Insights:

- Brief interviews with industry leaders or partners.

6. Director General/Chairman Messages:

- Brief messages

Style and Tone

Style: Inspirational and educational.

Tone: Positive, uplifting, and motivational, highlighting the transformative impact of the institute's programs.

Duration: Length: Approximately 3 minutes.

Branding: Brand Guidelines will be provided to the agency, including colors, logos, fonts, and any other relevant branding elements.

Technical Specifications

Quality: Broadcast quality.

Formats: Compatible with website, social media platforms, and presentations.

Resolution: Full HD (1080p) or higher.

Timeline: The project should be completed within the first 2 months of awarding the work.

Agency Expectations

Deliverables:

1. Pre-Production:

- **Scriptwriting:** Develop a compelling and coherent script that aligns with the objectives and key message.

- **Storyboarding:** Create detailed storyboards to visualize the scenes and sequence of the video.

- **Casting:** Handle the selection of interviewees and any other participants.

- **Location Scouting:** Identify and arrange suitable locations for filming, including campuses and relevant off-site locations if necessary.

2. Production:

- **Filming:** Use professional-grade equipment to capture high-quality footage.
- **Direction:** Ensure that all scenes are directed in a manner that aligns with the storyboard and script.

3. Post-Production:

- **Editing:** Compile and edit the footage to create a cohesive and engaging narrative.
- **Voiceover:** Provide professional voiceover talent to narrate the video, if needed.
- **Music:** Source and integrate suitable background music to enhance the video's impact.
- **Special Effects:** Include any necessary special effects to improve the visual appeal of the video.

4. Final Delivery:

- Provide the final video in the required formats and resolutions.
- Ensure the video is optimized for distribution on various platforms.

Other conditions for technical bids

Qualifications and Experience:

- Demonstrated experience in creating social media content for brands on Facebook, Instagram, and LinkedIn.
- Proven track record of successful social media campaigns and content strategies.
- Strong understanding of social media trends, best practices, and platform-specific requirements.
- Ability to produce high-quality, engaging, and on-brand content consistently.

Proposal Requirements:

- Detailed approach and methodology for content creation.
- Examples of previous work and case studies.
- Timeline for content development and delivery.
- Cost breakdown for the social media content development.
- Team qualifications and relevant experience.

Note: Please refer to Annexure-H for the content creation specifications. These specifications are provided for reference and may be subject to change or modification upon approval from C-DAC.

Intellectual Property and Copyright Clause:

The Agency shall deliver all original content, including but not limited to, source files, editable formats, design assets, and any other relevant materials, to C-DAC. These deliverables must be provided in their original formats and be fully editable without any restrictions.

All intellectual property rights, including copyrights, for any materials, designs, content, or deliverables created by the Agency for C-DAC under this agreement shall be the sole property of C-DAC. Upon delivery, C-DAC will hold exclusive rights to use, reproduce, modify, distribute, and display the content without limitation. The Agency shall not retain any rights or claim ownership over the materials, nor use them for any other purpose without prior written consent from C-DAC.

ANNEXURE I

1. Evaluation of bid (LCS Basis):

Bidders meeting the minimum eligibility criteria (Techno commercially compliant) will further be evaluated based on Least Cost System basis (LCS).

C-DAC will invite the eligible bidders to make a technical presentation to the C-DAC team at a date and time determined by C-DAC. The purpose of such presentations would be to allow the bidders to present their technical prowess and professional experience in providing required services to their clients. Depending on the evaluation methodology mentioned below, each Technical Bid will be assigned a technical score out of a maximum of 100 points.

2. Technical evaluation matrix of bids:

The bidder who secures minimum 70 marks in the technical evaluation based on the mentioned technical parameters shall only be considered for financial bid opening. Technical competency of the bidder shall be evaluated through the matrix as indicated below:

Sl. No.	Criteria	Documentary evidence	Marks Assigned (Total 100 marks)	Remarks
1	Approach, Themes, Concepts in the form of a presentation elaborating execution details for the project to be assessed on resource deployment, quality, content, photographs of previous projects, relevance of presentation, creative approach, visual Appeal etc.	Presentation Made to C-DAC Committee/Experts. Documentary evidences like LOA/ Completion Certificate or any other documents that substantiates for execution of the respective services.	20 marks	The agency may be called for a presentation to a duly designated committee
2	Design a few samples creative layouts in support of the strategy for the suggested media mix	Presentation/prototype of the strategy/plan for Digital and social media marketing as per the scope of work	10 marks	The agency may be called for a presentation to a duly designated committee
3	Similar Experience (Total number of different Govt./PSU Clients served in last 7 FY)	Work Order/LOA & Photographs to be attached for Authenticating claim.	20 marks	i. More than 5 Govt./PSU Clients - 100% of max marks ii. Between 3 to 5 - 80% of max marks iii. Between 1 to 3 - 60% of max marks iv. More than 1 Non-Govt/Non-PSU Clients - 50% of max marks

4	Monetary value of contract (Maximum contract value of a single contract executed in last 7 FY)	Enclose Workorder copy along with satisfactory work execution certificate or any other documents that substantiates the satisfactory execution of the respective events	20marks	<ul style="list-style-type: none"> i. More than Rs. 1 Cr - 100% of max marks ii. 80 Lacs to 1 Cr - 80% of max marks iii. 50 Lacs to 80 Lacs - 60% of max marks iv. 20 Lacs to 50 Lacs - 50% of max marks v. Below Rs. 20 Lacs - 20% of max marks
5	Number of Resources on Payroll (Total number Manpower resources on the payroll of service provider)	CV and Biodata of resources working in relevant domain and work area as per the scope of work.	10marks	<ul style="list-style-type: none"> i. More than 100 resources - 100% of max marks ii. 50 to 100 resources - 80% of max marks iii. 20 to 50 resources - 50% of max marks iv. Below 20 resources - 20% of max marks
6.	Avg. Annual Turnover from similar business in last 3 financial years	Balance Sheets for last three financial years.	10 marks	<ul style="list-style-type: none"> i. More than Rs. 2 Cr - 100% of Max. Marks ii. Between Rs. 1 Cr to 2 Cr - 80% of max marks iii. Between Rs. 1 Cr to 50 Lacs - 60% of max marks iv. Below Rs. 50 Lacs - 50% of max marks
7	Net Worth	Annual report and CA certificate of the valuation	5 marks	<ul style="list-style-type: none"> i. More than Rs. 2 Cr - 100% of max marks ii. Between Rs. 1 Cr to Rs. 2 Cr - 80% of max marks iii. Between Rs. 50 Lacs to Rs. 1 Cr - 50% of max marks iv. Below Rs. 50 Lacs - 20% of max marks

8	Registered Office in Indian Metro City region.	Index II or Rent agreement	5 marks	i. Greater than or equal to 9- 100% of max marks ii. Greater than or equal to 7 and less than 9-80% of max marks iii. Greater than or equal to 5 and less than 7-60% of max marks iv. Greater than or equal to 3 and less than 5-40% of max marks v. Greater than or equal to 1 and less than 3-20% of max marks
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(End of Section - IV)

ANNEXURE - A: COVERING LETTER

Date:

To:

Executive Director

Centre for Development of Advanced Computing (C-DAC)

Innovation Park, Panchavati, Pashan Road,

Pune - 411008 Maharashtra, INDIA

Subject: Tender for submission

Dear Sir,

We, the undersigned, offer to provide advertising services in response to your Tender No

We are hereby submitting our proposal for same, which includes Technical Bid and the Price Bid on www.gem.gov.in

We undertake, if our proposal is accepted, to submit a Security Deposit & Performance Bank Guarantee of 3% of the contract/ order value, as per terms stipulated in the tender.

We hereby certify that my/ our firm has not been disqualified and/ or blacklisted by any Office/ Department/ Undertaking of the State Government/ Central Govt. of India, PSU/ Autonomous Body of Government of India, at the time of submission of this bid.

We agree to abide by all the terms and conditions of the tender document, including corrigenda. We would hold the terms of our bid valid for 180 days as stipulated in the tender document.

We understand you are not bound to accept any Proposal you receive.

The undersigned is authorized to sign this bid document. The authority letter to this effect is enclosed.

Yours sincerely,

Authorized Signatory:

Name and Title of Signatory:

e-mail:

Mobile No:

ANNEXURE - B: AUTHORITY LETTER

Date:

To:

**Executive Director,
Centre for Development of Advanced Computing (C-DAC)
Innovation Park, Panchavati, Pashan Road,
Pune - 411008 Maharashtra, INDIA**

Subject: Authority Letter

Reference: Tender for supply ofNo CDACP/xxxxxxxxxxxxxx

Dear Sir,

We, M/s _____ (Name of the bidder) having registered office at _____ (address of the bidder) herewith submit our bid against the said tender document.

Mr./Ms. _____ (Name and designation of the signatory), whose signature is appended below, is authorized to sign and submit the bid documents on our behalf against said RFP

Specimen Signature:

The undersigned is authorised to issue such authorisation on behalf of us.

For M/s _____ (Name of the bidder)

Signature and company seal

Name

Designation

Email

Mobile No.

ANEXURE C - PROFORMA OF BANK GUARANTEE

(To be submitted by the vendor for claiming payment)

To,
Centre for Development of Advanced Computing
Innovation Park, PANCHAVATI,
Pashan Road, Pune - 411 008

BANK GUARANTEE NO:

DATE:

Dear Sir(S)

This has reference to the Purchase Order No. _____ Dated _____ been placed by Centre for Development of Advanced Computing(C-DAC), Pune on M/s _____ (Name & Address of vendor) for providing advertising services.

The conditions of this order provide that the vendor shall, arrange to provide the services listed in the said order.

M/s (Name of Vendor) has accepted the said purchase order with the terms and conditions stipulated therein and have agreed to issue the performance bank guarantee on their part, towards promises and assurance of their contractual obligations vide the Order No. _____ M/s. _____ (name of vendor) holds an account with us and has approached us and at their request and in consideration of the promises, we hereby furnish such guarantees as mentioned hereinafter.

C-DAC shall be at liberty without reference to the Bank and without affecting the full liability of the Bank hereunder to take any other undertaking of security in respect of the suppliers obligations and / or liabilities under or in connection with the said contract or to vary the terms vis-a - vis the supplier or the said contract or to grant time and or indulgence to the supplier or to reduce or to increase or otherwise vary the prices or the total contract value or to forebear from enforcement of all or any of the obligations of the supplier under the said contract and/or the remedies of C-DAC under any security now, or hereafter held by C-DAC and no such dealing(s) with the supplier or release or forbearance whatsoever shall have the effect of releasing the bank from its full liability of C-DAC hereunder or of prejudicing right of C-DAC against the bank.

This undertaking guarantee shall be a continuing undertaking guarantee and shall remain valid and irrevocable for all claims of C-DAC and liabilities of the supplier arising up to and until _____ (date)

This undertaking guarantee shall be in addition to any other undertaking or guarantee or security whatsoever that C-DAC may now or at any time have in relation to its claims or the supplier's obligations/liabilities under and / or in connection with the said contract and C-DAC shall have the full authority to take recourse to or enforce this undertaking guarantee in preference to the other undertaking or security (ies) at its sole discretion and no failure on the part of C-DAC in enforcing or requiring enforcement of any other undertaking or security shall have the effect of releasing the bank from its full liability hereunder.

We _____ (Name of Bank) hereby agree and irrevocably undertake and promise that if in your (C-DAC's) opinion any default is made by M/s _____ (Name of Vendor) in performing any of the terms and /or conditions of the agreement or if in your opinion they commit any breach of the contract or there is any demand by you against M/s _____ (Name of Vendor), then on notice to us by you, we shall on demand and without demur and without reference to M/s _____ (Name of Vendor), pay you, in any manner in which you may direct, the amount of Rs. _____/- (Rupees _____ Only) or such portion thereof as may be demanded by you not exceeding the said sum and as you may from time to time require. Our liability to pay is not dependent or conditional on your proceeding against M/s _____ (Name of Vendor) and we shall be liable & obligated to pay the aforesaid amount as and when demanded by you merely on an intimation being given by you and even before any legal proceedings, if any, are taken against M/s _____ (Name of Vendor)

The Bank hereby waives all rights at any time inconsistent with the terms of this undertaking guarantee and the obligations of the bank in terms hereof shall not be anywise affected or suspended by reason of any dispute or disputes having been raised by the supplier (whether or not pending before any arbitrator, Tribunal or Court) or any denial of liability by the supplier or any order or any order or communication whatsoever by the supplier stopping or preventing or purporting to stop or prevent payment by the Bank to C-DAC hereunder.

The amount stated in any notice of demand addressed by C-DAC to the Bank as claimed by C-DAC from the supplier or as suffered or incurred by C-DAC on the account of any losses or damages or costs, charges and/or expenses shall as between the Bank and C-DAC be conclusive of the amount so claimed or liable to be paid to C-DAC or suffered or incurred by C-DAC, as the case may be and payable by the Bank to C-DAC in terms hereof.

You (C-DAC) shall have full liberty without reference to us and without affecting this guarantee, to postpone for any time or from time to time the exercise of any of the powers and rights conferred on you under the contract with the said M/s

_____ (Name of Vendor) and to enforce or to forbear from endorsing any power or rights or by reason of time being given to the said M/s _____ (name of Vendor) which under law relating to the sureties would but for the provisions have the effect of releasing us.

You will have full liberty without reference to us and without affecting this guarantee, to postpone for any time or from time to time the exercise of any of the powers and rights conferred on you under the contract with the said M/s _____ (Name of Vendor) and to enforce or to forbear from endorsing any power or rights or by reason of time being given to the said M/s _____ (Name of Vendor) which under law relating to the sureties would but for the provisions have the effect of releasing us.

Your right to recover the said sum of Rs. _____/- (Rupees _____ only) from us in manner aforesaid will not be affected/ or suspended by reason of the fact that any dispute or disputes have been raised by the said M/s _____ (Name of Vendor) and/ or that any dispute or disputes are pending before any officer, tribunal or court or Arbitrator.

The guarantee herein contained shall not be determined or affected by the liquidation or winding up, dissolution or change of constitution or insolvency of the said M/s _____ (Name of Vendor) but shall in all respects and for all purposes be binding and operative until payment of all dues to C-DAC in respect of such liability or liabilities.

Our liability under this guarantee is restricted to Rs. _____/- (Rupees _____ Only). Our guarantee shall remain in force until unless a suit action to enforce a claim under guarantee is filed against us within six months from (which is date of expiry of guarantee) all your rights under the said guarantee shall be forfeited and we shall be relieved and discharged from all liabilities there under.

We have power to issue this guarantee in your favour under Memorandum and Articles of Association of our Bank and the undersigned has full power to do under the power of Attorney dated.

Notwithstanding anything contained herein:

Our liability under this guarantee shall not exceed Rs _____ (in words)
This bank guarantee shall be valid up to _____ & unless a suit for action to enforce a claim under guarantee is filed against us within six months from the date of expiry of guarantee. All your rights under the said guarantee shall be

forfeited and we shall be relieved and discharged from all liabilities there after i.e., after six months from the date of expiry of this Bank guarantee.

We are liable to pay the guaranteed amount or any parts thereof under this bank guarantee only and only if you serve upon us a written claim or demand or before _____.

The Bank guarantee will expire on (Min 14 months from the date of successful completion of the services in the order) _____.

Granted by the Bank

Yours faithfully,

For (Name of Bank)

SEAL OF THE BANK
Authorised Signatory

ANNEXURE D CERTIFICATE/UNDERTAKING FROM BIDDER

(ON COMPANY'S LETTERHEAD)

To: Executive Director,
C-DAC, Pune - 411008

Ref: Tender / Enquiry No. XXX dt. XXXX

We have read the clause mentioned in the Order No.F.7/10/2021-PPD (1) (Public Procurement No. 4) dated 23.02.2023 issued by Procurement Policy Division, Department of Expenditure, Ministry of Finance, GO and further Order/OMs regarding restrictions on procurement from a bidder of a country which shares a land border with India (if any).

In view of this, we certify that,

a. We are not from a country sharing land border with India and any registration as mentioned in said OM is not applicable to us.

OR

b. We are registered with the respective organisation as defined under the above OM having registration number Dated

For (Name of Bidder)

Authorised Signatory
(Name & Signature)
(Company's Seal)

ANNEXURE E FROM BIDDER

(ON COMPANY'S LETTERHEAD)

To:
Executive Director,
Centre for Development of Advance Computing,
Pune-411008

Sub: Tender for
Ref: Tender No. CDACP/xxxxx

We hereby certify that the services / goods being offered by us vide our proposal, comply with the provisions of the Make In India Order No. P-45021/2/2017-PP(BE-II)-Part(4)Vol.II dated 19.07.2024 issued by Public Procurement Section, Department of Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, Gol.

We also certify that, we are not from a country sharing land border with India as defined in the Order No.F.7/10/2021-PPD (1) (Public Procurement No. 4) dated 23.02.2023 issued by Procurement Policy Division, Department of Expenditure, Ministry of Finance, GOI. and the Services / Goods offered by us comply with the provisions of said order (details provided below).

We hereby certify the details pertaining to Services / Goods offered by us, against the tender requirement is given below:

Sr No	Item Description	Country of origin of Service Provider	Country of Providing the Services	Percentage of local contents	Details of the location(s) at which the local value addition is made
1				Consolidated MII / Local Content for the complete solution declared by Service Provider/ Bidder	

Note 2: CDAC reserves the right to Accept / Reject / Cancel the bid / bidder, at its sole discretion, based on the responses received against the MII and Land border sharing declarations submitted by the bidders / vendors.

Note 3: The Service Provider / Bidder, needs to provide the MII / Local content declaration as a consolidated figure for the complete solution.

For (Name of bidder)

Authorized Signatory Name & Designation:

Mobile No:

ANNEXURE F
(ON COMPANY'S LETTERHEAD)

Date:

To:
Executive Director,
Centre for Development of Advanced Computing (C-DAC)
Innovation Park, Panchavati, Pashan Road,
Pune - 411008 Maharashtra, INDIA

Subject: EMD Undertaking as per GFR - 2017, Rule 170(iii)
Ref: GeMTender Ref. No.

Dear Sir,

We, the undersigned, offer to provide Services the -----
-----as per tender at C-DAC Pune, in response to your tender.

We are hereby submitting our proposal for same, which includes technical bid and the financial bid. As a part of eligibility requirement stipulated in said tender document, we hereby submit a declaration in lieu of Earnest Money Deposit (EMD), as given below:

1. Our bid shall remain valid for 180 days from the date of submission and that we will not withdraw or modify our bid during the validity period,
2. In case, we are declared as successful bidder and an order is placed on us, we will submit the acceptance in writing within 7 days of placement of order on us.
3. In case, we are declared as successful bidder and an order is placed on us, we undertake, to submit a Security Deposit / PBG of 3% of the order value, as per terms stipulated in the tender.
4. In case of failure on our part to comply with any of the above said requirements, we are aware that we shall be declared as un-eligible for said tender and /or debarred from any future bidding process of C-DAC for a period of minimum two years.
5. The undersigned is authorized to sign this undertaking.

Yours sincerely,

Authorized Signatory:
Name and Title of Signatory:
e-mail:
Mobile No:

Annexure-G

(To be executed on Rs. 100/- Stamp paper duly notarised and applicable for all tenders of value above Rs.1 Crore)

INTEGRITY PACT

This Integrity Pact (“the Pact”) is made and executed on this ____ Day of _____ Two Thousand Twenty _____ at _____.

By and Between

Centre for Development of Advanced Computing (C-DAC), an autonomous scientific Society under the Ministry of Electronics and Information Technology, Government of India, registered under the Societies Registration Act 1860 and the Bombay Public Trusts Act 1950, having its registered Office at Savitribai Phule Pune University Campus, Pune 411 007, hereinafter referred to as "C-DAC/Principal", which expression shall unless repugnant to the context or meaning thereof be deemed to mean and include its administrators, successors or assignees, as the case may be.

and

..... hereinafter referred to as “The Bidder(s)/Contractor(s)”, which expression shall unless repugnant to the context or meaning thereof be deemed to mean and include its administrators, successors or assignees, as the case may be.

(The Principal and the Bidder (s)/Contractor(s) are collectively referred to as “the Parties”.

Preamble

The Principal intends to award, under laid down organizational procedures, contract/s for ----- (“the Contract”). The Principal values full compliance with all relevant laws and regulations, and the principles of economic use of resources, and of fairness and transparency in its relations with its Bidder/s and Contractor/s. The Principal intends to avoid all forms of corruption by following a system that is fair, transparent and free from any influence/prejudiced dealings prior to, during and subsequent to the currency of the contract to be entered into. The Principal also intends that Bidder/s and Contractor/s should abstain from bribing or indulging in any corrupt practices in order to secure the contract by providing assurance to them that their competitors will also abstain from bribing and other corrupt practices and the Bidder/s and Contractor/s shall commit to

prevent corruption, in any form, by its officials by following transparent procedures.

In order to achieve these goals, the Principal, by way of this Integrity Pact (“the Pact”) will appoint Independent External Monitor (“IEM”) who will monitor the tender process and the execution of the Contract for compliance with the principles mentioned above.

The parties hereto hereby agree to enter into this Pact and agree as mentioned below.

Section 1 Commitments of the Principal

- 1) The Principal commits itself to take all measures necessary to prevent corruption and to observe the following:-
 - a) No employee of the Principal, personally or through relatives or any other person, will in connection with the tender, or for the execution of the Contract, demand, promise or accept for himself/herself or any third person, any material or immaterial benefit or any other advantage from the bidder/s or contractor/s which he/she is not legally entitled to.
 - b) The Principal will, during the tender process treat all Bidder/s and Contractor/s with equity and reason. The Principal will in particular, before and during the tender process, provide to all bidder/s and contractor/s the same information and will not provide to any bidder/s or contractor/s additional/confidential information through which the bidder/s and contractor/s could obtain an advantage in relation to the tender process or the contract execution.
 - c) The Principal will exclude from the process all known prejudiced persons.
- 2) If the Principal obtains information on the conduct of any of its employees, which is a criminal offence under the relevant Anti-Corruption Laws of India, or if there be a substantive suspicion and the same is prima facie found to be correct in this regard, the Principal will inform its Vigilance Office and in addition can initiate disciplinary actions. In such a case while such enquiry is being conducted by the Principal, the proceedings under the contract shall not be stalled.

Section 2 Commitments of the Bidder/ contractor

- 1) The Bidder / Contractor commits to take all measures necessary to prevent corrupt practices, unfair means and illegal activities . He commits himself to

observe the following during his participation in the tender process and during the contract execution:

- a) The Bidder / Contractor undertakes that he/she has not given, offered or promised to give directly or indirectly any bribe, gift, consideration, reward, favour any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the Principal, for which benefit etc. he/she is not legally entitled to, in order to obtain in exchange any advantage of any kind whatsoever during the tender process or during the execution of the contract.
- b) The Bidder / Contractor will not, directly or through any other person or firm, offer, promise or give to any of the Principal's employees involved in the tender process or the execution of the contract or to any third person any bribe, gift, consideration, reward, favour, any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the Principal, for which benefit etc. he/she is not legally entitled to, in order to obtain in exchange any advantage of any kind whatsoever during the tender process or during the execution of the contract
- c) The Bidder / Contractor will not enter into any agreement or understanding with other Bidders in connection with the bid, including but not limited to prices, specifications, certifications, subsidiary contracts, submission or non-submission of bids or any other actions to restrict competitiveness or to introduce cartelisation in the bidding process.
- d) The Bidder / Contractor will not commit any offence under the relevant provisions of Anti-Corruption Laws of India/Indian Penal Code, 1860, Information and Technology Act, 2000, Competition law or any other relevant laws, enactments, rules and regulations. Further the Bidder / Contractor will not use improperly, for purposes of competition or personal gain, or pass on to others, any information or document provided by the Principal as part of the business relationship, regarding plans, technical proposals and business details, including information contained or transmitted electronically. The Bidder / Contractor also undertakes to exercise due and adequate care of any such information so divulged.
- e) The Bidder / Contractor further confirms and declares to the Principal that the Bidder / Contractor is the original manufacturer / integrator / authorised government sponsored export entity and has not engaged any individual or firm or company whether Indian or foreign to intercede, facilitate or in any way to recommend to the Principal or any of its functionaries, whether officially or unofficially to the award of the contract to the Bidder / Contractor, nor has any amount been paid, promised or intended to be paid to any such individual, firm or company in respect of any such intercession, facilitation or recommendation.

- f) The Bidder / Contractor will, when presenting his bid, disclose any and all payments he has made, is committed to make or intends to make to agents, brokers or any other intermediaries in connection with the award of the contract and the details of the services agreed upon for such payments.
 - g) The bidder(s)/ contractor (s) of foreign origin shall disclose the name and address of agents and representatives in India related to this tender. Similarly, the bidder(s)/ contractor(s) of Indian nationality shall furnish the name and address of their foreign principals or associates, if any, related to this tender.
 - h) The Bidder / Contractor shall not accept any advantage in exchange for any corrupt practice, unfair means and illegal activities.
 - i) If the Bidder / Contractor or any employee of the Bidder / Contractor or any person acting on behalf of the Bidder / Contractor, either directly or indirectly, is a relative of any of the officers of the Principal, or alternatively, if any relative of an officer of the Principal has financial interest / stake in the Bidder's / Contractor's firm, proprietorship, company, etc. the same shall be disclosed by the Bidder / Contractor at the time of filing of tender/EoI. The term 'relative' for this purpose would be as defined in Section 6 of the Companies Act, 2013.
 - j) The Bidder / Contractor shall not lend to or borrow any money from or enter into any monetary dealings or transactions, directly or indirectly, with any employee of the Principal.
 - k) The bidder / contractor shall disclose the circumstances, arrangements, undertakings or relationships that constitute, or may reasonably be considered to constitute, an actual or potential conflict of interest with its obligations specified in the tender process or under any Agreement which may be negotiated or executed with Principal. Bidder / Contractor and its employees, agents, advisors and any other person associated with the bidder / contractor must not place themselves in a position which may, or does, give rise to conflict of interest (or a potential conflict of interest between the interests of Principal or any other interests during this tender process or through operation of the Agreement.
 - l) The bidder(s)/ contractor (s) who have signed the Pact shall not approach the Courts while the matters/disputes/issues, related to tender process or the Contract are presented before the IEM and awaiting the final decision.
- 2) The Bidder / Contractor will not instigate third persons to commit above mentioned acts / omissions / offences outlined above or be an accessory to such offences.

Section 3

Disqualification from tender process and exclusion from future contracts

- 1) If the Bidder, before the Contract is awarded, has committed a transgression through a violation of Section 2 or in any other form such as to put his reliability or credibility as Bidder into question:
 - a) the Principal is entitled to disqualify the Bidder from the tender process or to terminate the Contract, if already signed, for such reason.
 - b) the Principal is entitled to exclude the Bidder / Contractor from participating in future contracts/tenders. The imposition and duration of the exclusion will be determined by the Principal based on the severity of the transgression. The severity will be determined by the circumstances of the case, in particular the number of transgressions, the position of the transgressors within the company hierarchy of the Bidder / Contractor and the amount of the damage. The exclusion will be imposed for a minimum of six (6) months and maximum of three (3) years.
- 2) An act/omission would be treated as a transgression after due consideration of the available evidence by the Principal.
- 3) The Bidder / Contractor accepts and undertakes to respect and uphold the Principal's absolute right to resort to and impose such disqualification/exclusion and further accepts and undertakes not to challenge or question such exclusion on any ground, including the lack of any hearing before the decision of disqualification/exclusion is taken. This undertaking is given freely and after obtaining independent legal advice.
- 4) If the Bidder / Contractor can prove that he has restored the damage caused by him and has installed a suitable corruption prevention system, the Principal may revoke the aforesaid disqualification/exclusion prematurely.

Section 4

Compensation for Damages

- 1) Without prejudice to any rights that may be available to the Principal under any law or the contract or its laid down policies and procedures, the Principal shall have the following rights in case of breach of this Pact by the Bidder/Contractor:
 - a) To forfeit the Earnest Money/Bid Security if the Bidder is disqualified from the tender process prior to the award in terms of Section 3;

- b) To forfeit/invoke the Security Deposit/ Performance Bank Guarantee if the Principal has either terminated or is entitled to terminate the Contract of the Bidder in terms of Section 3.
- c) To immediately call of the pre contract negotiations without assigning any reason or giving any compensation to the Bidder / Contractor.
- d) To immediately cancel the contract, if already signed, without giving any compensation to the bidder / contractor. The Bidder / Contractor shall be liable to pay the compensation for any loss or damage to the Principal resulting from such cancellation / rescission and the Principal shall be entitled to deduct the amount so payable from the amount due to the Bidder / Contractor.
- e) To recover all sums already paid by the Principal, with interest at ___% @ p.a. if any outstanding payment is due to the Bidder / Contractor from the Principal in connection with any other contract, such outstanding payment could also be set off to recover the aforesaid sum and interest.
- f) To recover all sums paid in violation of this Pact by the Bidder / Contractor to any middleman or agent or broker with a view to securing the contract.

Section 5 Previous transgression

- 1) The Bidder declares that he has not committed any transgressions in the last three (3) years against any Company in any country conforming to the anti-corruption approach or with any other Public Sector Enterprise in India that could invite/justify his exclusion from this tender process.
- 2) Any concealment of information or misrepresentation of facts, in regard to the aforesaid, can lead to his disqualification from the tender process or termination of the Contract, if already awarded, or invite any other appropriate action(s) as deemed fit.

Section 6 Equal treatment of all Bidders / Contractors / Subcontractors

- 1) The Principal will enter into Pacts on identical terms with all bidders and contractors.
- 2) The Bidder(s) / Contractor(s) assures to procure from all their subcontractors an undertaking for the adoption of this Pact. The Bidder (s) / Contractor(s) shall alone be responsible for any violation (s) of the provisions laid down in the Pact by any/all of their sub-contractor (s) or sub-vendor (s).

- 3) The Principal will be entitled to disqualify from the tender process all bidders who do not sign this Pact or violate its provisions.

Section 7 Independent External Monitor / Monitors

- 1) The Principal appoints competent and credible Independent External Monitor as nominated and approved by the Central Vigilance Commission. The task of the IEM is to review independently and objectively, whether and to what extent the Parties comply with the obligations under this Pact. The IEM would be required to sign 'Non- Disclosure Agreements' alongwith a declaration of 'Absence of Conflict of Interest'. In case of any conflict of interest arises at a later date, the IEM shall inform Chairperson of the Board of the Principal and recuse himself/herself from that case.
- 2) The IEM is not subject to instructions by the representatives of the parties and performs his functions neutrally and independently. He reports to the Chairperson of the Board of the Principal. The IEM would be provided access to all documents/records pertaining to the contract for which a complaint or issue is raised before them, as and when warranted. However, the documents/records/ information having National Security implications and those documents which have been classified as Secret/Top Secret are not to be disclosed.
- 3) The Bidder / Contractor accepts that the IEM has the right to access, without restriction, all Project documentation available with the Principal including the documents/ records/ information provided by the Bidder/Contractor. The Bidder/Contractor will also grant the IEM, upon their request and demonstration of a valid interest, unrestricted and unconditional access to his project documentation. The same is applicable to Subcontractors. The IEM is under contractual obligation to treat the documents/ records/ information of the Bidder/Contractor/ Subcontractor with confidentiality.
- 4) The Principal will provide to the IEM sufficient information about all meetings among the parties related to the Project provided that such meetings could have an impact on the contractual relations between the Principal and the Bidder/Contractor. The Parties will offer to the IEM the option to participate in such meetings.
- 5) As soon as the IEM notices, or suspects, a violation of this Pact, he will inform the Management of the Principal and request the Management to discontinue or rectify the violation, or take any other relevant action. The IEM can in this regard submit nonbinding recommendations. Beyond this, the IEM has no right to demand from the Parties that they act in a specific manner, refrain from action or tolerate action. However, the IEM shall give an opportunity to the

Bidder / Contractor to present his case before making its recommendations to the Principal.

- 6) The IEM is expected to tender their recommendation on all the complaints within 30 days of their receipt, to the Chairperson of the Board of the Principal. Further, should the occasion arise, the IEM may submit proposals for correcting problematic situations.
- 7) If the IEM has reported to the Chairperson of the Board of the Principal a substantiated suspicion of an offence under relevant Anti-Corruption Laws of India/Indian Penal Code, 1860, or any other relevant laws and the Chairperson has not, within reasonable time, taken visible action to proceed against such offence or reported it to the Vigilance Office, the IEM may transmit this information directly to the Central Vigilance Commissioner, Government of India.
- 8) The word 'IEM' would include both singular and plural.

Section 8 Pact Duration

- 1) This Pact comes into force when both parties have signed it. It expires for the Bidder / Contractor 12 months after the last payment under the respective contract, and for all other Bidders / Contractors 6 months after the contract has been awarded.
- 2) If any claim is made / lodged during the aforesaid duration, the same shall continue to be valid despite the lapse of this pact as specified above, till it is discharged / determined by Chairperson of the Board of the Principal.

Section 09 Other provisions

- 1) This Pact is subject to Indian Laws. Place of performance and jurisdiction is the Registered Office of the Principal, i.e. Pune. The Arbitration clause provided in the main tender document / contract shall be applicable to any issue / dispute arising under this Pact.
- 2) If the Contractor is a partnership or a consortium, this Pact must be signed by all partners or consortium members.
- 3) In case of any allegation of violation of any provisions of this Pact or payment of commission etc. the Principal or its agencies shall be entitled to examine all the documents including the Books of Accounts of the Bidder / Contractor and

Bidder / Contractor shall provide necessary information and documents and shall extend all possible help for the purpose of such examination.

- 4) If one or several provisions of this Pact are held to be invalid/unenforceable, the remainder of this Pact shall remain valid as though the invalid or unenforceable parts had not been included herein. In this case, the parties will strive to come to an agreement to their original intentions.
- 5) Issues like warranty/ guarantee etc. shall be outside the purview of IEM.

For the Principal

For the Bidder / Contractor

Place -----

Witness 1 : -----

Date -----

Witness 2: -----

Annexure H

Content Creation Specifications

Facebook Image size






Image Type	Size	Aspect Ratio
Facebook Photo Post	1200 x 630 pixels	1.91:1
Facebook Video Post	1280 x 720 pixels	16:9
Facebook Linked Image	1200 x 630 pixels	1.91:1
Facebook Stories	1080 x 1920 pixels	9:16

The dimensions of Instagram posts (feed):

- The dimensions of the landscape posts are 1080 x 566 pixels.
- Dimensions of the portrait are 1080 x 1350 pixels.
- The dimensions of the square are 1080 × 1080 pixels.
- Acceptable aspect ratios range from 1.91:1 to 4:5.
- Optimal picture dimensions: The image has a width of 1080 pixels and a height that varies between 566 and 1350 pixels, depending on whether it is in landscape or portrait orientation.
- The dimensions of Instagram stories: 1080 x 1920 pixels
Recommendations: The aspect ratio is 9:16.

- The dimensions of Instagram story ads: 1080 x 1920 pixels

Common Social Media Image Sizes 2024

					
Profile Photo	170 x 170	320 x 320	400 x 400	400 x 400	200 x 200
Landscape Post	1200 x 630	1080 x 566	1200 x 627	1600 x 900	1920 x 1080
Portrait Post	630 x 1200	1080 x 1350	627 x 1200	1080 x 1350	1080 x 1920
Square Post	1200 x 1200	1080 x 1080	1080 x 1080	1080 x 1080	1080 x 1080
Stories	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
Cover Photo	851 x 315	N/A	1128 x 191	1500 x 500	N/A

- **Technical specs for videos**

- Frame rate: 25 frames per second
- Widescreen (16:9) projects (the shape of our player)
- One of the following formats: .mov, .mpg, .avi, or .mp4 (**.mp4 preferred**)
- Frame size: minimum of 720 x 576 pixels (PAL)
- HD welcomed: minimum = 1280p x 720p; maximum = 1920p x 1080p
- Video codec: H.264
- Video bitrate: minimum of 3 Mbps
- Audio codec: AAC
- Audio Frequency: 48000 Hz
- Audio bitrate: minimum of 128 kbps

- **Gif format specification**

GIF	GIF Dimensions	File Size
Portrait	2:3	Less than 600 KB
Square	1:1	Less than 600 KB
Landscape	3:2	Less than 600 KB

***** END OF DOCUMENT *****