

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 BIDS FOR Engaging a
“SOCIAL MEDIA AGENCY”
THROUGH THE GEM PORTAL.**

SECTION I

INSTRUCTION TO BIDDER

1. INTRODUCTION:

Centre for Development of Advanced Computing (C-DAC) - is a scientific society under the administrative control of the Ministry of Electronics & Information Technology, Government of India. With the delivery of PARAM Supercomputers, C-DAC has been the forerunner of the ICT revolution in India, constantly innovating and leveraging its expertise in rolling out national level initiatives such as National Supercomputing Mission, Mission for Developing Digitally Inclusive and Smart Community (DISC) with focus on Agriculture, Health and Education, Cyber Security and Cyber Forensics Applications based on Biometrics and Bio-Informatics Applications including Cancer Research using Artificial Intelligence etc. C-DAC is committed to addressing the needs of society through user-centric initiatives, working with integrity, transparency and openness and innovating for economic growth.

2. REQUIREMENT OBJECTIVES:

To effectively market C-DAC through social media, it is proposed to strategically use digital platforms such as LinkedIn, Twitter (X), Facebook, Instagram, and YouTube to promote C-DAC's mission, research, technologies, products, services, skill development and training programmes to a wider audience.

It involves more than just posting updates - it's about building awareness, engagement, branding and credibility around C-DAC's role as a premier R&D organization in advanced computing, electronics and IT solutions.

The primary objectives of engaging a social media agency are:

- To enhance the visibility and digital presence of C-DAC.
- To effectively disseminate information about Government initiatives, schemes, and public services.
- To increase citizen engagement and feedback.
- To maintain consistency in messaging across all social media platforms.
- To monitor and analyze digital performance metrics and suggest improvements.

3. SUMMARY OF SCOPE OF WORK

The selected agency will be required to:

3.1 Strategy and Planning

- Develop a comprehensive social media strategy aligned with the organization's communication objectives.
- Identify key audience segments and devise targeted engagement plans.
- Recommend suitable digital platforms and posting schedules.

3.2 Content Creation

- Create high-quality, engaging, and original content including text, infographics, videos, GIFs, and animations.
- Translate or adapt content into regional languages, as required.
- Ensure adherence to Government branding guidelines.

3.3 Social Media Management

- Manage official accounts/pages on platforms such as Twitter (X), Facebook, Instagram, YouTube, LinkedIn, and others.
- Post approved content regularly as per content calendar.
- Respond to public comments and messages in coordination with the organization.

3.4 Campaign Execution

- Conceptualize and execute campaigns for special events, awareness drives, and Government initiatives.
- Utilize paid promotions/boosts as approved by the organization.

3.5 Monitoring and Reporting

- Track analytics such as reach, engagement, followers, and impressions.
- Submit detailed monthly reports highlighting performance metrics and insights.
- Conduct social media sentiment analysis and online reputation management.

3.6 Creative Support

- Design banners, digital creatives, and short videos for campaigns.
- Support live streaming of major events, press conferences, and public announcements.

Please see SECTION IV DETAILED SCOPE OF WORK for more details

SECTION II

GENERAL CONDITIONS OF CONTRACT (GCC)

1. PAYMENT TERMS

The payment to the bidder/agency shall be milestone-based as follows:

- 1.1 The first tranche of payment, amounting to 5% of the initial contract value (i.e., the amount payable for the initial six-month contract period), shall be released within 10 working days upon completion of both Stages I and II (i.e. after 1st month).
- 1.2 Payments for subsequent months will be made upon completion of monthly deliverables, within 10 working days of receiving the invoice post delivery of services on monthly basis. This payment shall be 95% of the initial contract value (i.e. the amount payable for the initial six-month contract period)
- 1.3 In the event that the agency fails to complete the monthly deliverables due to shortcomings on their part, the payment shall become due and will be paid only upon completion of the pending deliverables. Payment shall be made after applying penalty as per this RFP. However, beyond 1 month's delay, no/pro-rata payment shall be made to the bidder.
- 1.4 In the event that the monthly deliverables are not completed due to reasons beyond the control of the agency, the payment for that month shall be released based on approval of the Competent Authority.

2. CONTRACT DURATION

The contract duration on the GeM portal shall reflect as 36 months as provision of Contract Extension is not available on GeM portal. The initial contract duration shall be for 06 months and based on satisfactory performance the same can be extended further. The subsequent extensions (if any) shall be for a period of 1-year at a time considering satisfactory performance by the service provider, with a maximum tenure /duration of 36 months including the initial 06 months period.

3. DELIVERY TIMELINES

3.1. Monthly Deliverables (Fixed activities to be carried out every month)

LinkedIn, X, Facebook, Instagram & You Tube Content Creation:

- Ensuring a minimum of 20 posts every calendar month on LinkedIn, X, Facebook & Instagram including expert session, event/product-based promotions, (incase in a month the count can't be achieved, it can be carried forward to the next month but not beyond 60 days)
- 10 posts on You Tube (incase in a month the count can't be achieved; it can be carried forward to the next month but not beyond 60 days)
- Types of Mandatory Content: Infographics, Reels, Static Posts, Carousels is included in the posts mentioned above
- One podcast (minimum duration: 20 minutes) – Includes production of teaser videos and short promotional reels to market the podcast. A studio for recording should be available in Tier-I and Tier-II cities. The final edited and packaged podcast will be delivered and published.

Content Specifications:

- Reels:

- Duration: 15-60 seconds
- Format: Vertical video (9:16 aspect ratio)
- Themes: Brand storytelling, product highlights, customer testimonials, behind-the-scenes, achievements, success stories, etc
- **Static Posts:**
 - Format: High-quality images with compelling captions, infographics
 - Themes: Informative posts, promotional content about event/product, community engagement, achievements
- **Carousels:**
 - Format: Series of images or graphics in a single post
 - Themes: Step-by-step guides, product features, event highlights
- **Quality Standards:**
 - Ensure all content is in 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.

3.2. On Demand Deliverables (Optional activities - on need basis)

- Publishing Live Streaming links on You Tube, Facebook, LinkedIn and X handles of C-DAC (minimum of one event per month)
- Event based Promotional Posts: A total of 10 promotional posts to be created and published 45 days prior to the commencement of the event.
- Expert session (minimum of one event per month)
- Influence Marketing (minimum of one intervention per month with 05 endorsements)
- Should the on-demand deliverable targets remain underachieved for any reason, the pending deliverables may be carried forward within the overall contract duration.

4. Clarifications / Queries

In case of any doubts and/ or queries pertaining to terms and conditions, deliverable etc. of the bidding document, prospective bidder may send their queries in writing through e-mail (mmg@cdac.in). The queries, requests for clarifications etc. must be sent within 7 days from the date of publication of the GeM bid. The bidders are requested to go through the entire bid 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 email/C-DAC's web site in due course of time. All the queries, doubts, clarifications etc. must be submitted in xls format only as below.

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

SECTION III

SPECIAL CONDITIONS OF CONTRACT (SCC)

1. 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.

2. EVALUATION PROCESS

The evaluation process shall comprise of Pre-Qualification, Technical Evaluation and Financial Evaluation through the GeM portal. The initial Stage-1 shall be the pre-qualification stage wherein the basic eligibility and documentation of the bidder shall be verified. Stage-2 shall be the Technical Evaluation stage including presentation. This shall be followed by the Stage-3 i.e. Financial Evaluation of the technically qualified bidders. Detailed of the respective stages are given below:

3. STAGE-1: PRE-QUALIFICATION REQUIREMENTS:

The bids shall be evaluated with respect to the following clauses/requirements and failure to meet the Qualification Criteria shall result in rejection of the bid. The Bidder shall fulfill all the criteria as specified hereunder and submit all documents listed below:

- 3.1. Copy of Certificate of Incorporation, Partnership Deed / Memorandum and Articles of Association / equivalent document showing date and place of incorporation.
- 3.2. Copies of PAN and GST Registration Certificates.
- 3.3. The bidder should have Similar experience in the last three Financial Year ending on March 2025. List of Govt./PSU clients served in last 03 FY should be submitted by the bidder and Work Order/LOA & photographs to be attached for authenticating claim. The bidder should have executed at least one such order per F.Y. as mentioned, to any Central / State Government organisation/ PSUs etc.

NOTE: For the above mentioned point, MSE & Startup bidder(s) shall have at least 1 Government order in the last 03 F.Y.

- 3.4. The bidder should have executed at least one such order in similar field with atleast 20 Lakhs order value in a single contract executed in last 03 F.Y. to any Government organisation/PSU. Bidder should enclose workorder copy along with satisfactory work execution certificate or any other documents that substantiates the satisfactory execution of the respective events.

NOTE: For the above mentioned point, MSE & Startup bidder(s) shall have at least 1 such order in the last 03 F.Y. with atleast 10 Lakhs order value.

- 3.5. The bidder should have at least 10 manpower /human resources on their payroll. Relevant PF documents (i.e. Latest PF Challan etc. - if applicable) / Head HR certificate, duly signed and stamped on Company's letterhead, mentioning the details of such manpower to be submitted. The requirement of HR certificate towards Manpower is mandatory for all bidders. CV and biodata of human resources working in relevant domain and work area as per the scope of work should also be submitted by the bidder.
- 3.6. The bidder should have average annual turnover of minimum 20 Lakhs from similar business in last 03 financial years ending on March 2025. The bidder should submit balance sheets for last 03 financial years OR CA certificate towards the same.

NOTE: For the above mentioned point, MSE & Startup bidder(s) shall be exempted for the turnover criteria.

- 3.7. An established office in Pune/Mumbai region with details of staff (supporting documents to be furnished).
- 3.8. The agency must not be blacklisted/banned/debarred in the last three years by any Government/PSU/Autonomous Body, and there must be no regulatory action pending as on the date of submission of bids. A declaration as per **Annexure A** to be submitted.
- 3.9. Authority letter duly signed and stamped by the authorised signatory as per the format provided under **Annexure B.**
- 3.10. EMD Undertaking - For exempted bidder as per **Annexure D**
- 3.11. A summary of projects implemented, covering all relevant details, must be enclosed with the Technical Bid along with annexures.
- 3.12. Certificates from the agency as per **Annexure E**, declaring the country of origin of services and percentage of local contents for the offered Storage system (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 and latest notifications (if any).
- 3.13. The copy of the registration certificate or a declaration as per **Annexure F**, in compliance with the provisions stipulated in office memorandum F/No/6/18/2019-PPD dated 23 February 2023 issued by Public Procurement Division, Dept. of Expenditure, Ministry of Finance, Gol.

NOTE: For seeking/ claiming the exemptions mentioned under pts. 3.3, 3.4 and 3.6 above, for the eligible and verified MSE & Startup bidder(s), they must have the valid certificate mentioning the relevant Industry Classification Code / details at the time

of bidding. C-DAC reserves the right to verify/reject/accept these documents/certificate submitted by the bidder(s)

4. STAGE-2: TECHNICAL EVALUATION

The bidders who qualify the Stage-1 i.e. Pre-Qualification criteria shall only be considered for further technical evaluation. The bidder who secures minimum 70 marks in the technical evaluation (Stage-2) 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 in the LCS Technical Scoring document attached in this bid.

SECTION IV DETAILED SCOPE OF WORK

STAGE-1: COMPREHENSIVE ANALYSIS AND STUDY FOR C-DAC

- ▲ The agency hired should undertake a comprehensive study and understand C-DAC brand assets, and other relevant details.
- ▲ The agency hired needs to do various analysis but not limited to:
 - Market Analysis: Analyse the current trends in the technology sectors, particularly focusing on electronics, IT and advanced computing
 - Brand Analysis: Understand current perception of C-DAC in the market. Assess brand awareness, image, and reputation
 - SWOT Analysis for digital presence limited to SM platforms
 - Social media: Content Analysis
 - Audience Insights
 - Customer journey from awareness to procurement, identifying key touch points and potential drop-offs
 - Engagement: Analyse past engagement metrics, such as social media interactions
 - Competitor Campaign Analysis
 - Campaign Dissection: Study recent digital and social marketing campaigns run by competitors. Analyse their messaging, targeting, and performance
 - Social Listening: Using relevant social listening tools to actively listen to competitor conversations to identify gaps and opportunities for C-DAC.
 - Data & Analytics

Note: Hired agency shall perform various studies and prepare the strategy within 15 days from receiving the work order.

Stage II - Strategy needed to be submitted by hired agency

To effectively market C-DAC through social media, the agency should formulate a comprehensive strategy but not limited to the following:

- ▲ Plan for Goal Setting and Objective Definition (Brand Awareness, Community Engagement, Reputation Management)
- ▲ Target Audience Segmentation: Primary Audience (Central, State Government, PSUs, Govt Research Organizations & Corporates), Secondary Audience (Startups, MSMEs and Industry Stakeholders), Audience Persona Development (Fresh IT talent, IT professionals, academic institutions)
- ▲ Content marketing strategy (Content Creation, Content Distribution, Content Calendar)
- ▲ Social Media Marketing Strategy (Engagement Tactics, Community Building plan)
- ▲ Develop a timeline for the execution of the social media strategy, including phased roll outs 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, 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 social media strategies comply with relevant regulations, including data protection laws (e.g., GDPR, DPDP Rules 2025) and advertising standards.
 - **Know Our Audience:** Understand the demographics, interests, pain points, and preferred platforms. Tailor our content and tone accordingly.
 - **Define Our Goals:** What do we want to achieve with your social media activities (e.g., raise awareness, recruit volunteers, increase engagement)?
 - **Consistent Branding & Voice:** Maintain a consistent visual identity and tone of voice across all platforms in line with C-DAC color palettes.
 - **Utilize Analytics:** Track engagement metrics (likes, comments, shares, saves, clicks) to understand what resonates with our audience and adjust our strategy as needed.
- ▲ **Content Planning and Calendar**
 - **Content Planning Calendar:** Prepare and maintain a structured content plan in advance to ensure consistency, quality, and a diverse mix of activities. A detailed monthly activity calendar should be submitted by the **20th of each month**.
 - **Monthly Content Calendar:**
 - ✓ Develop a comprehensive monthly content calendar outlining scheduled posts across **LinkedIn, X (Twitter), Facebook, YouTube, and Instagram**.
 - ✓ Ensure a balanced combination of content formats—such as **reels, static posts, and carousels**—to sustain audience engagement.
 - ✓ Align content themes with **marketing campaigns, seasonal trends, organizational initiatives, and relevant industry events**.

Note:

1. The strategy to be presented and submitted within 15 days of Stage I completion.
2. Both Stage I & Stage II to be completed within 30 days of order placement.

Stage III: Implementation and Execution of SM Campaigns (on monthly basis from Month 2 onwards)

- ▲ The selected agency shall be responsible for the overall SM Communication including the following but not limited to deliverables for 05 months which will be aligned with activities of C-DAC (below are list of proposed activities which C-DAC will assign to the selected agency):
 - I. **Content & Storytelling**
 - **Share Impact-Driven Stories:** Showcase the real-world impact of C-DAC through compelling narratives. This could be success stories, testimonials, or "a day in the life" of a beneficiary or team member.
 - **Behind-the-Scenes Content:** Give C-DAC audience a glimpse into your organization's daily operations, events, and the people who make it happen thereby building authenticity and connection.
 - **Educational Content:** Share infographics, short videos, "Did You Know?" facts, or carousels that explain complex topics related to C-DAC in simple terms. Position C-DAC as a thought leader.
 - **"How-To" Guides & Tutorials:** Offer valuable tips, tricks, or step-by-step guides related to C-DAC's area of expertise.

- **Celebrate Milestones & Achievements:** Share C-DAC successes including signing of MoU's, agreements, product launches, events.
- **Repurpose Content:** Turn blog posts into carousels, videos into short clips for Reels, or create quote graphics from articles.
- **Curated Content:** Share relevant news, articles, or resources from other trusted sources that align with C-DAC's organization's mission.
- **Showcase C-DAC's Brand Story:** Tell the "why" behind C-DAC - its creation, values, and mission enabling the people connect on a deeper level.
- **Showcase Case Studies:** Develop case studies on C-DAC's projects, highlighting problems solved, solutions provided and results achieved.
- **Podcasting:** A minimum of one episode shall be created every month, each having a duration of not less than 20 minutes. Providing teaser videos and short reels for repurposing the podcast prior to the broadcast (minimum 3 teasers/short reels).

II. Interactive & Engagement-Focused Activities

- **Polls & Surveys:** Simple yet effective for gathering opinions, sparking conversations, and getting direct feedback from audience. Using Instagram Stories polls, Twitter polls, or LinkedIn surveys.
- **Quizzes & Trivia:** Create engaging quizzes related to our industry, cause, or even a fun "personality" quiz that ties with C-DAC brand to enable users to be on your page longer and provides insights.
- **"Ask Me Anything" (AMA) / Q&A Sessions:** Host live sessions where our audience can ask questions directly to experts, leaders, managers or team members to enable establishment of rapport and transparency.
- **Contests & Giveaways:** Incentives for engagement. This could involve commenting, tagging friends, sharing our post, or submitting user-generated content.
- **Caption Contests:** Posting an image or video and ask your audience to come up with the best caption.
- **"Fill in the Blank" Posts:** A simple way to encourage quick comments and engagement.
- **Challenges:** Launching themed challenge that encourages participation and sharing of results.
- **"This or That" Posts:** Present two options and asking the audience to choose their preference, fostering quick decisions and comments.
- **User-Generated Content (UGC) Campaigns:** Encourage the audience to create and share content related to your organization using a specific hashtag. Repost their content to show appreciation and build community.

III. Community Building & Outreach

- **Respond to Comments & Messages:** Actively engage with the audience by responding thoughtfully to all comments and direct messages thereby conveying that we're listening and value the input.
- **Highlight Our Community:** Showcase volunteers, donors, partners, and beneficiaries. This fosters a sense of belonging and appreciation.
- **Collaborate with Aligned Partners/Influencers:** Partner with other organizations or individuals who share your values to expand your reach and co-create content.
- **Create Gated Communities:** Consider LinkedIn Showcase for the most loyal supporters to foster deeper connections and exclusive content.
- **Join Relevant Conversations:** Monitor trending hashtags and industry discussions. Share helpful insights to establish our expertise and attract new followers.

IV. Strategic Considerations

- **Optimize Profiles for Discoverability:** Use keyword-rich usernames and bios, clear calls to action (CTAs), and consistent branding.
- **Story Highlights** - Create and maintain story highlights for projects. Link news articles and stories highlighting C-DAC’s work.
- **Embrace Short-Form Video:** Platforms like YouTube Shorts are highly popular and effective for quick, engaging content.
- **Humanize Our Brand:** People connect with people. Show the human side of our organization.
- By implementing a diverse range of these activities, organizations can build a strong and engaged social media presence that supports their overall mission.
- Submit a detailed monthly activity calendar ideally by 20th of every month and approval on it by 25th.

V. 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 quizzes and contests to boost engagement.

VI. 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.
- SM Post Creative iterations will be limited to three only.
- Final approval to be obtained from the C-DAC before scheduling posts.

2. 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, impressions, and follower growth.
- Offer insights and recommendations for continuous improvement based on performance data.
- Report iterations will be limited two only.

Key Performance Indicators (KPIs):

LinkedIn	Facebook and X	Instagram and YouTube	Other platforms
Engagement Rate: Aim for 2-3% Follower Growth: Target 5-10% growth per month Click-Through Rate (CTR) on Ads: Achieve 0.5-1% Conversion Rate: Aim for 2-5%	Engagement Rate: Aim for 3-5% Page Likes and Follower Growth: Target 5-10% growth per month Post Reach and Impressions: Target reach growth of 10-15% per month	Engagement Rate: Aim for 4-6% Follower Growth: Target 5-10% growth per month Reach and Impressions: Target reach growth of 10-15% per month	Growth: Target 5-10% growth per month Other platforms will be prescribed by C-DAC, after identification of platform)

Reach and Impressions: Target reach growth of 10-15% per month Lead Generation: Generate 20-30 leads per campaign	CTR on Ads: Achieve 0.9-1.5% Conversion Rate: Aim for 3-5% Event Participation: Engage 100-200 participants per event	Story Views and Engagement: Achieve a story view rate of 10-15% CTR on Ads: Achieve 0.5-1% Conversion Rate: Aim for 3-5%	
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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. (LinkedIn, Facebook, X, Instagram, You Tube, Quora, Medium, Reddit, Threads, etc.)

1. Engagement Monitoring:

- Actively monitor all social media platforms (LinkedIn, X, Facebook, Instagram, You Tube, Quora, Reddit, Threads, etc.) for comments, messages, and mentions.
- Track engagement metrics such as likes, shares, comments, and overall sentiment.

2. Timely Response:

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

3. Brand Reputation Management:

- Identify and address amicably 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, secure, harmonious, secular 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.

Social Media Reports

Generating detailed monthly reports on activities undertaken, 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, positive impact and growth.
- Analyse audience demographics, behaviours, and preferences to strategize 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 corrective measures, plan 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 the 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 the C-DAC.
- Be available for additional consultations and discussions as needed.

- Maintain open and transparent communication with the 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 the C-DAC to improve reporting and strategy development processes.

SECTION IV

BOQ / Price Details (Price Break-up to be submitted with the financial Quotes)

Sr. No.	Description of Services	Monthly Deliverable - Nos.	Total (All-inclusive monthly price)
1.	Monthly Deliverables as defined in this bid	1	
2.	On Demand (Optional) - Publishing Live Streaming links	1	
3.	On Demand (Optional) - Event based Promotional Posts	10	
4.	On Demand (Optional) - Expert session	1	
5.	On Demand (Optional) - Influencer Marketing	1	
Total Monthly Price (All inclusive) - to be quoted on the GeM portal.			

NOTE:

1. *The contract duration on the GeM portal shall reflect as 36 months as provision of Contract Extension is not available on GeM portal. The initial contract duration shall be for 06 months and based on satisfactory performance the same can be extended further. The subsequent extensions (if any) shall be for a period of 1-year at a time considering satisfactory performance by the service provider, with a maximum tenure /duration of 36 months including the initial 06 months period.*
2. *Bidders must mandatorily provide prices for the optional activities mentioned in BOQ items 2 to 5.*

SECTION IV ANNEXURES

1) ANNEXURE A - COVERING LETTER

Date:

To:

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

Subject:

Reference:

Dear Sir,

We, the undersigned, offer to, in response to your GEM Bid & We are hereby submitting our proposal for same, which includes Technical bid and the Financial Bid through GEM (gem.gov.in) portal.

We hereby declare that all the information and statements made in this bid are true and we accept that any misinterpretation contained in it, may lead to our disqualification and attract legal action as per the law.

We confirm that the deliveries shall be done as per the delivery schedule mentioned in the above cited RFP

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 and there is no regulatory action pending on us as on the date/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 120 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:

2) ANNEXURE B - AUTHORITY LETTER

Date:

To:

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

Subject: Authority Letter

Reference: GEM Bid Ref No.

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.

3) ANNEXURE C - FORMAT FOR PROFORMA OF BANK GUARANTEE

(On non-judicial paper of appropriate value - Only applicable for Lowest-L1 bidder)

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

BANKS 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 supply, installation, commissioning and warranty of _____ (description of items) at C-DAC, Pune.

The conditions of this order provide that the vendor shall,

1. Arrange to deliver the items listed in the said order to the consignee, as per details given in said order, and
2. Arrange to install and commission the items listed in said order at client's site, to the entire satisfaction of C-DAC and
3. Arrange for the comprehensive warranty service support towards the items supplied by vendor on site as per the warranty clause in said purchase 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 Supply 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 bidders obligations and / or liabilities under or in connection with the said contract or to vary the terms vis-a - vis the bidder or the said contract or to grant time and or indulgence to the bidder 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 bidder 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 bidder 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 the 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's) shall full liberty without reference to us and without affecting this guarantee, 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, 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 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:

- A. Our liability under this guarantee shall not exceed Rs _____ (in words)
- B. This bank guarantee shall be valid up to _____ & unless a suit for action to enforce a claim under guarantee is filed against us within 1 year 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 one year from the date of expiry of this Bank guarantee
- C. 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 _____
- D. The Bank guarantee will expire on (Min months from the date of successful installations of the items in the order) _____

Granted by the

Bank
SEAL OF THE BANK

Yours faithfully,
For (Name of Bank)

Authorised Signatory

4) ANNEXURE D - UNDERTAKING - EMD

(ON COMPANY'S LETTERHEAD)

Date:

To:

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

Subject: Undertaking as per GFR - 2017, Rule 170(iii)

Dear Sir,

We, the undersigned, offer to Supply the -----
as per tender at C-DAC Pune, in response to your Tender No-----
-----.

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 (including commercial bid) shall remain valid for 120-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 / Performance Bank Guarantee of 5% 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 in-eligible for said tender and /or debarred from any future bidding process of C-DAC for a period of minimum one year.
5. 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.
6. The undersigned is authorized to sign this undertaking.

Yours sincerely,

Authorized Signatory:

Name and Title of Signatory:

e-mail:

Mobile No:

5) Annexure E - Certificate from bidder/OEM
(ON COMPANY'S LETTERHEAD)

Please submit the certificate as per format given below:

To:
Centre Head,
Centre for Development of Advance Computing,
Pune, Maharashtra - 411008

We hereby certify that the services/ goods/software etc. being offered by us vide our proposal, comply with 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, notification issued by the respective Ministries and any other related OMs/ Order in this regard.

We hereby certify the details pertaining to goods/services/ software/works etc. offered by us, as given below:

Sr. No	Item Description, Make, Model	Country of origin of OEM	Country of Manufacture of item	Percentage of local content for the solution **	Location of Value Addition
1	Details of Services being offered				

We abide by the following terms and conditions of this GeM bid / enquiry

1. C-DAC reserves the right to Accept / Reject / Cancel the bid / GeM inquiry, at its sole discretion, based on the responses received against the MII declaration submitted by the bidders / vendors.
2. We also certify that, we are not from a country sharing land border with India as defined in 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 goods offered by us comply with the provisions of said order.

For (Name of bidder)

Authorized Signatory Name & Designation: Mobile No:

6) Annexure F - CERTIFICATE/UNDERTAKING FROM BIDDER/ OEM

To:

The Centre Head
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, GOI. 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 competent authority as mentioned in said OM. The copy of registration No.xxx dt.xxx is enclosed.

(Delete whatever is not applicable)

For (Name of Bidder)

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