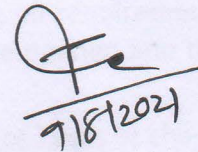


Expression of Interest

Sealed Quotation in two (2) bid system is hereby invited by the Project Director, Tripura State AIDS Control Society (TSACS) from resourceful, reliable and experienced Agencies/ Owners /or their authorized Agencies or any Professional Agency for the “ **Social Media Campaign**” to display, promote messages on HIV/AIDS via social media.

The detail information, terms & conditions and description, specification may be collected from the office of the undersigned (from Procurement section) on any working day between 11 a.m. to 4 p.m. till 23rd August, 2021 or the same can be downloaded from the website health.tripura.gov.in. The last date of submission sealed quotation is up to 4-00 p.m. of 25th August 2021 and will be opened on next working day at 3 p.m, if possible.



(Dr. Tanusree Chakraborty)
I/c. Project Director
Tripura State **AIDS** Control Society
Agartala: Tripura.

TERMS AND CONDITION

1. Quotation shall have to be submitted in sealed cover addressed to the Project Director, Tripura State AIDS Control Society, Health & Family Welfare Department, Govt. of Tripura, Akhaura Road, Agartala, Tripura (west) up to 4-00 p.m. of 25th August 2021.
2. On the left side of the envelope last date of submission should be mentioned. The Quotations are likely to be opened on next working day at 3-00 p.m. if possible. Quotationers or their representatives may remain present at the time of opening of quotations. No separate invitation will be given to the bidders.
3. The interested bidders shall submit the bids in 2 (two) parts, namely Financial Bid and the Technical Bid. The 2 bids should be put in 2 (two) separate sealed envelopes, indicating on the cover as to which one is the technical bid and which one is the financial bid. The 2 envelopes shall thereafter, be placed inside a larger sealed cover and the same may be submitted. The Technical Bid shall contain all details regarding the items offered by the bidder, compliance of terms and conditions submission of documents etc. in other words, everything except the rate offered. **The `Financial Bid` shall contain only the rate offered by the bidder.** While processing the bids, the technical bids will be open first and the eligible bidders meeting all requirements will be short-listed. Thereafter, financial bids of only short-listed bidders will be opened and the lowest bidder will be selected.
4. Rate should be quoted in words and in figures. The percentage of Taxes or charges should be mentioned clearly and separately.
5. Price should be quoted on FOR door delivery.
6. The Account creation should be completed with in **10 (ten)** days from the date of issue of Order ..
- 7.i.) The quotation should be accompanied by up to date copies (self attested) of *PAN Card, *Valid Trade license in related works, *GST Registration certificate, *Working Experience in this background with proof if any, Deposit at Call/Demand Draft/On Demand Pay on any scheduled Bank for an amount of **Rs.4000/-** (Rupees Four thousand) only in favor of Tripura State AIDS Control Society as earnest money shall have to be furnished without which no quotation will be considered.
 - ii) Earnest money of the un-successful bidders will be returned after the finalization of the process.
 - iii) Earnest money of the successful bidder will be treated as security money.
8. The security money shall be forfeited in case of failure to execute the order within the stipulated period or any other breach of contract on the part of the successful bidders.
9. The quotation will be received by post/by courier directly to the office only. . Quotation received after the schedule time and date will be rejected and the undersigned will not be liable for any kind of delay.
10. The agency must have enough qualification and experience in such type of works.
11. Income tax and GST will be deducted from the bill as per guidelines of the Govt. /Society, if needed.

12. The requirement and deliverables of Social Media activities are as below :-

a) Social media management via Face Book, Twitter, You tube, Google Plus, Linkedin and Instagram channels, social Media Monitoring, Designing Content Moderation & Response Management through reply to comments/Tweets and messages, Review of Tripura SACS Short term and long goals in using social media.

b) Create an overall plan for initial and ongoing social Media activity and responsibilities and for key messaging strategies.

c) Online Ads Management (Social Media/Google Ad-words/Re-marketing Ads) d) Boost the related Post etc.

13. After successful completion of work (as per work order) the bill in triplicate should be submitted to the undersigned for payment on monthly basis.

14. Payment of bill will be made after completion of works successfully as per work order .Payment will be made by e-transfer.

15. No enhancement of rates within the validity period of the contract shall be entertained.

16. The undersigned reserves the right to accept or reject any quotation in part/whole without assigning any reason thereof.

17. No insurance charge is admissible.

18. Any settlement of legal dispute would have to be made at Agartala jurisdiction.

19. The pre-bid meeting will be held on 17th August ,2021 at Tripura SACS office at 3-00 p.m. Interested bidders may remain present in that meeting. No separate invitation will be given to the bidders.

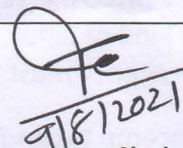
Specification

A) Physical Presence of staff in the TSACS Office (from time to time as required)

B) Updating the TSACS website from time to time.

C) Regular basis up-dation of Social Media Account as and when required .

Sl.no.	Particulars	Unit Cost
1	Management Face Book Posting/Sharing/Replying/ Live Video etc, As per consultation of IEC Division of TSACS	
2	Management of You Tube Creation/Posting/Sharing/ Replying/Live Video etc, As per consultation of IEC Division of TSACS	
3	Management of Twitter Account Creation/Posting/ Sharing/Replying/Live Video etc, As per consultation of IEC Division of TSACS	
4	Management of Instagram Creation/Posting/Sharing/ Replying/Live Video etc. As per consultation of IEC Division of TSACS	
5	Creation of Content like Poster/Banner/Advertisement. As per consultation of IEC Division of TSACS	
6	Boosting of posted content/programme As per consultation of IEC Division of TSACS	


(Dr. Tanusree Chakraborty)
I/c. Project Director
Tripura State AIDS Control Society
Agartala: Tripura.