

CSIR-Indian Institute of Integrative Medicine,

Canal Road, Jammu – 180001

Telephone: 0191-2585006, 2585008 Ext.

Website: www.iiim.res.in

**Hiring of a Social Media Management and Services Agency for Scientific Content and
Information Dissemination**



CSIR-Indian Institute of Integrative Medicine
Canal Road, Jammu – 180001 (India)

Ph. No. 2585006, 2585008 (www.iiim.res.in)

Name of work: Hiring of a Social Media Management and Services Agency for Scientific Content and Information Dissemination

Contents

S. No.	Description	No. of Pages
1.	Covering Page, Tender Document	01
2.	Contents	02
3.	Disclaimer	03
4.	Notice Inviting Tenders	04
5.	Eligibility Criteria and Qualifications	05-09
6.	Scope of work	10-13
7.	Financial Bids	14
8.	PBG, Contract Period, Penalty clause etc.	15-19
9.	General Terms and Conditions	19-21
10.	Submission of Bids / Annexure I	22-23
11.	Tender Acceptance Letter / Annexure II	24
12.	Detailed Scope of work / Annexure III	25-29
13.	Technical Bid Form / Annexure IV	30-31
14.	Format for Financial Bid / Annexure V	32
15.	Proforma For Performance Bank Guarantee / Annexure VI	33-35
16.	Bank Account Details / Annexure VII	36
17.	Articles of Agreement	37-38
18.	Check list for Technical Bid Documents / Annexure VIII	39

Total number of pages: 39

CSIR-Indian Institute of Integrative Medicine

DISCLAIMER

The information contained in the NIT document on behalf of the CSIR- Indian Institute of Integrative Medicine (CSIR-IIIM), under the Ministry of Science & Technology, Government of India, provided to Applicants (Bidders/tenderers) on the terms and conditions set out in the NIT document and such other terms and conditions subject to which such information is provided.

The NIT is not an agreement and is neither an offer by the CSIR-Indian Institute of Integrative Medicine to the prospective applicants or any other person.

The purpose of this NIT is to provide concerned parties with information that may be useful to them in the formulation of their Proposals pursuant to this NIT.

Information provided in this NIT to the Applicants is on a wide range of matters, some of which depend upon the interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authorities accept no responsibility for the accuracy or otherwise for any interpretation or opinion in the law, expressed herein.

CSIR-Indian Institute of Integrative Medicine also accepts no liability of any nature whether resulting from negligence or otherwise, however caused, arising from reliance of any applicant upon the statements contained in this NIT. CSIR-Indian Institute of Integrative Medicine may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this NIT.

The issue of the NIT does not imply that CSIR-Indian Institute of Integrative Medicine is bound to select any Applicant or to appoint the Selected Applicant, as the case may be, for the consultancy and Director, CSIR-Indian Institute of Integrative Medicine reserves the right to cancel/reject/amend all or any of the proposals without assigning any reasons whatsoever.

The applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal, including, but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the CSIR-Indian Institute of Integrative Medicine or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and CSIR-Indian Institute of Integrative Medicine shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an applicant in preparation or submission of the proposal, regardless of the conduct or outcome of the selection process.

**CSIR-Indian Institute of Integrative Medicine (IIIM),
Ministry of Science and Technology
Government of India
Canal Road, Jammu – (180001) INDIA**

Date:23.07.2026

NOTICE INVITING TENDER

Subject: Notice Inviting Tender for Hiring of a Social Media Management and Services Agency for Scientific Content and Information Dissemination

The CSIR-Indian Institute of Integrative Medicine (hereinafter referred to as CSIR-IIIM) invites bids from experienced, eligible and interested parties on the subject matter. Complete details of the NIT, viz. Scope of Work, formats for submission of the bids, Terms and Conditions etc. are as per the attached Tender Document.

Technical and Financial Bids must be submitted separately, as per the instructions in the Tender Document. **The bids may be submitted only online on the Government e-Marketplace (GeM) Portal.**

Bids submitted in any other mode will not be accepted under any circumstances.

2. Key Dates and information pertaining to this NIT are as under:

Mode for sending the bids	Through GeM Portal only
Estimated cost of bid	Rs.1,27,528,32/-
Bid Validity Period	120 days from the date of opening of the Technical Bids
Earnest Money Deposit (EMD)	₹2,55,057/- (Rupees Two Lakh Fifty Five Thousand Fifty Seven Only) to be paid through online A/c No.30186230982 IFSC Code: SBIN0000657 in favour of Director, CSIR- Indian Institute of Integrative Medicine payable at Jammu. As per Rule 170 of GFR , Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME), are exempted from payment of Earnest Money Deposit (EMD)

**CSIR-Indian Institute of Integrative Medicine Ministry of Science and Technology
Government of India
Canal Road, Jammu - 180001**

Notice Inviting Tender for Hiring of a Social Media Management and Services Agency for Scientific Content and
Information Dissemination

1. Scope of Work: Detailed Scope of Work, Deliverables and Timelines are as per **Annexure-III** annexed to this Tender Document.

2. Submission of Tenders: Two bid system (Technical & Financial), only through the GeM portal.

(i) Technical and Financial bids should be submitted separately on the GeM portal.

(ii) **Technical Bid** should be submitted/uploaded on GeM portal in the prescribed format as per **Annexure IV** containing Earnest Money Deposit (Para 3) as prescribed and information/documents as mentioned in Para 4 of this Tender Document duly completed in all respects, signed and stamped at all pages but without indicating the rates quoted.

(iii) **Financial Bid** containing price bid should be submitted/uploaded on GeM portal in the prescribed format as per **Annexure-V**. Further information relating to submission of Financial Bids may be referred to in Para (9) of this Tender Document.

(iv) Bids should be submitted through GeM portal only and before the closing date & time as prescribed (please refer to 'Key dates and Information' given in the Tender Notice).

(v) Bids received in the format prescribed in this tender document shall only be considered. Bidders have to furnish the Technical and Financial Bids only in the prescribed format as per Annexure IV and Annexure V respectively. Bids not received in prescribed format shall be rejected, and no correspondence in this regard will be entertained.

3. Earnest Money Deposit

(i) An amount of ₹2,55,057/- (Rupees Two Lakh Fifty Five Thousand Fifty Seven Only) to be paid through online A/c No.30186230982 IFSC Code: SBIN0000657 in favour of Director, CSIR-Indian Institute of Integrative Medicine payable at Jammu. The format of Bid Submission as shown in **Annexure-I**.

(ii) Bids received without EMD shall be summarily rejected.

- (iii) EMD must remain valid for 90 days beyond the final bid validity period.
- (iv) EMD of tendering firms who submit the tender but withdraw the same before the expiry of the tender validity date shall be forfeited.
- (v) EMD of the successful tenderer shall be released only after submission of Performance Security of the specific amount prescribed in this Tender Document.
- (vi) EMD of the tenderers who fail to honour the bid within the prescribed time limit shall stand forfeited. The Department shall entertain no representation in this regard.
- (vii) CSIR-IIIM will pay no interest for not releasing the EMD amount within the tender validity period or at any circumstances.
- (viii) EMD will be returned to unsuccessful tenderers immediately after the completion of the tendering process.
- (ix) **Exemption from submitting EMD:** Micro, Small, and Medium Enterprises (MSMEs) as defined in the MSE Procurement Policy issued by the Department of Micro, Small, and Medium Enterprises (MSME) will be exempt from submission of the EMD. However, the MSME bidder must enclose the documentary proof of its MSME status.

4. Pre-Qualification Criteria for the Technical Bid Evaluation

Regarding the following eligibility, the bidders are requested to STRICTLY follow the check list given at the Annexure IV of the tender document and provide the details of tender related documents according to the check list duly giving accurate folder number and page number of the respective document. For example, if the stated document is kept at page no. 8 of the folder no. 2, then you should write “2/8”.

- 1) Agency/bidders should enclose a brief organizational profile including background, availability of resources and experience of the firm.
- 2) Proof of registered address and Telephone number of the office should be provided by the Agency/Bidders.
- 3) The bids should be accompanied by Earnest Money Deposit (EMD) of the value and in the form as specified in **para 3** of this Tender Document.
- 4) All documents/proof should be attached as per Annexure-IV sequence.
- 5) Valid Establishment Registration/Incorporation Certificate under Co-operative Societies Act/Shops and Commercial Establishment Act-1961/Indian Companies Act of 1956/2013.
- 6) Agency should have had experience in handling large state/national level events on social media with live coverage.
- 7) Satisfactory work completion certificates along with work orders executed within the last three financial years (From 1st April 2023 to 31st March 2026) of providing social media management services in major institutions like CSIR Laboratories/Institutes, Central/State Government Departments, Government Scientific and Research Institutions etc., Nationalized/Scheduled Banks, Public Sector Undertakings. (Phase/Part completion of work shall not be considered for satisfactory

- completion of work for the purpose of experience). The bidder must have successfully executed/completed similar social media management services within the last 03 years.
- a. One similar completed service costing not less than the amount equal to Rs.1.02 Crore
 - or**
 - b. Two similar completed services each costing not less than the amount equal to Rs.63 Lakh each.
 - or**
 - c. Three similar completed services each costing not less than the amount equal to Rs.51 Lakh each.
- 8) The service provider must have experience in Social media management/Digital marketing for at least 5 years (as on 31 March 2026) and Print & digital media, designing books/coffee table books, brochures, newsletters, creative, GIFs, short videos, documentaries in Scientific Institutions/ departments
 - 9) By participating in this bid, bidder undertakes to the following effect:
 - (i) that the firm/contractor has not been declared defaulter/bankrupt /blacklisted/debarred from the bidding process by any Central/State Govt. or Public Sector Undertaking.
 - (ii) Acceptance of all the terms and conditions of the contract (including as stated in Buyer Added Bid Specific Terms and Conditions)
 - 10) Valid GST Registration proof, Permanent Account Number(PAN) of the company/firm.
 - 11) Copy of GST Return (GSTR-I) for the last three Financial Years i.e., 2023-24, 2024-25, 2025-26.
 - 12) Copy of Income tax returns (ITRs) for the last three assessment years i.e., 2023-24, 2024-25, 2025-26.
 - 13) Copy of Annual Turnover certified/audited by the Chartered Accountant for the Financial Years 2022-23, 2023-2024 and 2024-25 with minimum average annual turnover of Rs.3 crore per annum during the last three financial years ending March 31, 2025. Copy of Balance Sheets of three Financial years ending 31.03.2025 are to be attached.
 - 14) Self-declaration that the firm is not an agent or an intermediary.
 - 15) Solvency Certificate of the bidder from the Nationalised/Scheduled bank for value of atleast 40 percent of the estimated value of the contract i.e., Bidder should have a minimum solvency of Rs.51 Lakh. The current solvency certificate should not be more than six months old from the bid submission last date.
 - 16) The bidder must be empaneled with DAVP/Central Bureau of Communication in the multimedia category executive panel.
 - 17) Self-attested one recent passport size photograph(s) of the authorized person(s) of the firm/agency with name, designation, Office/Residential address, AADHAR Card and office contact numbers, whether the bidder is a sole proprietor/partnership firm and if partnership firm, names addresses and contact numbers of Directors/Partners also.
 - 18) A detailed document mentioning proposed work plan, strategy, methodology and expected outcomes in sync with CSIR-IIIM.
 - 19) The bidder/service provider must have a Google & META certification.

5. Validity of bids:

Bids should be kept valid for acceptance by CSIR-IIIM for a period of 120 days after the tender opening date.

6. Date & Time of receipt and opening of bids:

Closing date & time for receipt of bids and opening of technical bids have been specified in the Tender Notice. Bidders should note that if the date of tender opening given in the Tender Notice is declared a closed holiday by the Central Government, the tenders shall be opened on the next working day at the same time.

7. Evaluation and comparison of proposals:

The technical bids will be evaluated on the basis of its responsiveness to the requirements to be fulfilled at the technical stage. In the Second Stage, the financial bid of all bidders, who have attained minimum score of 70 in the technical evaluation, will be opened and compared. The contract will be awarded to the bidder using the QCBS-Quality and Cost Based Selection method out of the technically qualified bidders.

7.1 Criteria for Technical Evaluation & Presentation:

Evaluation & Comparison

The bid is based on Quality and Cost Based Selection (QCBS). Thus the Technical Bid shall be evaluated as per the QCBS criteria.

Technical Bids will be evaluated as per the criteria detailed below (the bidder who have submitted relevant documents as per eligibility criteria of the bid and technically qualified, they may be called for presentation on **13th of August 2026** in the CSIR-IIIM Conference Hall, failing which marks under (b) Adequacy of the proposed methodology and work plan in responding to the Terms of Reference will be awarded '0' (zero):

For short listing any agency for the presentation, the Social Media Management committee of CSIR-IIIM Jammu will review the background, relevant experience, Corporate Strength, Layout of Exhibition and Presentation submitted by the bidders. The decision of the Social Media Management committee of CSIR-IIIM, Jammu in this regard will be final and binding:

Criteria/Sub Criteria	Points	Cut Off Marks
(a) Experience		
i) Years of experience in social media campaigns or equivalent works with similar nature and scope of work • 5-8 years - 15 points • More than 8 years- 20 points	20	15
a. Average annual turnover in the last 3 financial years(2022-23, 2023-24, 2024,25) Rs. 3-4 Crore = 15 points Rs.4 Crore and above=20 points	20	15
Total points for criterion (a):	40	30
(b) Adequacy of the proposed methodology and work plan in responding to the Terms of Reference(TOR):		
i) Understanding of requirement Criteria: General understanding of the project requirements, coverage of principal components as requested in TOR and site visit assessment.	5	5
ii) Quality of execution Criteria: The degree to which the bidder presented written methodology/ approach addresses the requirements of the TOR	10	10
iii) Innovativeness/ Comments on Terms of Reference	10	10

Criteria: Suggestions, which could improve the quality of the project. Factors to consider: Points will be given for workable suggestions proposed. No innovativeness will be give zero points		
iv) Work Program Criteria: A work program showing graphical presentation of activities (bar chart) conducted in the previous organizations.	5	5
Total points for criterion (b):	30	30
(c) Tentative Manpower, their expertise & qualification	30	30
Total points for criterion (c):	30	30
Total points for all three criteria [(a) + (b) + (c)]	100	90

SCOPE OF WORK

To effectively disseminate R&D achievements/activities of CSIR-IIIM, Jammu over social media channels, a comprehensive social media communication strategy is necessary. Here is a detailed outline of what such a strategy should include:

Social Media Communication Strategy (SMCS) for CSIR-IIIM, Jammu

1. Objectives:

- Awareness: To increase awareness of SMCS activities, initiatives, and achievements. The key objective of SMCS is to disseminate R&D breakthroughs of CSIR-IIIM, Jammu.
- To foster engagement with the scientific community, policymakers, and the public.
- Information Dissemination: Share updates on research, breakthroughs, achievements, events, and important announcements of CSIR-IIIM, Jammu.
- Reputation Management: To enhance and maintain the reputation of CSIR-IIIM, Jammu through disseminating/communicating their S&T achievements and R&D breakthroughs.
- To obtain feedback of public at large to ensure better development & implementation of the Scientific & Technological outputs in National Interest.

2. Channel-Specific Strategies:

- **Facebook**
 - Content: High Quality Creatives/ GIFs/ Infographics/ Static creatives, Videos etc.
 - Frequency: As per actual.
 - Engagement: Respond to comments, create events, and run polls.
- **X (formerly Twitter)**
 - Content: High Quality Creatives/ GIFs/ Infographics/ Static creatives, Videos etc.
 - Frequency: As per actual.
 - Engagement: Retweet/reshare relevant content, participate in trending scientific discussions and programs such as CSIR-IIIM, Jammu Foundation Day, IISF, Lavender Festival etc. and engage with followers through replies.
- **Instagram**
 - Content: High-quality images, reels, stories, shorts and videos.
 - Frequency: As per actual
 - Engagement: Use stories for quick updates and interactive polls, respond to comments and DMs.
- **YouTube**
 - Content: High Quality Podcasts, reels, stories, shorts and videos, webinars, event recordings, and interviews.
 - Frequency: As per actual.
 - Engagement: Encourage subscriptions, respond to comments, and collaborate with other YouTube channels.
- **LinkedIn:**

- Content: Short and long research posts in layman's language, Funding announcement and CSIR R&D breakthroughs related posts, Job posts and vacancy notifications, research infographics, short videos, interactive polls, CSIR event notifications, National & International event posts pertaining to CSIR, Q&A response, CSIR labs talks & event posters, innovation stories, content relevant to science and technology ecosystem of India.
- Frequency: As per actual.
- Engagement: Repost relevant content, participate in trending scientific discussions, and engage with followers through replies.

3. Content Calendar

- To Create a monthly content calendar to plan and schedule posts in advance.
- To align content with CSIR's key events, research releases, R&D breakthroughs and campaigns of CSIR labs and other Science Ministries/Departments/Labs of Govt. of India.
- **Monthly social media report:** 12 in a year
- **Monthly social media plan (between 1st to 20th of every Month):** 12 in a year
- **Online Sentiment Analysis:** Daily
- **News Tracking related to CSIR, related Labs, Science Ministries/Departments and their R&D Achievements:** Daily
- **Tracking of relevant conversation on all social media handles (CSIR) & relevant social media accounts:** Daily
- **Data created, segregated & stored in a professional manner:** Each quarter.

4. Content Creation

- **Quarterly Newsletter:** Agency will form a panel comprising CSIR-IIIM officials and agency representatives to create a quarterly digital newsletter that combines the achievements of CSIR, related labs and R&D breakthroughs of Science Departments of Govt. of India (As per Actuals).
- **Online Talk Show and Live Panel Discussion:** Agency will form and finalize a panel, including CSIR and CSIR-IIIM Scientists/officials and agency representatives, for the online talk show and live panel discussion. (As per Actuals)
- **Documentary/Short Films:** On R&D achievements should be at least 5 minutes long and include at least 2 interview bytes (As per Actuals).
- **Professional Interview of Hon'ble Minister/Dignitaries/Scientists:** As per Actuals

- **Field visits and project documentation:** CSIR-IIIM to identify projects/ arrangements for the team's stay and travel (as per government norms, applicable only outside Delhi NCR) (As per Actuals).
- **Designing Banners, Pamphlets, Standees, Brochures, and e-books:** for amounts over 35 must receive prior approval from CSIR-IIIM before raising bills (As per Actuals).
- **Special production of Videos of duration 1-3 minutes on the topics suggested by CSIR-IIIM:** As and when required (for events such as Foundation Day, Independence Day, National Science Day, etc.) (As per Actuals).

5. Analytics and Monitoring

- Use analytics tools to track the performance of posts and campaigns.
- Monitor engagement metrics, such as likes, shares, comments, and views.
- Adjust the strategy based on data insights and audience feedback.
- Before using any online sentiment analysis tool, a demo must be provided to CSIR-IIIM. Additionally, sentiment analysis results should be shared monthly along with the monthly social media report.
- Daily news tracking related to CSIR, its associated Labs, Science ministries/Departments, and S&T achievements should be maintained in a dossier – in both hard and soft formats.
- Track relevant conversations on all social media handles associated with CSIR and other pertinent social media accounts.

6. Review and Optimization

- Regularly review the strategy and its effectiveness in coordination with CSIR-IIIM, Jammu
- Make necessary adjustments to optimize reach and engagement in coordination with CSIR-IIIM, Jammu.

7. Plan, Report & Data

- The service provider will deliver a detailed social media report both annually and monthly. Additionally, the service provider must submit a monthly social media plan between the 15th and 20th of every month.
- Data created must be segregated and stored in a professional manner. It should be shared with CSIR-IIIM, Jammu with online or offline storage provided by CSIR-IIIM, Jammu.

Scope of Work In addition to above

1. Implementing this strategy will help CSIR-IIIM effectively communicate its activities and engage with a broad audience across various social media platforms.
2. The bidder shall develop and implement a comprehensive social media and communication strategy, including platform-specific and geo-targeted campaigns, to enhance outreach, visibility, and stakeholder engagement.
3. The bidder shall manage end-to-end social media operations, including content creation, posting, scheduling, and execution of innovative outreach campaigns across all platforms.
4. The bidder shall ensure regular and timely updates across all social media platforms in coordination with CSIR-IIIM through onsite and offsite teams.
5. The bidder shall create high-quality bilingual (Hindi and English) multimedia content, including graphics, animations (2D/3D), videos, infographics, and storyboards, ensuring no IPR violations.
6. The bidder shall undertake end-to-end audio-visual production, including scripting, shooting, editing, post-

- production, and repackaging of content for multi-platform use.
7. The bidder shall produce feature videos and interviews, including PhD scholar highlights and institutional achievements.
 8. The bidder shall conceptualize and manage podcasts and digital series focusing on research, innovation, and scientific initiatives.
 9. The bidder shall provide live streaming and webcasting services for events with complete technical setup and high-quality output.
 10. The bidder shall provide event coverage, including photography, videography, and drone-based visuals (where permitted).
 11. The bidder shall handle media relations, including drafting and dissemination of press releases across print, electronic, and digital media.
 12. The bidder shall design and support official publications, including annual reports, brochures, presentations, and institutional documents as per Government of India standards.
 13. The bidder shall manage and support website content updates and formatting in coordination with the official web team.
 14. The bidder shall develop and maintain corporate branding and visual identity, ensuring consistency across all platforms and materials.
 15. The bidder shall design and execute audience engagement initiatives, including campaigns, contests, promotions, and awareness drives.
 16. The bidder shall facilitate social media crowdsourcing and data integration with institutional systems where required.
 17. The bidder shall ensure real-time monitoring, moderation, and response management, including handling comments, queries, tagging, and filtering inappropriate content on a 24/7 basis.
 18. The bidder shall ensure defined response timelines, responding to queries within 24 hours or within two working days where consultation with CSIR-IIIM, Jammu is required.
 19. The bidder shall deploy social listening, monitoring tools, and dashboards to track sentiment, engagement, and media mentions.
 20. The bidder shall provide analytics, Management Information System (MIS), and performance reports on a monthly, quarterly, and fortnightly basis, along with effectiveness analysis.
 21. The bidder shall prepare and maintain a content calendar (fortnightly or monthly) for prior approval and execution.
 22. The bidder shall ensure organic growth of reach and engagement using fair and legitimate promotion methods.
 23. The bidder shall handle publicity of national and international events, seminars, workshops, and institutional activities as directed by CSIR-IIIM, Jammu.
 24. The bidder shall provide content archival and storage systems (online and offline) with backup and minimum one-year retention.
 25. The bidder shall deploy qualified manpower, ensure approval of resources, and conduct training and capacity building for CSIR-IIIM officials.
 26. The bidder shall ensure data security, confidentiality, legal compliance, and adherence to intellectual property rights, with no liability on CSIR-IIIM, Jammu.
 27. The bidder shall establish crisis management and contingency mechanisms and conduct regular leadership coordination, including monthly review meetings and quarterly performance frameworks.

8. Financial Bids

- (i) All the bids which qualify in the technical evaluation stage and scored minimum marks as mentioned under Evaluation and comparison of proposals para; will only be considered for opening of their financial bids.
- (ii) The financial bid must be submitted as per the format given at **Annexure V**.
- (iii) The rates quoted should be inclusive of GST. The rate at which the GST has been included should be clearly mentioned in the bid. In case nothing is mentioned, it will be assumed that taxes/other levies are included in the rates quoted.
- (iv) Rate should be quoted on comprehensive basis for carrying out all works as mentioned in the tender document.
- (v) QCBS- Quality and Cost Based Selection method/procedure will be used for selection of bidder out of the technically qualified bidders.

Financial Bid Evaluation: Proposal with the lowest cost (L1 bidder) will be given a financial score of 100 and other proposal given financial scores that are inversely proportional to their prices.

9. Overall Evaluations – Identification of successful bidder:

Quality and Cost Based Selection (QCBS)

Under QCBS selection, the technical proposals will be allotted a weightage of 70% (Seventy per cent) while the financial proposals will be allotted a weightage of 30% (Thirty per cent) or any other respective weightages as declared in the RFP (Example, 60:40, 50:50, but not greater than 80%).

The proposed weightages for quality and cost shall be specified in the RFP. Proposal with the lowest cost may be given a financial score of 100 (Hundred) and other proposals given financial scores that are inversely proportional to their prices w.r.t. the lowest offer. Similarly, proposal with the highest technical marks (as allotted by the evaluation committee) shall be given a score of 100 (Hundred) and other proposals be given technical score that are proportional to their marks w.r.t. the highest technical marks.

The total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up. On the basis of the combined weighted score for quality and cost, the service provider shall be ranked in terms of the total score obtained. The proposal obtaining the highest total combined score in evaluation of quality and cost will be ranked as H-1 followed by the proposals securing lesser marks as H-2, H-3 etc. The proposal securing the highest combined marks and ranked H-1 will be invited for negotiations, if required and shall be recommended for award of contract. In the event two or more bids have the same score in final ranking, the bid with highest technical score will be H-1.

In such a case, an Evaluated Bid Score (B) will be calculated for each responsive Bid using the following formula, which permits a comprehensive assessment of the Bid price and the technical

merits of each Bid:

$$B = \frac{C_{\text{low}}}{C} \cdot X + \frac{T}{T_{\text{high}}} \cdot (1 - X)$$

Where,

C= Evaluated Bid Price

C_{low} = the lowest of all Evaluated Bid Prices among responsive Bids

T = the total Technical score awarded to the Bid

T_{high} = the Technical Score achieved by the Bid that was scored best among all responsive Bids

X = weightage for the Prices as specified in the BDS

The Bid with the best evaluated Bid score (B) among responsive Bids shall be the Most Advantageous Bid

***In case two firms offer the same lowest net bundled prices, then only the past experience for similar kind of work by the firms shall be considered for evaluation purpose. The decision of the Department shall be the final and binding.**

10. Performance Security

a) Successful bidder shall be required to furnish a Performance Security for an amount equivalent to 05%(five) of the total contract value in the form of Bank Guarantee from any Commercial Indian Bank with a validity of the whole contract period and 90 days beyond the date of completion of the contract period.

b) Performance Security has to be submitted within 15 days working from the date of issue of the work order/award of the contract.

c) Non-submission of Performance Security Deposit in the prescribed form or in timely manner shall lead to suspension of the contract and forfeiture of the amount of EMD of the bidder.

d) Performance Security of the firm will be forfeited in the events as mentioned under General Terms and Conditions in this Tender Document.

11. Award of contract

(i) The contract will be awarded to the tenderer using QCBS selection method.

(ii) The tenderer whose rate is accepted shall be notified for award of the contract prior to expiration of the tender validity period.

(iii) The terms and conditions stipulated in the tender document shall be fully applicable to the resultant contract and shall be integral part of the contract concluded.

(iv) Director, CSIR-IIIM, Jammu reserves the right to accept or reject any proposal, and to annul

the solicitation process and reject all proposals at any time prior to award of contract, without assigning any reason. Further, Director, CSIR-IIIM, Jammu reserves the right to make partial changes within the general scope of the contract prior to award of contract after pre-bid meeting particularly related to payment terms, performance security and any technical issue arising out of the discussions during pre-bid meeting and same will be intimated through CSIR-IIIM web portal (<https://iiim.res.in/>)

12. Contract period

The successful bidder shall sign a contract /agreement with CSIR-IIIM, Jammu as per terms and conditions specified in this NIT. The format of agreement will be provided after finalization of successful bidder. The contract also shall include non-disclosure agreement.

(ii) The total period of the contract will be for two years from the date of commencement of contract. The Contract is extendable to 3rd year based on the satisfactory services/performance and review by CSIR-IIIM, Jammu. However, contractor has to comply with the time schedule given for deliverables.

(iii) This period can be extended / shortened at the discretion of the Director, CSIR-IIIM, Jammu. There shall be an option to renew the services/tender for a further additional period of 01 (One) year based on satisfactory performance and with the existing Terms and conditions. The CSIR-IIIM, Jammu will have the right to drop the agency from the said assignment without assigning any reason whatsoever. Director, CSIR-IIIM, Jammu ***also reserves the right to modify the terms and conditions.***

13. Payment Terms

(i) No advance payment will be made.

(ii) Payment shall be made on Monthly basis subject to satisfaction and certification by CSIR-IIIM, Jammu after analyzing the monthly reports as submitted by the agency at end of the month.

(iii) Tax Deduction at Source (TDS): TDS shall be deducted from each bill/invoice (as applicable) of the contractor under the statutory rules of Union Govt. in respect of Income Tax & other Taxes etc.

(iv) The documents required for processing of payments are:

a) Invoice

b) Monthly Social Media Reports

b) Certificate of completed work for which the invoice has been raised, from the authority designated to oversee the progress/execution of the contract.

c) GST

Challan

14. Applicable law

The contract shall be interpreted in accordance with the laws of Union of India. For judicial adjudication, the disputes, if any, arising out of the Contract shall be subject to the jurisdiction of the Courts in Jammu only and will be settled accordingly.

15. Disputes & Arbitration

ARBITRATION

- i.** In the event of any question/dispute/difference arising under this agreement or in connection herewith (except as to matters the decision of which is specially provided under this agreement) the same shall be referred to The Jammu and Kashmir International Arbitration Centre (JKIAC) for appointment of Arbitrator to adjudicate the dispute.
- ii.** The award of the Arbitrator shall be final and binding on the parties. The Arbitrator may give interim award(s) and/or directions, as may be required.
- iii.** Subject to the aforesaid provision, the arbitration and conciliation act, 1996 and rules made hereunder and any modification thereof from time to time being in force shall be deemed to apply to the Arbitration proceeding under this clause.
- iv.** Any difference/dispute arising out of the agreement shall be referred to The Jammu and Kashmir International Arbitration Centre (JKIAC) annexed to the Hon'ble High Court of J&K, Jammu .

16. Guidance Note on Conflict of Interest

1. Agencies should be deemed to be in a conflict of interest situation if it can be reasonably concluded that their position in a business or their personal interest could improperly influence their judgment in the exercise of their duties. The process for selection of Agencies should avoid both actual and perceived conflict of interest.

2. Conflict of interest may arise between the CSIR-IIIM, Ministry of Science and Technology and Agency or between Agencies and present or future concessionaries/ contractors. Some of the situations that would involve conflict of interest are identified below:

(a) CSIR-IIIM, Ministry of Science and Technology and Agencies:

- (i) Potential Agency should not be privy to information from the CSIR-IIIM, Ministry of Science and Technology which is not available to others.
- (ii) Potential Agency should not have defined the project when earlier working for the CSIR-IIIM, Ministry of Science and Technology.

(b) Agencies and concessionaries/contractors:

- (i) No Agency should have an ownership interest or a continuing business interest or an on-going relationship with a potential concessionaire/ contractor save and except relationships restricted to project-specific and short-term assignments.
- (ii) No Agency should be involved in owning or operating entities resulting from the project.
- (iii) No Agency should bid for works arising from the project.

17. Liquidated Damages / Penalty Clause

In case the firm/agency does not comply to the terms & conditions mentioned in the contract, action shall be taken against the firm/agency to recover liquidated damages including administrative expenses which shall be a sum equivalent to 01%(one) of the total contract amount per week for unfinished work and the total damages so claimed shall not exceed 10% of the total contract amount.

18. Penalty Clause

In case any of the onsite manpower resource remains absent, a penalty of Rs.1000/- (Rupees One Thousand only) per day for Team Lead and Rs.500/- per day for any of professional resource will be imposed. The firm has to complete the job assigned/as listed in the Key Deliverables section in Annexure III, within the joint agreement time and if the job is not completed within the stipulated time, a penalty@1% of the contract value for any uncompleted job as per key deliverables for each week of delay will be imposed on the firm and the total damages so claimed shall not exceed 10% of the total contract amount.

19. Fall Clause

The BIDDER shall have to undertake that it has not supplied/is not providing similar services at a price lower than that offered in the present bid in respect of any other Ministry/Department of the Government of India or PSU and if it is found at any stage that similar services was supplied by the BIDDER to any other Ministry/Department of the Government of India or a PSU at a lower price, then that very price, with due allowance for elapsed time, if any, will be applicable to the present case and the difference in cost would be reduced/refunded by the BIDDER to the BUYER, if the Contract has already been concluded from payments made by the BUYER to the BIDDER.

20. Force Majeure

(i) Neither party shall bear responsibility for the complete or partial non-performance of any of its obligations, if the non-performance results from such Force Majeure circumstances as Flood, Fire, Earth Quake, pandemic and other acts of God as well as War, Military operation, blockade, Acts or Actions of State Authorities or any other reasonable circumstances beyond the control of the parties that may have arisen after the conclusion of the Contract.

(ii) In such circumstances, the time stipulated for the performance of an obligation under the Contract is extended correspondingly for the period of delay attributable to the force majeure circumstances.

(iii) The party for which it becomes impossible to meet obligations under the Contract due to Force Majeure conditions, is to notify the other party, in written form, at the beginning and cessation of the above conditions immediately, but in any case, not later than 10 (Ten) days from commencement of those conditions.

(iv) Certificate of a Chamber of Commerce (Commerce and Industry) or other competent authority or organization of the respective country shall be a sufficient proof of commencement and cessation of the Force Majeure conditions.

21. If the impossibility of complete or partial performance of an obligation lasts for more than 06 (six) months, either party hereto may reserve the right to terminate the Contract totally or partially upon giving prior written notice of 30 (thirty) days to the other party of its intention to terminate without any liability other than reimbursement on the terms provided in the agreement for the goods received.

22. GENERAL TERMS AND CONDITIONS:

a) Any conditional offers made by the tenderer or any alternations/ corrections made in the tender form shall not be considered. Similarly, incomplete and unsigned tender documents will be summarily rejected.

b) Bids submitted other than GeM Portal or after the due date and time will not be accepted.

c) The bidder should be a company registered under the Indian Companies Act 1956/2013 or firm. Joint Ventures & Consortiums are not allowed to participate in the bid.

d) Tenderer shall treat the tender specifications and contents thereof as confidential.

e) The rates should be quoted inclusive of the cost of Services, Manpower cost, Transportation, maintenance for a minimum period of 01 year, Printing of Questionnaires and report generation and also inclusive of charges of GST/VAT and other taxes/charges as applicable.

f) The Agency/Firm shall bear all costs associated with the preparation and submission of its bid, including cost of presentation for the purposes of clarification of the bid, if so desired by CSIR-IIIM and CSIR-IIIM will, in no case be responsible or liable for those costs regardless of the conduct or outcome of the Tendering process.

g) Travel Allowance (TA) for outstation and local visits undertaken by the human resources deployed at CSIR-IIIM, Jammu by the agency shall be borne by the agency.

h) The Contractor and his staff must abide by various rules, regulations and instructions of CSIR-IIIM, Jammu as prevalent/issued from time to time.

i) The contract once awarded can be terminated by either party after giving two months' notice to the other party. Nevertheless, CSIR-IIIM, Jammu would have the right to terminate the contract without notice before the expiry of the term, in case the work performance is not found up to the standard, or in case there is any violation of the terms and conditions of the contract or CSIR-IIIM/GOI rules & regulations, or if there is any incident of indiscipline on the part of the Contractor or his staff. The decision of Director, CSIR-IIIM, Jammu in this regard would be final and binding on the Contractor.

j) If the service of the agency continuously remains deficient, the Performance Security of the agency would be forfeited.

k) Non-compliance of any terms and conditions enumerated in the contract shall be treated as breach of contract.

l) Frequent changes of contract employees shall not be preferred but any changes shall be done

with prior notice and to the satisfaction of CSIR-IIIM.

m) CSIR-IIIM reserves the right to reject any or all tenders and to cancel the process at any time prior to award of contract without assigning any reason.

n) The contractor shall not divulge any information that is made known to him or he may come across during execution of the contract to any person not authorized to receive such information.

o) All information, document, photos and data coming in the possession of firm as a result of the execution of the job shall at all-time remain the property of CSIR-IIIM, Jammu. The firm shall not make or allow to make an unauthorized copy, use, access or other utilization of these materials commercially or otherwise, directly or indirectly except as agreed to by the CSIR-IIIM, Jammu. The firm shall also ensure complete confidentiality of the information and data provided to carrying out the job.

p) The CSIR-IIIM will have no liability regarding transportation, boarding and lodging of firm/agency and their staff.

q) The agency/Firm shall be responsible to make payment to the Manpower deployed at CSIR-IIIM, Jammu site on monthly/regular basis.

r) Suitable space with Furniture/Internet Connection will be provided by CSIR-IIIM to the onsite support staff for social media management and services related activities only. All design & development work shall be carried out by the agency at their own site. Any specific Hardware & software tool with required license will be arranged by the contractor from their own resources and any work should not be delayed for such reasons.

s) There shall be no relationship of employer-employee between the CSIR-IIIM, Jammu and Staff deployed by the Agency and they should be governed by the Agency.

t) Working hours and days will be as per the norms followed at CSIR-IIIM, Jammu.

u) Tenderer shall provide the backup of support manpower in case of non-availability of the any of the resource manpower deployed at CSIR-IIIM. Penalty will be imposed for any absence of any resource manpower as per Penalty clause at Point No. 17.

v) Under no circumstances the firm shall appoint any 3rd party or sub-lease/sub-let the contract.

w)The rate quoted shall remain firm during the period of contract.

x) The firm shall provide backend support from their office.

y) The Tenderer shall be solely responsible for compliance to provisions of various Labour, Industrial and any other laws applicable and all statutory obligations, such as, Wages, Allowances, Compensations, EPF, Bonus, Gratuity, ESI, etc. relating to personnel deployed onsite at CSIR-IIIM, Jammu. CSIR-IIIM, Jammu shall have no liability in this regard.

Information Technology Act, 2000 (IT Act, regarding e-procurement and e-auction, popularly called the Cyber Law) will be applicable.

23. Preferential/Mandatory Purchase from certain sources

As per with Rule 170 of GFR, Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME), are exempted from payment of Earnest Money Deposit (EMD).

INSTRUCTIONS FOR ONLINE BID SUBMISSION

As per the directives of Ministry of Expenditure, this tender document has been published on the Government e-Marketplace URL: <https://gem.gov.in>. The bidders are required to submit soft copies of their bids electronically on the GeM Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the GeM Portal, prepare their bids in accordance with the requirements and submitting their bids online on the GeM Portal.

PREPARATION OF BIDS

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents – including the names and content of each of the documents that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document/ schedule in PDF format. Bid documents may be scanned with 200 DPI with black and white option.

SUBMISSION OF BIDS

- 1) Bidder should log into the site well in advance for bid submission so that he/she can upload the bid in time *i.e.* on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidders should upload their financial bids in PDF format in the format given.
- 4) The serve time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 5) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 6) Upon the successful and timely submission of bids, the portal will give a successful bid submission message & a bid summary will be displayed with the bid number and the date & time of submission of the bid with all other relevant details.
- 7) The bid summary has to be printed and kept as an acknowledgement of the submission of the

bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

8) The bidders are requested to STRICTLY follow the check list given at the Annexure IV of this tender document and provide the details of tender related documents according to the check list duly giving accurate page number of the respective document. For example, if the stated document is kept at page no. 8 of the folder no. 2, then you should write “2/8”.

ASSISTANCE TO BIDDERS

1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Procuring entity/ Tender Inviting Authority for a tender or the relevant contact person indicated in the tender. **Please share your queries at srcoa.iiim@csir.res.in**

2) Any queries relating to the process of online bid submission or queries relating to GeM Portal in general may be directed to the 24x7 GeM Portal Helpdesk.

TENDER ACCEPTANCE LETTER

Date:.....

To
Director,
CSIR- Indian Institute of Integrative Medicine,
Canal Road,
Jammu-180001
Sub: Acceptance of Terms & Conditions of Tender.

Tender Reference No.....

Name of Tender/Work: Hiring of a Social Media Management and Services Agency for Scientific Content and Information Dissemination.

Dear Sir/Madam,

1. I/We have downloaded/ obtained the tender document(s) for the above mentioned 'Tender/Work' from GeM Portal (<https://etenders.gov.in>) as per your advertisement, given in the above mentioned website(s).
2. I/We hereby certify that I/ we have read the entire terms and conditions of the tender documents from page No. 1 to 42(including all documents like annexure(s), schedule(s) etc. which form part of the contract agreement and I/We shall abide by the terms /conditions/clauses contained therein.
3. The corrigendum(s) issued from time to time by your department / organization on the website too has also been taken into consideration, while submitting this acceptance letter.
4. I/ We hereby unconditionally accept the tender conditions of abovementioned tender document(s)/ corrigendum(s) in its totality/entirety.
5. In case any provisions of this tender are found violated then your department/ organization shall without prejudice to any other right or remedy be at liberty to reject this tender/ bid including the forfeiture of the full said earnest money deposit absolutely.

Yours faithfully,

DETAILED SCOPE OF WORK

To effectively disseminate R&D achievements/activities of CSIR-IIIM, Jammu over social media channels, a comprehensive social media communication strategy is necessary. Here is a detailed outline of what such a strategy should include:

Social Media Communication Strategy (SMCS) for CSIR-IIIM, Jammu

1. Objectives:

- Awareness: To increase awareness of SMCS activities, initiatives, and achievements. The key objective of SMCS is to disseminate R&D breakthroughs of CSIR-IIIM, Jammu.
- To foster engagement with the scientific community, policymakers, and the public.
- Information Dissemination: Share updates on research, breakthroughs, achievements, events, and important announcements of CSIR-IIIM, Jammu.
- Reputation Management: Enhance and maintain reputation of CSIR-IIIM, Jammu through disseminating/communicating their S&T achievements and R&D breakthroughs.
- To obtain feedback of public at large to ensure better development & implementation of the Scientific & Technological outputs in National Interest.

2. Channel-Specific Strategies:

• Facebook

- Content: High Quality Creatives/ GIFs/ Infographics/ Static creatives, Videos etc.
- Frequency: As per actual.
- Engagement: Respond to comments, create events, and run polls.

• X (formerly Twitter)

- Content: High Quality Creatives/ GIFs/ Infographics/ Static creatives, Videos etc.
- Frequency: As per actual.
- Engagement: Retweet/reshare relevant content, participate in trending scientific discussions and programs such as CSIR-IIIM, Jammu Foundation Day, IISF, Lavender Festival etc. and engage with followers through replies.

• Instagram

- Content: High-quality images, reels, stories, shorts and videos.
- Frequency: As per actual
- Engagement: Use stories for quick updates and interactive polls, respond to comments and DMs.

• YouTube

- Content: High Quality Podcasts, reels, stories, shorts and videos, webinars, event recordings, and interviews.
- Frequency: As per actual.
- Engagement: Encourage subscriptions, respond to comments, and collaborate with

other YouTube channels.

- **LinkedIn:**
- **Content:** Short and long research posts in layman's language, Funding announcement and CSIR R&D breakthroughs related posts, Job posts and vacancy notifications, research infographics, short videos, interactive polls, CSIR event notifications, National & International event posts pertaining to CSIR, Q&A response, CSIR labs talks & event posters, innovation stories, content relevant to science and technology ecosystem of India.
- **Frequency:** As per actual.
- **Engagement:** Repost relevant content, participate in trending scientific discussions, and engage with followers through replies.

3. Content Calendar

- Create a monthly content calendar to plan and schedule posts in advance.
- Align content with CSIR's key events, research releases, R&D breakthroughs and campaigns of CSIR labs and other Science Ministry/Departments/Labs of Govt. of India.
- **Monthly social media report:** 12 in a year
- **Monthly social media plan (between 1st to 20th of every Month):** 12 in a year
- **Online Sentiment Analysis:** Daily
- **News Tracking related to CSIR, related Labs, Science Ministries/Departments and their R&D Achievements:** Daily
- **Tracking of relevant conversation on all social media handles (CSIR) & relevant social media accounts:** Daily
- **Data created, segregated & stored in a professional manner:** Each quarter.

4. Content Creation

- **Quarterly Newsletter:** Agency will form a panel comprising CSIR-IIIM officials and agency representatives to create a quarterly digital newsletter that combines the achievements of CSIR, related labs and R&D breakthroughs of Science Departments of Govt. of India (As per Actuals).
- **Online Talk Show and Live Panel Discussion:** Agency will form and finalize a panel, including CSIR and CSIR-IIIM scientists/officials and agency representatives, for the online talk show and live panel discussion. (As per Actuals)
- **Documentary/Short Films:** on R&D achievements should be at least 5 minutes long and include at least 2 interview bytes (As per Actuals).
- **Professional Interview of Hon'ble Minister/Dignitaries/Scientists:** As per Actuals

- **Field visits and project documentation:** CSIR-IIIM to identify projects/ arrangements for the team's stay and travel (as per government norms, applicable only outside Delhi NCR) (As per Actuals).
- **Designing Banners, Pamphlets, Standees, Brochures, and e-books:** As per actuals.
- **Special production of Videos of duration 1-3 minutes on the topics suggested by CSIR-IIIM:** As and when required (for events such as Foundation Day, Independence Day, National Science Day, etc.) (As per Actuals).

5. Analytics and Monitoring

- Use analytics tools to track the performance of posts and campaigns.
- Monitor engagement metrics, such as likes, shares, comments, and views.
- Adjust the strategy based on data insights and audience feedback.
- Before using any online sentiment analysis tool, a demo must be provided to CSIR-IIIM. Additionally, sentiment analysis results should be shared monthly along with the monthly social media report.
- Daily news tracking related to CSIR, its associated labs, science ministries/departments, and S&T achievements should be maintained in a dossier – in both hard and soft formats.
- Track relevant conversations on all social media handles associated with CSIR and other pertinent social media accounts.

6. Review and Optimization

- Regularly review the strategy and its effectiveness in coordination with CSIR-IIIM.
- Make necessary adjustments to optimize reach and engagement in coordination with CSIR-IIIM.

7. Plan, Report & Data

- The service provider will deliver a detailed social media report both annually and monthly. Additionally, the service provider must submit a monthly social media plan between the 15th and 20th of every month.
- Data created must be segregated and stored in a professional manner. It should be shared with CSIR-IIIM, with online or offline storage provided by CSIR-IIIM.

Scope of Work In addition to above

1. Implementing this strategy will help CSIR-IIIM effectively communicate its activities and engage with a broad audience across various social media platforms.
2. The bidder shall develop and implement a comprehensive social media and communication strategy, including platform-specific and geo-targeted campaigns, to enhance outreach, visibility, and stakeholder engagement.
3. The bidder shall manage end-to-end social media operations, including content creation, posting, scheduling, and execution of innovative outreach campaigns across all platforms.
4. The bidder shall ensure regular and timely updates across all social media platforms in coordination with CSIR-IIIM through onsite and offsite teams.
5. The bidder shall create high-quality bilingual (Hindi and English) multimedia content, including graphics, animations (2D/3D), videos, infographics, and storyboards, ensuring no IPR violations.
6. The bidder shall undertake end-to-end audio-visual production, including scripting, shooting, editing, post-production, and repackaging of content for multi-platform use.

7. The bidder shall produce feature videos and interviews, including PhD scholar highlights and institutional achievements.
8. The bidder shall conceptualize and manage podcasts and digital series focusing on research, innovation, and scientific initiatives.
9. The bidder shall provide live streaming and webcasting services for events with complete technical setup and high-quality output.
10. The bidder shall provide event coverage, including photography, videography, and drone-based visuals (where permitted).
11. The bidder shall handle media relations, including drafting and dissemination of press releases across print, electronic, and digital media.
12. The bidder shall design and support official publications, including annual reports, brochures, presentations, and institutional documents as per Government of India standards.
13. The bidder shall manage and support website content updates and formatting in coordination with the official web team.
14. The bidder shall develop and maintain corporate branding and visual identity, ensuring consistency across all platforms and materials.
15. The bidder shall design and execute audience engagement initiatives, including campaigns, contests, promotions, and awareness drives.
16. The bidder shall facilitate social media crowd sourcing and data integration with institutional systems where required.
17. The bidder shall ensure real-time monitoring, moderation, and response management, including handling comments, queries, tagging, and filtering inappropriate content on a 24/7 basis.
18. The bidder shall ensure defined response timelines, responding to queries within 24 hours or within two working days where consultation with CSIR-IIIM is required.
19. The bidder shall deploy social listening, monitoring tools, and dashboards to track sentiment, engagement, and media mentions.
20. The bidder shall provide analytics, Management Information System (MIS), and performance reports on a monthly, quarterly, and fortnightly basis, along with effectiveness analysis.
21. The bidder shall prepare and maintain a content calendar (fortnightly or monthly) for prior approval and execution.
22. The bidder shall ensure organic growth of reach and engagement using fair and legitimate promotion methods.
23. The bidder shall handle publicity of national and international events, seminars, workshops, and institutional activities as directed by CSIR-IIIM.
24. The bidder shall provide content archival and storage systems (online and offline) with backup and minimum one-year retention.
25. The bidder shall deploy qualified manpower, ensure approval of resources, and conduct training and capacity building for CSIR-IIIM officials.
26. The bidder shall ensure data security, confidentiality, legal compliance, and adherence to intellectual property rights, with no liability on CSIR-IIIM.
27. The bidder shall establish crisis management and contingency mechanisms and conduct regular leadership coordination, including monthly review meetings and quarterly performance frameworks.

- a) Content should pertain to the projects in progress and on the anvil, schemes, events, funding opportunities, etc. Out-dated information will be periodically archived to reduce information loads. These messages will be complimented with visual pictures and animation. Video clips and graphics to assist information transfer and attention.
- b) Conceptualizing, designing and supervising the jobs like e-brochures, and e-magazine advertising, leaflets/flyers, banners and posters, backdrop, etc.
- c) Design and creative inputs in the presentations being made by the CSIR-IIIM, Jammu.
- d) The Bidder has to share information/documents whenever asked for by any authorized committee of CSIR-IIIM, Jammu.
- e) Monitor the social media accounts in one place.
- f) The agency has to provide one price inclusive of all taxes and others for development and manpower support for one year and other details.
- g) The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at **Time T** - (Date of Allotment of Work):

Note that no additional/co-lateral billing shall be entertained for social media purposes upon acceptance of the bid and during the work tenure.

Technical Bid (CHECK LIST)

- 1) Agency/bidders should enclose a brief organizational profile including background, availability of resources and experience of the firm.
- 2) Proof of registered address and Telephone number of the office should be provided by the Agency/Bidders.
- 3) The bids should be accompanied by Earnest Money Deposit (EMD) of the value and in the form as specified in **para 3** of this Tender Document.
- 4) All documents/proof should be attached as per Annexure-IV sequence.
- 5) Valid Establishment Registration/Incorporation Certificate under Co-operative Societies Act/Shops and Commercial Establishment Act-1961/Indian Companies Act of 1956/2013.
- 6) Agency should have had experience in handling large state/national level events on social media with live coverage.
- 7) Satisfactory work completion certificates along with work orders executed within the last three financial years (From 1st April 2023 to 31st March 2026) of providing social media management services in major institutions like CSIR Laboratories/Institutes, Central/State Government Departments, Government Scientific and Research Institutions etc., Nationalized/Scheduled Banks, Public Sector Undertakings. (Phase/Part completion of work shall not be considered for satisfactory completion of work for the purpose of experience). The bidder must have successfully executed/completed similar social media management services within the last 03 years.
One similar completed service costing not less than the amount equal to Rs.1.02 Crore
or
Two similar completed services each costing not less than the amount equal to Rs.63 Lakh each.
or
Three similar completed services each costing not less than the amount equal to Rs.51 Lakh each.
- 8) The service provider must have experience in Social media management/Digital marketing for at least 5 years (as on 31 March 2026) and Print & digital media, designing books/coffee table books, brochures, newsletters, creative, GIFs, short videos, documentaries in Scientific Institutions/ departments
- 9) By participating in this bid, bidder undertakes to the following effect:
(i) that the firm/contractor has not been declared defaulter/bankrupt /blacklisted/debarred from the bidding process by any Central/State Govt. or Public Sector Undertaking.
(ii) Acceptance of all the terms and conditions of the contract (including as stated in Buyer Added Bid Specific Terms and Conditions)
- 10) Valid GST Registration proof, Permanent Account Number(PAN) of the company/firm.
- 11) Copy of GST Return (GSTR-I) for the last three Financial Years i.e., 2023-24, 2024-25, 2025-26.
- 12) Copy of Income tax returns (ITRs) for the last three assessment years i.e., 2023-24, 2024-25, 2025-26.
- 13) Copy of Annual Turnover certified/audited by the Chartered Accountant for the Financial Years 2022-23, 2023-2024 and 2024-25 with minimum average annual turnover of Rs.3 crore per annum during the last three financial years ending March 31, 2025. Copy of Balance Sheets of three Financial years ending 31.03.2025 are to be attached.
- 14) Self-declaration that the firm is not an agent or an intermediary.
- 15) Solvency Certificate of the bidder from the Nationalised/Scheduled bank for value of atleast 40 percent of the estimated value of the contract i.e., Bidder should have a minimum solvency of Rs.51 Lakh. The current solvency certificate should not be more than six months old from the bid submission last date.

- 16) The bidder must be empaneled with DAVP/Central Bureau of Communication in the multimedia category executive panel.
- 17) Self-attested one recent passport size photograph(s) of the authorized person(s) of the firm/agency with name, designation, Office/Residential address, AADHAR Card and office contact numbers, whether the bidder is a sole proprietor/partnership firm and if partnership firm, names addresses and contact numbers of Directors/Partners also.
- 18) A detailed document mentioning proposed work plan, strategy, methodology and expected outcomes in sync with CSIR-IIIM.
- 19) The bidder/service provider must have a Google & META certification.

Declaration:

This is to certify that I/We before signing this Technical Bid Document have read and fully understood all the terms and conditions contained in Tender Document and undertake myself/ourselves to strictly abide by them.

**Signature of the Authorized signatory
with name, designation, seal and date**

Annexure V

Format for Financial Bid for Hiring a Social media management and services agency

(To be submitted in a separate sealed envelope)

Please provide detail financial implication to the organization with break up. All prices/rates quoted must comply with the Scope of Work and other terms and conditions specified in this Tender Document.

Sr. No.	Items of work	Bid Amount (in Rs)	Remarks, if any
1.	Hiring of Social Media Management and Services Agency for Scientific Content and Information Dissemination		
2.	GST (please specify rate of GST)		
3.	Total Bid Amount		

Total Bid amount (in words) :

Declaration:

This is to certify that I/We before signing this Financial Bid have read and fully understood all the terms and conditions contained in the document and undertake myself/ourselves to strictly abide by them.

Signature of the firm with name, designation, seal and date

Authorized Signatory

PROFORMA FOR PERFORMANCE BANK GUARANTEE

(On stamp paper of appropriate value from any Nationalized Bank)

To
CSIR-Indian Institute of Integrative Medicine,
Canal Road,
Jammu – 180001, India

Dear Sir,

In consideration of CSIR- Indian Institute of Integrative Medicine (hereinafter called as the Employer which expression shall include his successor and assigns) having awarded to (here in after referred to as the said Contractor or Contractor' which expression shall wherever the subject of context so permits include its successors and assigns) a contract No. In terms inter alias, of the CSIR-IIIM's Letter No. dated. and the General Conditions of Contract and upon the condition of the contractor's furnishing security for the performance of the contractor's obligations and discharge of the contractor's liability under in connection with the said contract up to a sum of Rs..... (Rupees... ..Only) amounting to 5% of the total contract value.

1. We (here in after called "The Bank which expression shall include its successors and assigns) hereby jointly and severally undertake to guarantee the payment to The Employer in rupees forthwith on demand in writing and without protest or demur or any and all moneys anywise payable by the contractor to The Employer under in respect of or in connection with the side contract inclusive of all The Employer's losses and damages and costs, (inclusive between attorney and client) charges and expenses and other moneys anywise payable in respect of the above to this guarantee up to an aggregate limit of Rs. (Rupees.....only).

2. We Bank further agree that The Employer shall be sole judge of and as to whether the said contractor has committed any breach or breaches of any of the terms and conditions of the said contract and the extent of loss, damage, cost, charges and expenses caused to or suffered by or that may be caused to or suffered by The Employer on account thereof and the decisions of The Employer that the said Contractor has committed such breach or breaches and as to the amount or amounts of loss, damage, costs, charges and expenses caused to or suffered by The Employer from time to time shall be final and binding on us.

3. The Employer shall be at liberty without reference to the bank and without affecting the full liability of the bank hereunder to take any other security in respect of the Contractor's obligations and liabilities hereunder or to vary the contract or the work to be done there under vis-à-vis the Contractor or to grant time or indulgence to the Contractor or to reduce or to increase or otherwise vary the prices of the total contract value or to release or to forbear from enforcement of all or any of the security and/ or any other security(ies) now or hereafter held by the Employer and no such dealing (s) reduction (s) increase (s) or other indulgence (s) or arrangements with the Contractor or release or forbearance whatsoever shall absolve the Bank of the fail liability to The Employer hereunder or prejudice the rights of The Employer against the bank.

4. This guarantee shall not be determined or affected by the liquidation or winding up, dissolution, or change of constitution or insolvency of the Contractor but shall in all respect and for all purposes be binding and operative until payment of all monies payable to The Employer in terms thereof.

5. The bank hereby waives all rights at any time inconsistent with the terms of this guarantee and the obligations of the bank in terms hereof shall not be anyway affected or suspended by reason of any dispute or dispute having been raised by the Contractor stopping or preventing or purporting to stop or prevent any payment by the bank to The Employer in terms hereof.

6. The amount started in any notice of demand addressed by the Employer to the bank as liable to be paid to the Employer by the Contractor or as suffered or incurred by The Employer on account of any losses or damages of cost, costs, charges and / or expenses shall be conclusive evidence of the amount so liable to be paid to The Employer of suffered or incurred by The Employer as the case may be and shall be payable by the bank to The Employer in terms hereof.

7. This guarantee shall be a continuing guarantee and shall remain valid and irrevocable for all claims of the Employer and liabilities of the contractor arising up to and until midnight of.....

8. This guarantee shall be addition to any other guarantee or security whatsoever that The Employer may now or at any time anywise may have in relation to the contractor's obligations/ or liabilities under and/ or in connection with the said contract, and The Employer shall have full authority to have recourse to or enforce this security in preference to any other guarantee or security which The Employer may have or obtain and no forbearance on the part of The Employer in enforcing or requiring enforcement of any other security shall have the effect of releasing the Bank from its full liability hereunder.

9. It shall not be necessary for the Employer to proceed against the said Contractor before proceeding against the Bank and the Guarantee herein contained shall be enforceable against the bank notwithstanding that any security which the Employer may have obtained or obtain from the contractor shall at the time when proceedings are taken against the said bank hereunder be outstanding or unrealized.

10. We the said Bank undertake not to revoke this guarantee during its currency except with the consent of the Employer in writing and agree that any change in the constitution of the said contractor or the said Bank shall not discharge our liability hereunder.

11. We.....the said Bank further that we shall pay forthwith the amount stated in the notice of demand notwithstanding any dispute/ difference pending between the parties before the arbitrator and/ or that any dispute is being referred to arbitration.

12. Notwithstanding anything contained herein above, our liability under this guarantee shall be restricted to Rs. (Rupees.....) and this guarantee shall remain in force till..... and unless a claim is made on us within 3 months from that date, that is before all the claims under this guarantee shall be forfeited and we shall be relieved of and discharged from our liabilities thereunder.

Datedday of..... 2026.

For and on behalf of Bank.

Issued Under Seal

Annexure VII

The relevant details of bank account may be furnished for Electronic Clearance System (ECS). The beneficiary is requested to either provide the Photostat copy of cancelled cheque or to take attestation from concerned bank, as a documentary support.

BANK ACCOUNT DETAILS FOR RTGS / NEFT OF THE AGENCY

1. NAME AND ADDRESS OF THE AGENCY _____
2. NAME OF THE BANK _____
3. ACCOUNT NUMBER _____
4. BRANCH NAME _____
5. MICR No. _____
6. IFSC CODE _____

Attestation by the Bank

Signature of the Bidder

ARTICLES OF AGREEMENT

ARTICLES OF AGREEMENT MADE AT _____ this _____ day of _____
BETWEEN the Council of Scientific & Industrial Research, New Delhi, a Society registered under the Societies Registration Act 1860 (Herein after referred to as the Employer, which expression shall include its successors and assignees and authorised officers of the society) of the one part and _____ trading in the name and style of _____ (herein after referred to as the contractor(s) which expression shall include his/their respective heirs, executors, administrators and permitted assignees of the other part.

WHEAREAS the Employer is desirous of getting the work of _____ done and has caused drawings, schedule of quantities and specifications describing the work to be prepared.

AND whereas the said specifications and the schedule of quantities and other documents have been signed by on behalf of the parties.

NOW IT IS HEREBY AGREED AND DECLARED BY AND BETWEEN THE PARTIES HERETO AS FOLLOWS:

1. In consideration of the payments to be made to them as herein after provided the contractor shall upon and subject to the conditions hereinafter contained execute and complete, the work at the rates specified in the attached schedule of quantities and with such materials as are provided for and in accordance in all respect with specifications, designs, drawings and instructions in writing. Time for carrying out the work will be _____ and the date of commencement shall be reckoned from the tenth day of issue of award letter.
2. The Employer shall pay to the Contractor such sums as shall become payable hereunder at the times and in the manner specified in the said conditions.
3. This agreement contains the following documents in addition to the pages of Articles of Agreement.
 - (i) General Conditions of Contract Page No. _____ to _____
 - (ii) Special conditions Page No. _____ to _____
 - (iii) Additional Conditions Page No. _____ to _____
 - (iv) Indenture for Secured Advance Page No. _____
 - (v) Original tender document along with the covering letter of the firm dated _____ Page No:1 to _____
 - (vi) _____
 - (vii) _____
 - (viii) _____

In witness whereof the parties hereto have set their respective hands the day and year herein above written.

Signed by the Contractor

Signed by, for and on behalf of
Employer

In presence of

- 1)
- 2)

In presence of

- 1)
- 2)

CHECK LIST OF DOCUMENTS REQUIRED FOR QUALIFICATION FOR PROVIDING SOCIAL MEDIA SERVICES

S. No.	Documents to be attached	Page No.
1.	EMD details	04
2.	Format for Financial Bid	32
3.	Proforma For Performance Bank Guarantee	33-35
4.	Bank Account Details For RTGS / NEFT of the Agency	36
5.	Articles of Agreement	37-38

Signature of the Bidder/Authorized Person

(Name and Address of the Bidder)