



Appointment of Social Media Specialist Agency

**Shri Saibaba Sansthan Trust, Shirdi
Information Technology Department**

Appointment of Social Media Specialist Agency (Extension 1st)

Shri Saibaba Sansthan Trust, Shirdi is inviting a Proposal (Quotation) from Social Media Specialist Agency to improve Sansthan's social media presence and engage Sai Devotees with the devotional and charitable activities performed by Sansthan on day to day basis.

1.0 Time Table for Submission of Proposal (Quotation):

Publish Date	Dt. 28/11/2022	Time- 11.00 am
Proposal (Quotation) Submission Start Date	Dt. 28/11/2022	Time- 11.00 am
Proposal (Quotation) Submission End Date	Dt. 05/12/2022	Time- 17.00 pm

Note:

For any of the technical queries; interested bidders can call 02423-258953 or mail the queries to it.office@sai.org.in

Validity Period:

The offer of the bidder shall remain valid for 120 days from the date of opening of tender (Financial Bid).

1.1 Tender Cost, Earnest Money Deposit & Security Deposit:

- a) **Tender Fees:** Rs: 1,500 (One thousand Five Hundred Only)
- b) **Earnest Money Deposit (EMD):** Rs: 5,500 (Five Thousand Five Hundred Only)
- c) **Security Deposit (SD):** Successful bidder has to deposit **3%** amount of awarded cost as a security deposit within 15 days from acceptance of the work order. This SD amount will be refunded after tenure.
- d) No interest will be paid on the EMD and Security Deposit.
- e) Tender Fees and EMD should be submitted in the form of a Demand Draft in favour of "Chief Executive Officer, Shri Saibaba Sansthan Shirdi Payable at Shirdi"

Note:

1. The amount of EMD will be refunded back to all bidders (except the L1 bidder) after issuing the work order to the L1 bidder.
2. L1 bidder's EMD amount will be refunded after receiving Security Deposit.

2.0 Eligibility Criteria:

- a) Bidder should have experience in Content creation, Strategy development, Data analysis, Community Engagement, Social analytics, methods used to find relevant curated content, and methods used to engage with the relevant audience.
- b) All the candidates in the team should have a degree in business management, marketing, media and communication, public relations, and digital marketing. The team should have a professional designer and post-maker. The bidder should ensure the same and share the details.
- c) Team members should have:
 1. Excellent content writing skills

2. Proficiency in Social Media Tools, Social media analytics tools and Social Media Optimization, Search Optimization
3. Strong Knowledge of Email Marketing and Marketing Automation
4. Familiarity with trends, tools, and innovations in social media, ability to shape a data-driven strategy and Optimize Conversion Process
5. A proven track record of growing a digital presence for an organization, campaign, or corporation, and an appetite to create targeted digital campaigns.
6. Experience with graphics tools and software, such as Adobe Creative Cloud.

2.1 Qualification Criteria:

- 1) Bidder should be a registered Social Media Specialist Agency/Firm.
- 2) Central / State Government or government corporation, statutory Institute, should not blacklist the bidder.
- 3) Bidder should have experience of a minimum of 3 organizations (preferably Charitable trusts, Government Organizations.) in handling Social Media platforms for more than 1 year.

3.0 Technical Bid

Copy of following documents must include with technical-bid.

1. Certificate of agency/firm registration, GST Registration, and PAN.
2. Letter stating that the Firm/Company is not blacklisted by Central / State Government, Government Corporation, or statutory Institute.
3. Letter on company/Firm letterhead Stating that “Company/Firm have read all terms and conditions and agree with them”
4. Project compliance/experience certificate from minimum 3 organizations (preferably Charitable trusts, Government Organizations.) with client contact details.
5. Bidder should share the following details of their experience as part of the technical evaluation.
 - a. Content creation, Strategy development, Data analysis, Community Engagement, Social analytics, methods used to find relevant curated content, and methods used to engage with a relevant audience.
 - b. Professional details of team members.

3.1 Commercial Bid

Interested bidders have to quote their best offer as specified in Annexure ‘A’

3.2 Bid Submission:

Technical & Commercial bids should be submitted in a single envelope to the following address.

“Proposal/Quotation for Appointment of Social Media Specialist Agency”

Chief Executive Officer,
Shri Saibaba Sansthan Trust, Shirdi
Po. Shirdi, Tal. Rahata, Dist. Ahmednagar,
Maharashtra, Pin 423 109.

4.0 Scope of work:

- The appointed agency has to perform the following work during tenure:
 1. Need to manage all Sansthan Social Media accounts like Facebook, YouTube, Instagram, Twitter, WhatsApp, Koo, blogs, etc., under the guidance of SSST Hon. Management and Administration.
 2. Authenticate all social media accounts of Sansthan with the respective authority.
 3. Create posts, and banners artistically and publish with due approval.
 4. Training Sansthan staff for handling, and promoting Social Media handles.
 5. Organize Sansthan's all Social Media accounts efficiently to publish information about Saibaba Temple (Religious) activities and Trust (Social) activities.
 - a. **Temple Activities: -**
 - I. Artistically publish the photos and short videos (Daily 4 Aartis and other events) to promote the devotion on Saibaba and to address the devotional needs of Sai Devotees worldwide.
 - II. Making Live Telecasts of various events on social media.
 - III. Create and publish trailers of various festivals and post-festival videos and photos.
 - IV. Eventual publish the photos and videos (high resolution) of the Dignitary, Donor Sai Devotees visiting Saibaba Temple.
 - V. Brief information and latest Photos and Videos of Temple-associated facilities like Donation, Prasadalya, Accommodation, Phalki Sevas, Queue Management, Canteen facilities, etc.
 - b. **Trust Activities: -**
 - I. Artistically publish the service activities being adhered to from the reaches of Shri Sai Baba with full devotion and commitment like Hospital, Education, etc.
 - II. Scale of operations of Sansthan to fulfill Sai Devotees reaching to Shirdi.
 - III. Contribution to Shirdi Development in terms of infrastructure, educational needs, green city, etc.
 - IV. Medical Facilities provide free of cost and nominal fees, COVID facilities, Oxygen plant, etc.
 - V. Contribution to Renewal energy.
 - VI. Awards and recognition.
 - VII. Sansthan Vision to enrich Devotees' experience during their visit to Shirdi – Q Complex, Skywalk, Sai Knowledge Park, etc.

4.1 Status reporting and automation:

- I. Manage, monitor, and identify social media posts that are relevant to Sansthan, periodically report to Management on the positive and negative posts.
- II. Evaluate and implement a social media monitoring product that can monitor posts in multiple languages as per Sansthan's instructions.
- III. Provide recommendations on improving social media presence, identifying negative mentions, engaging users, and improving a Sansthan reputation.

4.2 Policy draft and Legal Instructions:

- I. Need to draft the social media policy as per Sansthan Hon. Management and Administration instructions and legally publish the approved policy document on all social media platforms.
- II. Need to collaborate with external agencies and implement legal actions on incorrect/negative/illegal posts getting viral and ensure they are getting removed.

5.0 Terms and Conditions:

- I. Appointed agency has to assign dedicated skilled staff for the above activity.
- II. Content created/developed as part of this project will be the sole property of SSST and cannot be used elsewhere.
- III. Designing & other related software and infrastructure will be the responsibility of the agency.
- IV. Agency cannot do any advertisement in the content of SSST.
- V. SSST will provide required activities and a yearly schedule of events. The agency has to create/develop posts, and banners and get them approved before publishing them.
- VI. Trailers should be released a minimum of 15 days before festivals/events.

6.0 Payment & Penalty:

- I. Awarded cost will be paid equally in 4 quarters.
- II. Agency has to raise the invoice after the completion of the quarter.
- III. If work, as described above, is not completed in the given timeline Rs.500/- per day will be deducted from payment/SD.

Annexure 'A'
Commercial Proposal

Sr.No.	Particular	Amount	GST	Total Amount
01.	Annual Service Charges (for performing activities as described in 4.0,4.1,4.2 above)			