



CHANDIGARH STATE AIDS CONTROL SOCIETY, UT, CHANDIGARH
INTERNATIONAL HOSTEL, MADHYA MARG (NEAR PGIMER),
SECTOR 15, CHANDIGARH
PHONE NO. 2544563, 2783300, Fax No. 2700171

50/10

INVITATION OF QUOTATIONS FOR HIRING / SELECTION OF PROFESSIONAL AGENCY
FOR MANAGING THE SOCIAL MEDIA OF CSACS

To

CSACS website

Memo no. CSACS/2021/

3140

Dated Chandigarh, the

17-8-21

Dear Sir/Madam,

Sub: Invitation of quotations for Hiring / selection of professional agency for managing
the social media of CSACS

1. You are requested to submit your most competitive quotation for the following job work:-

S.No	Requirements and deliverables
01.	<ol style="list-style-type: none">1. The agency shall create and subsequently maintain the official facebook page, twitter profile, youtube channel, website and instagram including any other upcoming social media platform during the course of contract and hence set up an complete social networking management system for CSACS and manage the same by deploying requisite number of persons with requisite qualification and skill set.2. Developing, publishing and updating the content as and when required on 24x7 basis. The frequency of the information can be on the continuous basis.3. Feedback, message and any other communication received from visitors to the above said site/pages has to be forwarded to the officials concerned directly from time to time.4. Round the clock running of social media sites, updating, analyzing social media trends and moderation and intervention as and when required.5. Feedback/comment management on regular basis to keep the social media sites free from spam/advertisement/inappropriate contents, appropriate tagging etc.6. Manage response on social accounts through setting up standard response management process.7. Repacking of content (video and photographs) into a suitable formats.8. Upto 25 nos. of creatives will be developed by the agency in the 6 months of contract. The agency has to give options each time a creative is developed. Only approved creative will be counted. Other than the

	<p>content given by CSACS, it will be the responsibility of the agency to upload it.</p> <p>9. Uploading of repackaged and creative content on various social media platform such as facebook, twitter, instagram, youtube, google etc.</p> <p>10. The agency should be able to develop interesting and innovative content, campaigns, in order to have proper communication strategy for various social media platforms to enhance the reach of the content.</p> <p>11. Provide detail analytics about social media activities.</p> <p>12. Use social media outlets to drive the traffic to the website and create follower base and raise social awareness.</p>
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Terms & Conditions

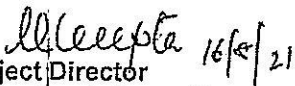
- The agency will be empanelled initially for 6 months, extendable to one year on the basis of evaluation
- Payment will be made by PFMS monthly on submission of bills at the end of the month. The details of the vendor to be submitted to CSACS
- Each bidder can submit only one Bid.
- The amount should be calculated on monthly basis.
- All duties, taxes other levies and expenses payable to the bidder shall be included in the rate.
 - Submit PAN card copy and GST number
 - Submit bank details for payment

Phases	DELIVERABLES	TIMELINE
1&2	Concept & content options	5 days
3	Final Creative	2 days
4	Adaptation	1 day
5	Publish & manage	NA

Validity of the Quotation

- The Quotation shall remain valid for a period of 6 months only.
- You are requested to provide your offer latest by 2.00 P.M on 01/09/2021 preferably by Registered Post superscribing "QUOTATIONS FOR Hiring/ Selection of Professional Agency DUE ON 01/09/2021 on the envelope. Envelopes should be labelled.
- The Project Director reserves the right to accept or reject any or all the quotations without assigning any reason thereof.

(Employer)


 Name: Project Director
 Address: Chandigarh State AIDS Control Society,
 International Hostel, Sector-15A, Chd.
 Tel. No. 2544589, 2544563
 Fax No. 2700171

