



NIQ for Engagement of Social Media Marketing Agency and Content Production

Sealed quotations are invited from distributors/authorized dealers/suppliers/service providers for the service mentioned below, as per the following details:

Scope/Item Details

Sr. No	Service	Duration
1	Engagement of Social Media Marketing Agency and Content Production (Detail mentioned in Annexure-I)	1Year



REF NO. SVSU/PRO/2026/1233

DATED:- 08/05/2026

Instructions to Bidders

1. Quotations must be submitted in two separate sealed envelopes:
 - **Envelope I:** Technical Bid (Annexure-I)
 - **Envelope II:** Financial Bid (Annexure-II)Quotations must clearly mention the following:
 - i. Taxes/Duties (VAT/GST, etc.); Form C or D is not issued by the University
 - ii. Payment Terms
2. Unspecified charges in the quotation shall not be paid.
3. University reserves the right to increase/decrease hired items/services at its sole discretion.
4. Submit the latest price list, signed and sealed by the authorized vendor, along with product literature/pamphlets.
5. Failure to execute the supply order within the stipulated period may lead to blacklisting/debarment and other suitable actions.
6. Acceptance is subject to a satisfactory report from the user department.



7. Bills (2 copies) and satisfaction report must be submitted for payment processing.
8. The University reserves the right to reject any or all quotations without assigning any reason and may accept quotations partially.
9. In case of tie in L1, negotiation will be conducted, and the lowest quote after negotiation will be considered L1.
10. Further negotiation may be done with L1 if rates are deemed high.
11. Terms printed on the firm's documents will not be binding unless included in the supply order/Technical Document.
12. Contract duration: **3 Month**
13. **Data confidentiality** and **regular backups** must be ensured.
14. Vendor must submit invoices for services deployed on the hosting server.
15. **Maintenance Terms:**
 - Forenoon complaints → resolved by afternoon
 - Afternoon complaints → resolved by next working day forenoon
 - Unsatisfactory service must be replaced immediately
16. Standby server of same/higher configuration must be provided during server maintenance.
17. SVSU reserves the right to curtail/extend the contract based on performance.
18. Unsatisfactory service may lead to blacklisting and contract termination.
19. Contact: SVSU, Dudhola (9:00 AM – 5:30 PM) for any clarifications.
20. **Jurisdiction:** Courts in Palwal, Haryana.
21. The quotation must bear the Date, Stamp, Address, and Signature of the authorized signatory; failing which, the quotation may be rejected.
22. SVSU reserves the right to accept or reject any or all NIQs, wholly or partly, and to cancel the NIQ at any stage without assigning any reason.
23. The sealed quotations, super-scribed with the subject “Quotation for **Engagement of Social Media Marketing Agency and Content Production**, complete in all respects, must reach the office of the undersigned latest by 12.05.2026 at 16:00 hrs at the following address: Registrar, Administrative Block Shri Vishwakarma Skill University Village Dudhola, Palwal, Haryana–121102

The quotations must be submitted in original on the firm's letterhead, duly stamped, either through Registered Post/Speed Post/Courier or by hand at above mentioned address.



Annexure-I

**(Submit in Sealed Envelope-I)
PROFORMA FOR TECHNICAL BID (PART-I)**

Sr. No	Specification	Available or Not
1	<ul style="list-style-type: none">• Strategic management of official social media platforms	
2	<ul style="list-style-type: none">• Creation of digital content and campaign execution support	
3	<ul style="list-style-type: none">• Production of approximately 50 professional videos (including student testimonials, faculty interactions, and course-related informational content)	



**Submit in Sealed Envelope-I)
PROFORMA FOR TECHNICAL BID (PART-I)**

Sr. No.	Particulars to be submitted	To be filled by the bidder
1	Name of the Agency/Firm	
2	Date of Establishment/Registration of the Firm/Agency	
3	Detailed Office Address of the Agency with Office Telephone Number / Mobile Number / Email ID and Name of the Contact Person	
4	Whether the firm is registered under Company Act, Partnership, or Proprietorship (Enclose copies of all relevant certificates of registration)	
5	PAN/TAN Number (Attach copy)	
6	Sales Tax / VAT / GST Registration Number (Attach copy)	
7	Whether the bid document (all pages) of the terms and conditions, duly signed in token of acceptance, is attached (Attach copy)	Yes / No
8	Profile(s) of Key Personnel directly responsible for campaign execution (with proof of 10+ years experience in digital marketing)	
9	Self-declaration of digital ad spend managed (firm or Key Personnel level, minimum ₹50 Crore cumulative)	

Place:

Date:

**Signature of the Bidder
With Office Seal**

नोट: क्या आपने आवश्यक दस्तावेज संलग्न किए हैं, अपना आवेदन जमा करने से पहले दोबारा जाँच लें।



Annexure-II

**(Submit in Sealed Envelope-II)
PROFORMA FOR FINANCIAL BID (PART-II)**

Firm Name:

Firm Address with Pincode:

.....

S. No.	Item(s)	Qty	Requirement Details	Quote Your Rate (Including GST)
1	Engagement of Social Media Marketing Agency and Content Production	01	With desired specifications on yearly contract basis	₹.....

Total Amount Quoted by Bidder: ₹.....

(Signature of Bidder with Seal)

Name:

Designation:

Address with Contact No.: