



# The Institution of Engineers (India)

AN ISO 9001 : 2015 CERTIFIED ORGANISATION  
(ESTABLISHED 1920, INCORPORATED BY ROYAL CHARTER 1935)  
8 Gokhale Road, Kolkata-700 020

*A Century of Service to the Nation*

## NOTICE INVITING TENDER

SP/T-1831

Date: 14.08.2024

Sub: Digital Marketing, Social Media & Online Reputation Management and associated Creative Services

Sealed tenders are invited in two parts viz. Technical bid (Envelope - 'A') and Financial bid (Envelope 'B') (Envelope 'A' and 'B' with the content shall be clearly marked on the top of the envelopes separately). Technical Part - Bids (Envelope - 'A') shall comprise of compliance documents Qualification Requirement, IT Return copy, GST certificates, company profile and any other document in support of technical capability. The Technical bid should not contain any financial indication, violation of which will invite disqualification. Financial bid shall comprise of quoted price only in the format provided with the tender document.

Completed Separate tenders against each of the two (Technical part in one envelope, Financial part in another envelope, and the two envelopes put into one third envelope, with all envelopes superscribed about Name of Work and contents, envelope type whether 'A' or 'B') should be submitted to the Receiving Cell of IEI by **27 August 2024**.

All pages of the tender document including tender notice are to be signed by the bidders. IEI reserves the right to reject the tender in full or part without assigning any reason.

  
Deputy Director (IT & ADMN)

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## **Request for Proposal**

The Institution of Engineers (India) is a statutory body and under the purview of the Royal Charter, granted to it 1935 by His Majesty's Most Honourable Privy Council, is entitled for awarding registration for qualified Engineers and membership for under graduate engineering students. IEI wants spread massive awareness about the same amongst the engineering fraternities to increase its membership strength.

The organization engaged for the work shall be responsible for online marketing of IEI Membership, shall manage the official accounts of IEI on the various popular social media platforms for effective dissemination of information, online reputation management, increase online reach, creating awareness about brand IEI and create applicable ads and landing pages.

Regarding the categories of membership which requires digital marketing shall be decided by IEI only and priority may shift from time to time.

## **Qualification of Bidder**

1. The Bidder should be registered company and submit the certificate of incorporation
2. The Bidder should have valid GST Registration Certificate & PAN.
3. The Bidder must have executed one similar work of value of Rs.5,00,000/- or two work of valued of Rs.2,50,000/- each during last two financial years.
4. The Bidder must have three years experience in the field of digital marketing.
5. The Bidder has to submit the sample of work done by them in last two years
6. The participating firm should not be currently blacklisted by any Central Govt. /State Govt. / Semi Govt. Organization / Autonomous Bodies / PSU / Private Corporation. Declaration as per Proforma in **Annexure-I** is to be submitted
7. Firm should have tools for analysis of Digital marketing activities
8. Bidder to submit their company profiles along with the annual turnover which should not be less than Rs.20 Lakh in the last audited year
9. Bidder has accept the terms & conditions mentioned in the tender document unconditionally

10. Firm should have 10 experience in Digital marketing professional in their own pay role and must have at least one professional at least in the following category:

- Creative Graphic Designer
- Motion Graphic profession
- Social Media content creator
- Campaign analyst
- Website Developer
- Search Engine specialist

### **General Term & Conditions**

1. The price shall include all taxes, duties, levies, various charges etc. and no additional payment shall be admissible on any account.
2. The successful bidder has to deposit an amount of Rs 15,000/- as performance guarantee. The performance guarantee will be refunded on successful completion of work without any interest. In case of unsatisfactory performance the necessary adjustment shall be made from the amount deposited as performance guarantee.
3. Standard LD Clause for delay in supply / service @ 2% per week or part thereof subject to maximum of 10% of the order value will be applicable.
4. IEI reserves the right to reject any or all the quotations without assigning any reason whatsoever.
5. IEI reserve the right to reject the tender in part or whole without assigning any reason whatsoever.
6. Vendor shall not subcontract the job to any outside agency including their franchisee
7. Payment shall be made on monthly basis after submission of invoice upon successful completion of the work as per the scope of work finalized at the beginning the month.
8. The initial tenure of the work shall for six moths which can be extended upon satisfactory performance of the vendor in mutually agreed rate , terms & conditions. However, decision of IEI shall be final.
9. The contact can be terminated by IEI by given 15 days notice in case unsatisfactory performance
10. **Jurisdiction** : This Agreement will be governed by and construed in accordance with the laws of India and any dispute arising out of this agreement will be subject to the jurisdiction of Court at Kolkata only

11. **Confidentiality:** A Non Disclosure Agreement has to be signed by the party. The information share with or learnt by vendor during the course of the work shall be treated with ut-most confidentiality. All non-disclosure provisions shall continue to be in force at all times even after the completion of the work completely.
12. **Contact Information:** For any clarifications vendor may contact Deputy Director, IT Section at email [sudip.roy@ieindia.org](mailto:sudip.roy@ieindia.org) and Deputy Director, Membership Department at email [dd.membership@ieindia.org](mailto:dd.membership@ieindia.org)

## **Scope of Work**

- **Objective**

- Devise a strategy for the digital launch and promotion of IEI membership
- Social media management, digital strategy, online content creation, communitymanagement, online reputation management and performance marketing
- Set up, monitor and manage paid promotions to increase awarenessand lead generation, achieving set conversions in consultation with IEI
- Strategize, set up, manage and execute channel-wise strategy for the key socialmedia platforms
- Develop awareness plan through social media, search engines and other online channels to increase awarenessand targetthe traffic to the landing page / website, leading to conversion
- Continuously monitor the launched plan, and implement the improvised plan, if applicable
- To review the performance report at a regular interval for further decision

### **The agency is expected to undertake the following activity**

- **Media Outreach Strategy**

- Strengthen online profile and presence of IEI
- Create a strong voice with influencers to endorse the work undertaken by IEI in the field of Engineering and Technology
- Organize interviews for senior Technocrats and Academicians with the intent to make IEI prominently visible on the Social Media and other media

- **Social Media Management**

- Creation and Maintenance of IEI's Accounts/Handles/Channels on Twitter, Facebook, YouTube, LinkedIn, Instagram, Google etc.

- Give Social Media Platforms a new look at regular interval by putting up new creative in line with overall theme/strategy
- Frequent informative and promotional updates in the form of relevant text, photos, audio, news, IEI Activities and others in consultation with IEI
- All the queries received on the all platforms must be replied to and addressed within 48 working hours in consultation with IEI.
- Moderation on the all platforms/ channels with a frequency of two times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- Create relevant tagging & linkages of content on the all relevant platform
- The agency must submit monthly “*Effectiveness Analysis Report*” to IEI on the effectiveness of the social media strategy.

- **Search Engine Optimization**

- Agency is required to undertake necessary activity towards the search engine optimization of IEI Website. The SEO includes
  - ✓ **Optimization strategy:** This includes but not limited audience and content gap analysis, backlink and keyword research, competitor analysis, planning and keyword forecasts
  - ✓ **On-site optimization:** It includes metadata optimization and content moderation of IEI Website. Any changes in the existing pages of IEI Website shall be done by IEI based on the recommendation of the agency
  - ✓ **Off-site optimization:** It shall be out of the scope. In case of off-site optimization is required then it shall be dealt separately.
  - ✓ **Technical optimization:** Necessary recommendations are to be made by agency after study of various features and log analysis. Based on the reports, feasible action shall be taken by IEI

- **Search Engine and Social Media Marketing**

- Agency is required to devise strategy to increase the visibility of a IEI Website/ its various relevant & landing page in search engine results
- Action to be taken to increase the visibility of IEI and its function/ roles in during the Keywords based search in various search engine results
- SEM is to be carried out on all major platforms like Google, Facebook, Twitter, Linkdin, Youtube etc. The platforms are to be chosen / changed in consultation with IEI

- Monthly at least three campaign is to be launched for a defined target audience on mixed platform in consultation IEI.
- Keywords research is to be carried out effectively before each campaign

- **Content Development**

- Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board, video, audio, graphics etc.
- Agency has to create new set of ads / contents on monthly basis
- All content and adds developed shall be done in consultation with IEI
- IEI shall have exclusive copyright of all such content developed
- All such materials developed shall be the property of IEI
- Above is to be done without any infringement of Intellectual Property Rights

- **Digital Press Release**

- Content to be provided by the vendor in consultation with IEI Team
- Shall be undertaken as per the requirement basis
- It is to be published in the popular digital print media to highlight the IEI Services and image building

- **Landing Page**

- Campaign specific landing page is to be developed
- Landing page should not be the home page of IEI Website rather it will be a page separate page developed by agency shall be placed in a separate sub-domain or folder under IEI Website. While developing any landing page a detail consultation to be made with IEI in order to avoid any technical hazards
- The landing page such developed should ensure increase in the conversion rates in order to reach business growth goals
- A landing page is to be promoted through Google Ad-words or another similar service, if required

- **Online Reputation Management**

- Agency has to establish an Online Reputation Management Strategy (ORM) with following key points
  - Audit for existing online reputation
  - Band Monitoring
  - ORM prioritization and policy preparation
  - Brand monitoring with tools
  - Crisis Management strategy

- **Conversion Tracking**

- Provision of tracking to be incorporated so that the response in respect of a campaign can be monitored
- The agency will have to keep a track of all campaigns, provide an update with analysis of the same on monthly basis.
- The agency will also be responsible to provide innovative ideas / concepts based on the analysis

- **Activity Schedules**

<b><u>Sl. No.</u></b>	<b><u>Activities</u></b>	<b><u>Parameter</u></b>	<b><u>Frequencies</u></b>
1.	Strategies	Activate IEI social media channels for increase of fan / follower base across different platforms through Organic / paid promotions	Monthly (initially it shall be fortnightly)
		Strategize/conceptualize campaign for a IEI Services in consultation with IEI	As and when
		Identification of social media platform for a specific campaign	As and when
		Campaign management	Ongoing
		In-depth analysis of the market to understand the industry, trends and dynamics	Monthly
		Review Online Reputation Management strategy across various social media and other platform	Monthly
		Develop themes and content bucket for campaign	As and when
		Research for effective use of keyword	As and when
		Recommendation for SEO for website traffic increase	As and when
2.	Creative	Creation of audio, video and audio-visual ads	As and when
		Cover Image, profile image, background	As and when
		Master Banner	As and when



		Landing page	As and when
		Miscellaneous creative	As and when
3.	Content	Launch content strategy for a specific campaign to create awareness	Monthly
		Research led, educational content for engaging and new audience	As and when
		Content to engage existing followers	As and when
		Contents for Digital Press Release	As and when
4.	Paid Promotions	Setup manage ads for Search Engine Marketing (SEM) for multiple platforms in consultation with IEI	As and when
		Monitor the paid promotion of a campaign	Regular
		Update / review/ improvise / refresh content, ads, target audience etc. to achieve maximum conversion	As and when
5.	Social Media Management	Maintenance of profiles across Social media channels (Present & Futuristic)	Regular
		Post creative, contents across different channels of IEI to increase the followers	Fortnightly
		Reply queries received on the all platforms	2 days
		Moderation on the all platforms/channels to deal with spam, unauthorized advertisements, inappropriate content etc.	2 times a day
		Post in Social Media for IEI Activities	As and when
		Update Social Media for an ongoing / proposed campaign of IEI	As and when

- **Deliverables**

The agency must submit monthly “Analysis Report” which shall include the following:

- The agency must submit monthly effectiveness analysis and MIS reports to IEI on the effectiveness of the social media strategy.

- The agency must submit a detailed analysis on the steps undertaken for a campaign and overall promotion of IEI and its activities in various platforms
- Provide the conversion tracking report on monthly basis
- Digital media presence/ channel analysis report
- Content Analysis report
- Trend Analysis report
- Sentiment & Perception analysis report
- Website traffic report with keyword rankings.

- **Evaluation Methodology**

- Prior to the evaluation IEI shall identify the valid proposals. A proposal shall be considered to be valid if it complies the following:
  - The bidder submitted proposal as per the specified format
  - Proposal is submitted within due date
  - It has deposited the EMD
- Technical evaluation shall be made for the valid proposals. Technical evaluation shall be made as per Table-A and minimum 70 Marks required in order to qualify the Technical Criteria.

## **TECHNICAL BID EVALUATION CRITERIA**

### **PART – A**

**Table-A**

<b><u>Sl. No.</u></b>	<b><u>Requirement</u></b>	<b><u>Response of Bidder</u></b>	<b><u>Maximum Credit Point</u></b>	<b><u>Documents to be attached</u></b>
1.	GST Registration Certificate & PAN	YES/ NO	6	Copy of both documents to be attached
2.	Un-conditionally accepted the terms and conditions of this Tender Document	YES/ NO	10	1. Declaration as per the Annexure-I is to be enclosed 2. Duly stamped, signed and dated on each page of the tender document is to be enclosed
3.	Registered company	YES/ NO	4	Copy of certificate of incorporation
4.	Sample work	YES/ NO	4	Colour Copy of the sample work to be submitted
5.	Company Profile	YES/ NO	4	Profile of the Company along with the clientele to be submitted in the letter head
6.	Annual Turnover above or up to Rs.20 Lakh	YES/ NO	5	Audited account to be submitted
7.	Presentation by Company regarding the implementation plan	YES/ NO	5	—
8.	Firm should not be currently blacklisted by any Govt./ Semi Govt. Organization/ Autonomous Bodies/ PSUs/ private corporations	YES/ NO	12	Declaration as per the Annexure-I is to be enclosed

9.	Firm should have tools for analysis of Digital marketing activities	YES/ NO	20	Declaration as per the Annexure-II is to be enclosed
10.	<p>Firm should have 10 experience in Digital marketing professional in their own pay role and must have at least one professional at least in the following category:</p> <ul style="list-style-type: none"> <li>• Creative Graphic Designer</li> <li>• Motion Graphic profession</li> <li>• Social Media content creator</li> <li>• Campaign analyst</li> <li>• Website Developer</li> <li>• Search Engine specialist</li> </ul>	Applicable Number be mentioned by Bidder	30	Declaration in letter head and along with the profile of the employees

**PART – B**  
**FINANCIAL BID**

Financial Bid for Digital Marketing at The Institution of Engineers (India)

**A. Rate of Services**

<b><u>Sl. No.</u></b>	<b><u>Description</u></b>	<b><u>Frequency</u></b>	<b><u>Rate</u></b>	<b><u>% of GST</u></b>	<b><u>Amount</u></b>
1	Retainership Fees of the company for SEO, Social media management and allied activity for the digital marketing	Monthly			
2	<b>Paid Marketing</b>				
	• Social Media (includes FB, Instagram, Linkden, x-handel)	Monthly			
	• Search Engine (included youtube, Google)	Monthly			
3	Video shooting for testimonials, interview	As and when required			
4	Press Release in Digital platform	As and when required			
<b>Total</b>					

**Total Amount against Sl. No..... to.....as mentioned above will be Rs.....  
(Rupees.....)**

**Name** : .....  
**Designation** : .....  
**Signature** : .....  
**Company Name** : .....  
**Address** : .....  
**Phone No.** : .....  
**E-mail** : .....  
**Date** : .....

*Seal of the Company*

## **ANNEXURE-I**

### **DECLARATION ON ACCEPTANCE OF TERMS AND CONDITIONS**

(TO BE GIVEN ON A LETTER HEAD OF THE COMPANY / FIRM)

**Ref: <<Tender No of IEI with Tender Date>>**

To,  
The Secretary and Director General  
The Institution of Engineers (India)  
8, Gokhale Road,  
Kolkata – 700020

Sub: Acceptance of Terms and Conditions against your  
Tender No. <<Tender No with date>>

Dear Sir,

1. We have carefully read and understood all the terms and conditions of the Tender document and hereby convey our un-conditional acceptance to the same. Also duly stamped, dated and signed by us on each page of the tender document is enclosed as proof acceptance of the terms and condition mentioned in the Tender Document.
2. The information / documents furnished along with the Tender Document Application are true and authentic to the best of my knowledge and belief. We are well aware of the fact that, furnishing of any false information / fabricated document would lead to rejection of our bid / application at any stage besides liabilities towards prosecution under appropriate law.
3. We also declare that
  - We have no objection, if enquiries are made about the work listed by us.
  - We have not been found guilty by a court of law in India for fraud, dishonesty or moral turpitude.
  - We agree that the decision of The Institution of Engineers (India) in selection of the Agency will be final and binding to us.

Thanking you,  
Yours sincerely,

Name.....  
Designation.....  
Date.....  
Company stamp / Seal.....

**ANNEXURE-II**

**DECLARATION ON TOOLS FOR DIGITAL MARKETING**

**(TO BE GIVEN ON A LETTER HEAD OF THE COMPANY/ FIRM)**

**Ref: <<Tender No of IEI>>**

To,  
The Secretary and Director General  
The Institution of Engineers (India)  
8, Gokhale Road  
Kolkata – 700020

Dear Sir,

We hereby declare that our organization <<***Name of the organization***>> is a  
Cert-in empanelled organization and use the following tools for analysis of digital  
marketing activities:

- 1.
- 2.
- 3.
- 4.
- 5.

Thanking you,

Yours sincerely,

Name.....

Designation.....

Date .....

Company stamp/ Seal.....