

**Delhi Skill and Entrepreneurship University
Govt. of NCT of Delhi**

**Sub: Minutes of Pre-bid Meeting held on 15-03-2021 regarding the RFP for Engaging Social Media Agency [03/DSEU/2021]
issued on 05-03-2021**

Date: 25-03-2021

Representatives from the following organizations attended the pre-bid meeting (online) on 15 March, 2021:

1. Radicles Advisor Pvt. Ltd
2. Brand Mommy
3. Socio Labs
4. Goldmine Advertising

Organizations which sent pre-bid queries through email:

1. Nascent Info. Technologies Pvt. Ltd.
2. Goldmine
3. Vermillion Communication Pvt. Ltd.

With reference to the Pre-bid meeting held on 15th March, 2021, please find below the modifications to the RFP based on the queries raised by the attendees:

S.No	Queries	Response
Chapter 1		
1.	Page 6- Please clarify what do you mean that the University can make informed decisions on selecting the appropriate course?	Social media can help in the following ways (but not limited to): 1.Reaching out to target audience through posts and polls 2. Collecting data and insights from audience
2.	Page 6- Invitation to Bidders- Clarification: How will the social media agency contribute in selection of courses?	Referring to the fact that social media engages the public more than any other medium, the University would like to gauge the public opinions, interests, experiences and understand various ways for improving the public participation and involvement. The social media statistics can contribute to the University's clearer understanding of the interests and demands of the youth in Delhi NCR.

3.	Clarification in difference between last date of bid submission and technical bid opening	Last day of bid submission stands for the last date when the University will accept a sealed envelope for Technical Bid and Commercial Bid. And the revised date of submission of physical copy of the bid in a sealed envelope is 05/04/2021.
4.	Page 8- (Point j. b) Please Clarify: Letter of Authorization is required on 100 Rs.Stamp Paper or on Bidders Letter Head?	Letter of Authorization to be submitted on the Letter Head of the Agency
5.	Page 6- Please clarify: Is there no EMD or tender fee?	No EMD of tender fees
6.	Page 6- (Section 1.3): Please provide an estimation cost for the tender	Not to be disclosed
7.	Page 8- (Point j) Please clarify, if all the bid documents need to be submitted in hard copy?	Yes

S.No	Queries	Response
1.	Chapter 2	
2.	Page 10- (point 2.5.c)- Minimum Eligibility Criteria (Project worth Rs. 10 lakh) - needs to be each year or average?	Minimum Eligibility Criteria for Project worth Rs. 10 lakhs needs to be an average of last 3 years (2017-18, 2018-19 and 2019-20)
3.	Clarification- Minimum Eligibility Criteria (Project worth Rs. 10 lakh) - needs to be each year or average?	
4.	Page 10- (point 2.3.e) Manpower Deployment- Please clarify: Would these resources be onsite?	Some of them will be required onsite everyday and rest shall report onsite whenever asked by the competent authorities of the University. Agencies to cover optimum onsite and offsite resource allocation in their Approach and Methodology.
5.	Page 10- (point: e) Please clarify: Would these resources be onsite?	
6.	Social Media Management Social Media Agency Team Structure (page no. 15 -17) They should be deployed on site or offsite.?	
7.	Is the entire team supposed to be deployed on site? Will there be enough	

	volume of work for the entire team to be at the University? Can some roles be done from the agency's office?	
8.	Self-Certificate for number and details of qualified Manpower/Employees	Filled in and self certified copy of form 6 is to be enclosed with the proposal.
9.	Page 10- (point 2.5.d)- PLEASE ALLOW EXPERIENCE WITH REPUTED PRIVATE ORGANISATIONS/ CORPORATES for qualification	Private organizations already included. Refer to 2.5 (d)
10	Page 10- (point 2.5.e) POINT IS VERY RESTRICTIVE IN NATURE - Hence request to remove this clause.	Has been changed from minimum eligibility criteria to preferable work experience.

S.No	Queries	Response
	Chapter 3	
1.	Page 6- (Section 1.2): As per standard practise of government tenders, request for considering QCBS 70:30	No Change

S.No	Queries	Response
	Chapter 4	
1.	Management of Social Media Accounts: Please specify the platforms for your University.	Social Media accounts for the University already exist for the following platforms and by the respectively mentioned usernames- Instagram- dseu_official Twitter- dseu_official Facebook- Delhi Skill and Entrepreneurship University LinkedIn- Delhi Skill and Entrepreneurship University
2.	Management of Digital Media Lab of the University. Please clarify if this would only require technological support in terms of resources	Digital Media Lab Executive will be required to assist the faculty and staff at the University with technical things including but not limited to: Lightning set-up, camera set-up, audio set-up, editing and various softwares to be used in the process.

3.	<p>Please Specify The deliverables per month for these platforms.</p> <p>No, of FB posts, Tweets, Videos , Blogs with no. of wordspermonthetc required.</p> <p>What kind of videos are required?And The duration of these videos.</p>	<p>The agency should propose in “Approach, Methodology and Workplan” the deliverables in terms of No. of posts on social media, kinds of videos and duration of videos that would go up every month.</p>
4.	<p>Graphic Designer & Video Editor - We request you to keep graphic designer separate from Video editor, since such resource would be requiring different specialities</p>	<p>Yes Both can be different. One full-time onsite graphic designer and one one full time video editor shall be deployed in the project. Refer to Section 4.2 in corrigendum for updated Team Structure Requirement.</p>
5.	<p>Would the University be paying separately for the translation? What would be the frequency of this scope of work? Please elaborate</p>	<p>No, the University will not pay separately for the translation and it will be the responsibility of the selected agency to get the appropriately translated content.</p> <p>The translation work would be occasion/ event specific and not an everyday job.</p> <p>Other than English and Hindi, the content will be required in widely spoken regional languages in Delhi NCR and this shall include (but not limited to) Urdu, Punjabi, Bhojpuri, Malyali, Gujarati, Marathi, etc.</p>
6.	<p>Please can you specify what we need to submit for Digital media content? Can these be case studies of clients?</p>	<p>Sample of graphics, audio-video content previously prepared and used in past</p>
7.	<p>Please specify socially relevant content? How would the evaluation be done for this?</p>	<p>The agency should have experience of working on projects/campaigns of societal relevance especially targeted towards poor/ marginalised/ vulnerable sections of the society.</p>
8.	<p>Digital Media Lab - will the agency be required to provide any equipment?</p>	<p>No, the agency only needs to provide technical assistance.The resource shall have access to the equipment of Digilab</p>
9.	<p>Do you have a preference for video editing software?</p>	<p>The video editor should have good knowledge and experience of using softwares such as (but not limited to) Final Cut Pro, After Effects, Filmora Premier to deliver the best quality videos,however the agency is free to choose the software.</p>
10.	<p>Page 14 - How are the videos to be shared - directly through the social media or through the university</p>	<p>All the videos are to be submitted to the DSEU for review and record,and after due approvals,the same is to be shared on relevant platforms that may include social media, University website and other mediums.</p>

11.	Section-4 Blogging & SEO	SEO shall remain a part of the scope of work as it is. However the blogging section has been removed from the scope of work.
12.	Request to add 2 resource persons for Digital marketing in team structure	One position for Digital Media Marketing Executive has been added to the team structure. Refer to Section 4.2 in corrigendum.
13.	Please specify the organic and inorganic specifications for designing campaigns for social media management	We intend to cover both organic and inorganic campaigns. The agency shall include the same in your approach and methodology.
14.	Clarification- Are we open to the idea of spending for social media paid campaigns?	Yes. Please include the same in your approach and methodology
15.	How many campaigns are we supposed to plan?	Agencies are supposed to propose the type, frequency and the number of campaigns in their approach and methodology.
16.	Clarification- Define Target groups and Who are the other stakeholders in social media?	Refer to Section 4.3 in Corrigendum
17.	Scope of work, Point 3: Clarification- Will the Digital Media Lab Executive have to be deployed full time?	Yes, full time at DSEU
18.	Confusion about the role and responsibility of Digital Media Lab Executive The need for an IT expert along with videographers? Will the University provide IT help	Digital Media Lab Executive will be required to assist the faculty and staff at the University with technical things including but not limited to: Lightning set-up, camera set-up, audio set-up, photo and video editing and various softwares to be used in the process

S.No	Queries	Response
	Chapter 5	
1.	What are the base figures or budget targets for this term? Request: Specify a budget.	Not to be disclosed
2.	Please define the budget	Not to be disclosed

S.No	Queries	Response
	Form 2(b)	
1.	Approach and Methodology: Please clarify 2 points mentioned here (C1, C.2) would need to be submitted in a report format? Please clarify or would this be part of the presentation at a later stage of shortlisted agency The Forms 8 & 9 would cover this part?	Both points C1 and C2 are to be elaborated in the report/approach and methodology. The same will be the part of the presentation at the later stage for shortlisted agency. Agencies to include their response in Form 8 and 9. Refer to the RFP document.
2.	Can you please send us a template for Form 2(B) so we can send in the information according to that?	Agencies are free to take reference from form 2B to design a similar form to record their responses.

S.No	Queries	Response
	Form 6	
1.	Pg. 34- will certificates from all team members be required?	Yes
2.	Pg. 35- Profile for team members will be required?	Yes

S.No	Queries	Response
	Form 9	
1.	Pg. 37- Clarification: Work plan for performing the assignment. If there is any format for approach and methodology?	There is no defined format for submitting Approach and Methodology. Agencies are encouraged to design and propose innovative approach and methodologies.

S.No	Queries	Response
	Form 12	

1.	Page 40- Please clarify whether ‘Minimum % of time’ will affect the commercial bid or not?	Yes
2.	Page 40- What happens if a core team member from the agency currently deployed to the university leaves the organisation? What is the process of getting a new person on board in place of the old person?	<p>If in any case a core team member from the agency leaves then the agency may hire a new professional to fill that respective professional. The new professional shall meet all the pre-eligibility criterias stated by DSEU in the tender document. The agency must ensure effective handover, knowledge transfer and transition.</p> <p>Please note that this cannot be a repetitive conduct of the agency, and will be acceptable only if found as a genuine case by the competent authorities at DSEU.</p>
3.	Is there a scope for the agency to hire a professional for a specific need that may arise during the course.	Agency may hire any professional at its own level but the University will not pay any extra amount for it.
4.	Page 40 - can you please specify the number of people for each post - add another column	Already specified in Section 4.2 of RFP

**Delhi Skill and Entrepreneurship University
Govt. of NCT of Delhi**

Date: 25-04-2021

CORRIGENDUM

**In RFP for Selection of Social Media Management Agency [03/DSEU/2021] issued on 05-03-2021 the following conditions have been modified:
(Mentioned below are the revised Sections from the RFP)**

1. Revised Bidding Data Sheet based on the change in last date of bid submission:

S. No	Particulars	Details
1	Tender ID	[03/DSEU/2021]
2	Tender date	05 th March 2021
3	Selection Method	Tender will be awarded to the Bidder with the highest score based on the QCBS Evaluation Method (80:20) , subject to Bidder meeting the Qualification Criteria and Minimum Technical Qualification Score
4	Name of the Tender Inviting Authority	Registrar, Delhi Skill and Entrepreneurship University, Integrated Institute of Technology Complex, Sector 9, Dwarka, New Delhi
5	RFP issued by	Delhi Skill and Entrepreneurship University (DSEU)
6	Availability of RFP	RFP can be downloaded from www.tte.delhigovt.nic.in

7	Nodal Officer for correspondence and Clarification	Registrar, Delhi Skill and Entrepreneurship University, Integrated Institute of Technology Complex, Sector 9, Dwarka, New Delhi
8	Pre-bid Meeting	Online. 14:00 hrs, 15th March 2021 Link will be shared in due course.
9	Last date for Pre-bid queries	17:00 hrs, 16th March 2021 via Email (registrardseu@gmail.com) or by post to Nodal Officer's correspondence address
10	Issue of addendum/ clarification (if any and if required)	17:00 hrs, 25th March 2021 through https:// www.tte.delhigovt.nic.in
11	Last date and address of bid submission	Proposals must be submitted no later than 17:00 hrs., 05th April 2021 in hard copy to be submitted at Delhi Skill and Entrepreneurship University, Integrated Institute of Technology Complex, Sector 9, Dwarka, New Delhi
12	Date and Address for Opening of Qualification Bid and Technical bid	11:00 hrs., 6th March 2021 at Delhi Skill and Entrepreneurship University, Integrated Institute of Technology Complex, Sector 9, Dwarka, New Delhi
13	Opening of Commercial bid for Technically Qualified bidders	11:00 hrs, 8th April 2021 at Delhi Skill and Entrepreneurship University, Integrated Institute of Technology Complex, Sector 9, Dwarka, New Delhi
15	Bid Validity Period	90 days from the date of opening of bids
16	Commencement of the Assignment	18th April 2021

2.5 Minimum Qualification Criteria (Revised)

- a. The bidder must be a legal entity. The bidder should be in business for at least three years as on bid submission date. The bidder should not have been blacklisted or terminated.
- b. The average annual turnover of the bidder for the financial years (2017-18, 2018-19 and 2019-20) should be at least 25 lakhs INR.
- c. The bidder should have a minimum average turnover from social media management or works of similar nature of INR 10 lakhs in the last three financial

years i.e. 2017-18, 2018-19 and 2019-20.

- d. The bidder must have an experience of at least 3 years in Social Media management and must have completed at least two projects worth Rs. 10 lakhs each for any Centre/State Govt agency, PSUs, Universities (either pvt. or government), industry, or social sector.

4.2 Social Media Management Social Media Agency Team Structure (Revised)

S.No.	Resource Type	Number of Resources Required	Brief Roles & Responsibilities
1	Digital Marketing Executive	1	<ul style="list-style-type: none">• The resource will be responsible to develop, implement and manage the social media strategies for the University.• The resource will be the primary point of contact for all coordination activities between the University and the Agency.• Will also be responsible for maintaining uniformity in messaging and communication from the University across all platforms.• Will be responsible to maintain brand integrity across all communication & marketing initiatives and may manage a uniform portfolio of the University across all platforms.• Will be responsible for submitting a monthly progress report to the University highlighting the work done in the previous month, challenges faced, resolution mechanism developed, new strategy measures and a detailed work plan for the up-coming month. Tive• Will be responsible to develop, present, get approval and implement the SEO and PPC strategies• Will also be responsible for measuring ROIs and KPIs.

2	Production Manager	1	<ul style="list-style-type: none"> ● The resource will be responsible for creating and distributing relevant content through DSEU's digital media platforms and the University's website. ● Their duties will involve but not be limited to presenting ideas to the copywriter that can be developed into relevant stories. ● They will be responsible for writing/editing content that will be uploaded onto DSEU's digital media platforms. ● Will also be responsible for scheduling and tracking of all events of the University and deputing resource persons to cover the same.
3	Data Analyst	1	<ul style="list-style-type: none"> ● Will be responsible for building and supporting Search Engine Optimisation (SEO) strategies by implementing keyword priorities into content marketing projects. ● Will also be responsible for conducting research to produce media evaluation reports based on how our posts on social media platforms are performing on a monthly basis. ● Their role will include identifying patterns and trends in data sets and reporting the results back to the social media team as well the University team. ● This resource will be responsible for regular review, media spending analysis and for reporting course corrections measures.
4.	Professional camera-person (Photography & Video-shoots)	1	<ul style="list-style-type: none"> ● The resource will be responsible to capture photographs and video shots of all the events of the University. ● The resource will be responsible for capturing content for regular social media posts. ● The resource will be responsible for professional photoshoots of the University administration, students and faculty. ● Will also be responsible for capturing high-quality images and video-shoots of the various University campuses (present as well upcoming) ● Will work in close coordination with the copywriter, graphic designer, video editor and the University team. ● Will be responsible for shooting professional videos for advertisement and out-reach purposes.

5	Graphic Designer	1	<ul style="list-style-type: none"> ● Will be responsible for the creation of graphic design, online design, and visualization of the Social Media platforms of DSEU, in harmony with the overall branding and communication strategy of the University. ● The resource will be responsible for producing and hosting ideas, selecting the best ones and sharing them with the other members of the DSEU. ● Will be responsible for planning and presenting interesting
6	Copywriter & Content Writer	1	<ul style="list-style-type: none"> ● The resource will be responsible for writing clear, compelling copy for various media platforms. This can include but not limited to generating original copy ideas that grab the attention of the target audience. This can include and not limited to creating straplines, slogans, body copy, jingles, scripts, opinion articles and press releases. ● The resource will also be responsible for conducting thorough research and interviews. ● The content writer should be well versed in English and Hindi, to generate original content. The content writer shall also coordinate the translation of content into other widely spoken regional languages.
7	Digital Media Lab Executive	1	<ul style="list-style-type: none"> ● The resource will be responsible for managing and coordinating the Digital Media Lab of the University. ● The resource will be responsible for helping students and staff to use tools and machines. ● The resource will also be responsible for monitoring safety, appropriate machine use, management of booking systems for DSEU Staff and basic setup, maintenance & upgrade of the lab and its machines. ● The Digital Media Lab Executive will be used for recording high quality, uniformly structured lecture videos and disseminating them among the students across the University. ● The Executive shall coordinate with a team of subject experts and train them for recording lectures. ● The Executive shall handle high-end digital recording cameras, lighting set-up, audio recording system and the latest technology computer systems with various editing software. ● The Digital Media Lab Executive will also produce professional videos for

			promotional and out-reach purposes.
1.	Video Editor	1	<ul style="list-style-type: none"> • The resource will be responsible for producing and hosting ideas, selecting the best ones and sharing them with the other members of the DSEU. • The resource will also be responsible for collating and editing audio-visual content for the University. • Will be responsible for collecting raw footage from the camera person/ other media sources and preparing the final product for sharing and broadcasting.

Section 4.3 Target Audience (Revised)

The target audience for the promotional activities undertaken through this engagement would be primarily all citizens of Delhi. These citizens would fall under but not limited to the following segments but not limited to:

1. Citizens of Delhi NCR
2. Students of all schools under the Directorate of Education in NCT of Delhi
3. Industry and businesses (small and large) in Delhi NCR
4. Students enrolled in various educational institutions and programs
5. Academia and Industry experts
6. Various School Boards (such as CBSE, ICSE, NIOS, etc)
7. Civil Society Organizations and Non-Governmental Organizations working in the domain of education and skill

The selected agency would be required to design marketing and out-reach strategies and campaigns for the aforementioned target audience, and run campaigns specifically for the selected target audience. The agency will be required to design specific campaigns for target groups as per the need of the University from time to time.

Form 2(a): Pre-qualification Criteria checklist

S.No	Pre-qualification Criteria		Requisite Documents/ Form No.
1	Legal Entity	<ul style="list-style-type: none"> a. The bidder must be a legal entity. b. The bidder should be in business for at least 3 years as on bid submission date. 	Copy of certificate of incorporation commencement of business for the bidder.
2	Turnover	<ul style="list-style-type: none"> a. The bidder should have a minimum average annual turnover of the bidder for the financial years (2017-18, 2018-19 and 2019-20) should be at least 25 lakhs INR. b. The bidder should have a minimum average turnover from social media management or works of similar nature of INR 10 lakhs in the last three financial years i.e. 2017-18, 2018-19 and 2019-20. 	<p>As per Form-10. Submit documentation of the lead bidder to support the claim.</p> <p><i>Note: In case of a consortium, a copy of the certificate of incorporation, Form 10 has to be submitted for each consortium member and Minimum Qualification Criteria for average annual turnover should be satisfied by the Lead Member.</i></p>
4	Experience	<ul style="list-style-type: none"> a. The bidder must have experience of at least 3 years in Social Media management and must have completed at least two projects worth Rs. 10 lakhs each for any Centre/State Govt agency, PSUs, Universities (either pvt. or government), industry, or social sector. 	Completion certificate along with a copy of work order, contract/agreement for each project highlighting the 'name of the bidder and the client', 'value (amount in Rs.) of the contract', duration of the contract, and the scope of work.

5	Blacklisting	Mandatory certification mentioning that bidders have not been blacklisted by any of the State or Central Government organizations and should not have been found guilty of any criminal offence by any Court of law.	Self-certificate letter undertaking to this effect on Company's letterhead signed by authorized signatory. Bidder must disclose any blacklisting and nature thereof and must provide Blacklisting- Revocation letter (if applicable). DSEU reserves the right to accept or reject the Bidder's supporting proof
6	Presence in India	Bidder must have its core team of key personnel based out of India.	Self-certificate containing the address of the offices in India

Name & Signature

(Authorized Signatory Company Seal)

In case of a consortium, a copy of the certificate of incorporation, Form 10 has to be submitted for each consortium member and Minimum Qualification Criteria for average annual turnover should be satisfied by the Lead Member.

Name & Signature

(Authorized Signatory Company Seal)

Form 2(b): Evaluation Criteria

S. No.	Evaluation Criteria		Marks	Max Marks
A	Technical Stage			
1.	Managing Social Media accounts for clients such as Centre/State Govt agency, PSUs, Universities (either pvt. or government), industry, or social sector. <i>(Evaluation will be done on the basis of number of clients, appropriateness / relevance of clients/projects to the scope of work of this RFP)</i>	1-5 clients 5-7 clients >7 clients	0-5 Marks 5-10 Marks 10-15 Marks	15
2.	Managing Social Media accounts for clients such as Start-ups/ young enterprises/ new ventures in the last 3 years (completed projects). <i>(Evaluation will be done on the basis of number of clients, appropriateness / relevance of clients/projects to the scope of work of this RFP)</i>	2-3 clients 3-5 clients >5 clients	0-5 Marks 5-10 Marks 10-15 Marks	15
3.	Digital Content Creation Experience	Proven experience in creating Digital Media Content (Graphics, Audio-Visual, Animated, etc) Proven experience in creating Socially Relevant Content	0-4 Marks 0-4 Marks	08
B	Team Composition			

1.	<p>Team Composition</p> <ol style="list-style-type: none"> 1. Social Media & Branding Manager: Undergraduate degree with minimum 5 years of experience in managing social/ digital media campaigns, branding, marketing for private and government organisations. [Desirable: Experience of working with Universities on social media/ digital media campaigns shall be given higher marks.] 2. Production Manager: Post-graduate with minimum 5+ years of work experience at digital media agency. [Desirable: 5+ years of Experience in production specifically shall be given higher marks.] 3. Data Analyst: Undergraduate with minimum 3+ years of experience in data analysis. [Desirable: 3+ years of data analysis with a social media agency shall be given higher marks.] 4. Professional Camera Person: Undergraduate with Minimum 4+ years of experience at professional photography and video-shoots. 5. Graphic Designer & Video-Editor: Undergraduate with Minimum 5+ years of experience in graphic designing. [Desirable: 3 Experience of designing & creating content for various social media platforms] 6. Copywriter and Content Writer: Post-graduate with Minimum 5+ years of experience in copywriting and content writing. [Desirable: Experience of writing opinion editorials and press releases shall be given higher marks.] 7. Digital Media Lab Executive: Undergraduate with minimum 5+ years of experience of digital studio set-ups and deep technical knowledge of handling softwares and digital equipment. 8. Video Editor: Undergraduate with minimum 5+ years of experience in video editing. [Desirable: 3 Experience of editing audio-visual content for various social media platforms] <p><i>(Evaluation will be done on the basis of appropriateness / relevance of experience to the scope of work of this RFP)</i></p>	<p>0-4 Marks</p> <p>0-4 Marks</p> <p>0-4 Marks</p> <p>0-4 Marks</p> <p>0-4 Marks</p> <p>0-4 Marks</p> <p>0-4 Marks</p> <p>0-4 Marks</p>	<p>32</p>
C	Approach and Methodology		

1.	Approach and Methodology	Extend understanding of the scope of work, the practicality and appropriateness of the proposed strategy.	0-20 marks	30
2.	Timeline	Appropriateness of proposed timeline against deliverables mentioned in the approach and methodology	0-10 marks	
Total				100 Marks

Note: Detailed evaluation criteria will be prepared by the Evaluation Committee for evaluation of the Qualification and Competence of the key personnel for the Assignment.

Form 12: Format for Commercial Bid (Revised)

<To be placed in Commercial Bid envelope>

To

Registrar,
Delhi Skill and Entrepreneurship University,
Integrated Institute of Technology Complex,
Sector 9, Dwarka, New Delhi

Having examined the RFP document, the receipt of which is hereby duly acknowledged, I/We, the undersigned, offer to provide the services as required and outlined in the RFP for “**Selection of agency for Social Media Agency for Delhi Skill and Entrepreneurship University**”.

I/ We have carefully read and understood the terms and conditions of the RFP and we do hereby undertake to provide the services as per terms and conditions mentioned in RFP.

1. We are hereby submitting our complete commercial Bid as per the prescribed format.
2. The overall Commercial Bid is for the sum of INR _____ [Amount in words and figures] for the complete project. This is inclusive of statutory taxes, duties, and charges and levies as applicable i.e. GST or any travel cost outside of Delhi.

This reflects the team deployment set out in the table below, as per the Staff Requirement. Incomplete table or deployment not in line with the minimum RFP requirement will lead to rejection of the financial bid.

Name/ Position	No. of months deployed	Person Month Rate	Fees for the assignment
Digital Media Executive			
Production Manager			
Data Analyst			
Copywriter and Content Writer			
Professional Camera Person			
Graphic Designer			
Digital Media Lab Executive			
Video Editor			

3. Our Commercial Bid shall be binding upon us.
4. The Commercial Bid has been signed by the Authorized Signatory.
5. We understand and hereby accept that DSEU will evaluate our Bid on the basis of Total Contract Value quoted by us.
6. It is hereby confirmed that I/We are entitled to act on behalf of our corporation / company / firm / organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Yours sincerely, Dated:

(Signature) (In the capacity of)

Duly authorized to sign the RFP Response for and on behalf of: (Name and Address of Company) Seal/Stamp of bidder

Please Note: Last date of bid submission has been extended upto 05th April, 2021, 17:00 hrs.