

**Government of India  
Department of Atomic Energy  
Societal Outreach Programme Cell (SOPC)**

Anushakti Bhavan  
C. S. M. Marg  
Mumbai 400 001

Phone: 2286 2669 / 2286 2683

Ref. No: SOPC/VS 2019/

11.01.2019

**Sub: Invitation of Quotation for Digital and PR/ Media Campaign for Mega-Science Exhibition *Vigyan Samagam* in Mumbai, Bengaluru, Kolkata and Delhi from January 2019 to February 2020.**

1. **Scope of Work:** Sealed tenders printed on company letterhead are invited for carrying out **Digital and PR/ Media Campaign for Mega-Science Exhibition *Vigyan Samagam* in Mumbai, Bengaluru, Kolkata and Delhi**. The detailed **scope of the work and technical specifications** are given in **Annexure-I**. The tenure of the work is from **January 2019 to February 2020**. Date of commencement of work shall be communicated after the award of work.
2. The **Terms and Conditions** of the work are mentioned in **Annexure-II**.
3. The bids are required to be submitted in two separate sealed envelopes marked as **Technical Bid** and **Financial Bid (Quotation)**.
4. All the bidders shall be required to make a detailed **Creative Presentation** about the activities proposed in the scope of work. Shortlisting of bidders shall be carried out on the basis of criteria as given in **Annexure III**. Creative presentation shall be held at Anushakti Bhavan, C. S.M Marg, Mumbai on 22<sup>nd</sup> January at 1000 hrs.
5. **Format of Technical Bid:** The Bidder is required to furnish the technical bid as per checklist of documents given in **Annexure-IV**.
6. **Format of Financial Bid:** The Bidder is required to furnish the financial bid in the format given in **Annexure-V**.
7. **Earnest Money Deposit:** The Tender shall be accompanied by Earnest Money Deposit of Rs.1,60,000/- (Rupees One Lakh Sixty Thousand Only) in the form of Demand Draft / Pay Order issued by any nationalized Bank to be drawn in favour of "Pay and Accounts Officer, Department of Atomic Energy, Mumbai, payable at Mumbai". The EMD shall be enclosed in a separate envelope along with the bid. The EMD shall be valid for a period of 90 days. The unsuccessful bidders' EMD amount will be discharged / returned within one month of closure of Tender. The Tender

without Earnest Money Deposit shall be summarily rejected. The Earnest Money Deposit shall be refundable to the unsuccessful bidders without interest.

8. **Quotations without EMD are liable to be rejected.** The Bidder is also required to adhere to the Terms & Conditions listed in **Annexure-II**.
9. **Vendor Profile and Project Resources:** Duly filled Vendor Profile, as given on **Annexure-VI**, should be submitted along with the bid. Agency should be established before 2008 and should have proper infrastructure to handle large scale events. Agency should be able to do the entire activity in all the four cities i.e.; Delhi, Kolkata, Mumbai and Bengaluru. Agency should have experience in working similar nature of job preferably in Govt. Organization/ Semi Govt./ PSUs/ PSEs as per scope of work in **Annexure-I**. Contractor shall furnish declaration that he has not been debarred from tendering by any authority. He should furnish proof of registration with Govt. / Semi Govt. organization if any.
10. **Background information** about the event and the associated institutions is given on **Annexure-VII**.
11. **Address/Last Date:** Quotations in sealed envelope super-scribed '**SOPC – Mega Science Exhibition Vigyan Samagam**' containing both Technical and Financial bids, EMD and Vendor Profile should be deposited in the box kept near the Gate marked as "**Quotation for Digital and PR/ Media Campaign for Mega-Science Exhibition Vigyan Samagam in Mumbai, Bengaluru, Kolkata and Delhi from January 2019 to February 2020**" so as to reach the undersigned by 3:00 p.m. on 21<sup>st</sup> January, 2019. **Quotations reaching after the above date and time will not be considered.**

The Department of Atomic Energy reserves the right to reject any offer without assigning any reason thereof.

Yours faithfully



(Reetesh Chaurasia)  
Member, SOPC

### Annexure-I

#### **Detailed Scope of Work and Technical Specifications for Digital and PR/ Media Campaign for Mega-Science Exhibition *Vigyan Samagam* in Mumbai, Bengaluru, Kolkata and Delhi from January 2019 to February 2020**

S.N	Scope of work & Technical Specifications	Qty.	Unit
<b>Media Campaign and PR</b>			
<b>1.</b>	Generation of Articles and publication in prominent newspapers: Creating and generating articles by journalists, writers/columnists on awareness about Vigyan Samagam, Role of India in International Mega Science Projects and Importance and Societal Benefits of Nuclear Energy in newspapers / magazines etc. in English, Hindi, Bangla and Kannada		
<b>a.</b>	Rate for generation of article (Approx. 1200 words)	16	Per Article
<b>b.</b>	Publish the feature/article/editorial in newspapers / magazines of the city and the coverage should appear in any page in the newspapers / supplementary feature magazines.	16	Per Coverage
<b>2.</b>	Special Interview / Meet the Scientist	8	Per Coverage
<b>3.</b>	Press Conference (with print and electronic media journalists and coverage should appear preferably in 12-15 Newspapers and 4-6 news channels )	4	Per Conference
<b>4.</b>	Grass-root level public awareness (PA) programme / events and promotional campaigns in prominent cities: Events include PA activities in schools and colleges, e.g. Talk show with local scientists/academicians, Science/model making competition, Slogan/jingle creating	32	Per Event

	<p>competition, Film show and QA session, Seminar, Debate , Energy Run, Cycle rally, Road shows, Quiz contest, painting / poster competition, article / essay writing competition, special programmes on certain commemorative days and other activities related to public awareness with publication of press note along with distribution of informative materials printed and provided by DAE.</p> <p><i><b>Note:</b> Organize events in schools and colleges in a prominent city with participation of minimum 300 students. (Four times in a month per city and appearance of the event in minimum 4-6 newspapers of that city) (Activities shall be carried out in rotation to have variation in PA programmes.)</i></p>		
<b>Digital Campaign</b>			
5.	<p><b>Website, Mobile App and social Media activation:</b> On Monthly Retainership basis for maintenance and promotion of Vigyan Samagam online publicity /PR campaign for promotion of website and consolidated monthly reporting as per the scope of work given below:</p>	12	Per month
a.	<p><b>Planning and thematic-artwork</b></p> <ul style="list-style-type: none"> <li>• Research, strategy &amp; planning for various website and mobile app activities by dedicated, skilled and experienced team of experts having sound knowledge of science and technology</li> <li>• Creation of logo, tagline, icons, colour palette, thematic design, backgrounds, audio jingle, logo-reveal animation, short intro and outro animations etc.</li> <li>• Database structure and design for Website and Mobile App, navigation menu, applications/features, pages/screens design etc.</li> </ul>		

<b>b.</b>	<p><b>Vigyan Samagam Website</b></p> <ul style="list-style-type: none"> <li>• Development, launch and maintenance of new mobile-friendly responsive website with thematic user interface</li> <li>• Host the site on .com/.in/.science TLD e.g., <i>www.vigyansamagam.com</i> or similar</li> <li>• Static information pages, rich navigation menu, dynamic pages for calendar of exhibition events, photo and video gallery, discussion forums, highlight items, news flashes, social media feeds etc.</li> <li>• Features like Message Board, Articles / Blogs, Press Clippings / News postings as and when required</li> <li>• Content management, update and moderation on daily basis</li> </ul> <p>Periodic Analysis Reporting for visitor and site analytics and Generation of consolidated monthly report</p>		
<b>c.</b>	<p><b>Mobile App Vigyan Samagam App</b></p> <ul style="list-style-type: none"> <li>• Development of Mobile App for Android and Apple platforms with thematic user interface</li> <li>• Features for information, calendar of exhibition events, ongoing activities, photo and video gallery, discussion forums, highlight items, news flashes, social media links etc.</li> <li>• Notifications/Updates on recent and upcoming events of the exhibition</li> <li>• Periodic Analysis Reporting of downloads, usage and Generation of one overall report per month</li> </ul>		
<b>d.</b>	<p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>• Creation of Vigyan Samagam social</li> </ul>		

	<p>media page/handle on popular Social Media Platforms like Facebook/Twitter/ YouTube / Instagram etc.</p> <ul style="list-style-type: none"> <li>• Forum Postings, Facebook and Twitter Promotions using paid boost/promotions</li> <li>• Two creative online campaigns on social platforms on monthly basis with report</li> <li>• Live web-cast using social media platforms, like Facebook LIVE, as and when required</li> <li>• Development of creative posts on regular basis on various themes of Vigyan Samagam ( min 2 creative posts per week)</li> <li>• Video Uploading &amp; Maintenance (Uploading any number of videos/pics/posts per month on Facebook and YouTube etc. as per the requirement)</li> <li>• Periodic Analysis Reporting on likes, shares, engagements, video views etc. and Generation of consolidated monthly report</li> </ul>		
6.	<p><b>Website and Vigyan Samagam Promotion Activities / Banner Advertisements</b></p> <ul style="list-style-type: none"> <li>• Promotion through Banner advertisements on online portals every month through popular portals like Yahoo, Rediff, India-times, Wikipedia, Google, Bing, Ask.com, Indian Express, The Hindu, TOI, HT, First Post, Netflix, Dailymotion, NDTV, Dainikbhasakar, Dainik Jagran, Hindustan, Intoday, Patrika, Samachar.com, Webdunia, Oneindia, IBNkhabar, Travel India, IRCTC, Yatra, Make My Trip, Goibibo,</li> </ul>	12	Per month

	<p>Tripadvisor, Xpedia, Trivago, Facebook, Twitter, LinkedIn, Instagram, World-Press, Blogspot, Pintrest, Money Control, Onlinesbi, HDFCBank, ICICIBank, Bookmyshow, Cricbuzz, Olx, Justdial, Zomato, Shopclues, Naukri, Monster, Slideshare, Indiamart, Flipkart, Snapdeal, Amazon etc. and similar popular websites.</p> <p>(Banner advertisement will appear only one site at a time out of prominent and popular websites mentioned above on monthly basis with 10 Lacs Impressions and 5000 clicks / Unique IDs per month)</p> <ul style="list-style-type: none"> <li>• Promotion of posts on Facebook page through organic/paid boost on regular basis.</li> </ul>		
<p><b>Detailed Creative and Comprehensive Report of the entire Vigyan Samagam event should be submitted within one month post event in both print and A/V format - Quantity 5 sets</b></p>			

## Annexure-II

### **Terms and Conditions**

- 1 The bid is required to be submitted in two separate sealed envelopes marked as **TECHNICAL BID** and **FINANCIAL BID**. The outer cover shall mention Name of the Bidder Agency, Registered Address, Contact Details of Authorized Persons, etc.

The **TECHNICAL BID** will contain all the relevant documents only in connection with the work experience as per Scope of Work as mentioned at **Annexure-I**. The Bidder is required to furnish quotation in the format given in **Annexure-IV**. The quotations shall be typed or printed on company letterhead. Handwritten quotations will be rejected.

a) **Shortlisting:**

All the bidders shall be required to make a detailed **Creative Presentation** about the activities proposed in the scope of work. Shortlisting of bidders shall be carried out on the basis of criteria as given in **Annexure III**.

b) **Technical Evaluation:**

The evaluation of the **TECHNICAL BID** will be carried out by the Technical Evaluation Committee of DAE, only for the shortlisted Bidders. Checklist of documents for technical evaluation is given in **Annexure IV**.

c) **Opening of Financial Bid:**

The financial bids of the firms who have been technically qualified shall be opened on the same day. The **FINANCIAL BID** will contain the financial proposal only as per **Annexure-V**.

- d) All rates should be quoted for the tender alone. Rates should be quoted in figure and words and amount so that interpretation is possible. Total amount should be written in both figures and words. In case of figure Rs. Should be written before figures. In case of Paise P should be written, e.g. 1.15 P.

- e) Inscription, post script, addition, alteration shall not be recognized unless confirmed with signature and stamp of the bidder.

- f) Quoted rates shall be inclusive of taxes and no separate claim will be entertained.

- g) Documentary evidence from Appropriate Authority of having satisfactorily completed at least:

- 3 similar works each costing 40% or
- 2 similar works each costing 50% or



- 1 similar work costing 80%

of the estimated cost of the tender during the last 5 years ending on last day of the month previous to one in which the tender has been advertised and one work of similar nature not less than 40% of estimated cost should have been completed in Central Govt./ State Govt./ PSU or Central/State Govt. or an autonomous body.

- h) Average Turnover in the last 3 years should not be less than 30% of the estimated cost. He should not have incurred any loss in more than 2 years during the last 5 financial years. He should be possessing solvency certificate of value not less than 40% of the estimated cost, issued not earlier than 1 year from the date of starting of sale of tender. TDS Certificate for proof of value of work executed for various clients.
- i) The bid should be submitted in 3 envelopes- A- EMD; B- Technical Bid (Part-I); C- Financial Bid (Part-II).
- j) List with evidence like copy of Work order, completion certificate, Performance Certificate etc. of work in hand and completed in last 7 years.
- k) List of technical staff with qualification and experience
- l) No advance payment shall be made to the agency or bidder before taking up the subject work.
- m) **Deduction of income tax shall be at source as applicable.**
- n) **Department shall stand indemnified for any liability for default of payment by the agency to the parties involved directly or indirectly by the bidder for this work.**
- o) Capacity to deliver quality and high standard performance will be a major consideration while making the selection.
- p) In the event of failure within the stipulated time/date or incomplete or refusals or otherwise, work order will be cancelled & no payment for purpose will be made.
- q) The Department reserves the right to reject any or all the tender without assigning any reason(s) thereof. Presentation will not be compromised with the lowest price bid. The essence of selection of Tenderer will be based on the quality of presentation by a Tenderer in past years & the overall experience of the Firm in the Trade etc.
- r) Opening of tender does not imply acceptance or approval of the organization.
- s) In case the successful bidder fails to commence work within the stipulated time, the EMD and PG will be forfeited to the Government of India.

- t) Copy of Certificate of Registration, GST, PAN, IT Return for last 3 years, Audited CA Report for last 3 years, Work Orders and Completion Certificate etc. should be attached along with tender documents. All documents are mandatory, bids without the documents shall be summarily rejected.
- u) The tender will be deposited in the Tender Box kept near Gate marked as **“Quotation for Digital and PR/ Media Campaign for Mega-Science Exhibition Vigyan Samagam in Mumbai, Bengaluru, Kolkata and Delhi from January 2019 to February 2020”**.

## 2. SECURITY DEPOSIT

Security Deposit (SD) @2.5% of the gross amount of the bill shall be deducted from each running bill of the contractor till the sum along with sum already deposited as EMD will amount to SD of 2.5% of the tendered value.

## 3. PERFORMANCE GUARANTEE

In addition to the above, PG @5% of the tendered value will have to be deposited within 15 days from the date of issue of work order or before commencement of the work, whichever is earlier, failing which EMD will be forfeited to the Government of India. The SD and PG can also be accepted in the form of Demand Draft/ Fixed Deposit receipts from Nationalized/ Scheduled banks.

## 4. TERMS OF PAYMENT

- 4.1 Payment will be made in a phase-wise manner, as mentioned in Clause 4.2, after successful completion of work and Certificate of successful execution issued by the concerned officer of the Department.
- 4.2 The payment shall be made, on a quarterly basis as follows:  
Payment shall be made, in six installments taking into consideration any penalty imposed on the party at the end of each quarter. Member, SOPC, DAE shall issue a Certificate after completion of work at each venue regarding quality of service rendered by the Contractor and penalty, if any, to be levied from the contractor as per the terms and conditions of the contract.

S. No.	Installment	Scope of Work
1	10%	On finalization of the concept, artwork, Website and Mobile App layouts, booking of domain name and launching the website on testing server
2	20%	On successful completion of Digital and PR/ Media campaign activity at the first venue

3	20%	On successful completion of Digital and PR/ Media campaign activity at the second venue
4	20%	On successful completion of Digital and PR/ Media campaign activity at the third venue
5	20%	On successful completion of Digital and PR/ Media campaign activity at the fourth venue
6	10%	On submission and acceptance of Creative and Comprehensive Report of Vigyan Samagam event, in both print and A/V format

4.3 All penalties due from the contractor at the end of the contract period shall be paid to the Department in cash/ cheque on expiry of the contract or the Department may extend the period of the contract by a suitable period which would compensate (on a pro-rata basis at the same rates as applicable during the contract period) for the payment due from the contractor.

4.4 The maintenance charges shall remain unchanged during the period of the contract and during the period of extension of the contract period if any arising due to penalty imposed on the contractor.

## 5. **TERMINATION**

The Department reserves the right to terminate the contract by giving notice of one month without any financial obligation on its part. In the event of cancellation of the contract or non-servicing of equipment for one reason or the other, the payment for services actually carried out will be paid on a pro-rata basis.

6. In case of any dispute, the Central Government's rules will be applicable for any conflict involving arbitration.

**Annexure III**

**Evaluation Criteria for Short Listing of Bidders**

<b>S. No</b>	<b>Criteria</b>	<b>Max. Marks</b>	<b>Details</b>	<b>Mandatory Documentary Proof</b>	<b>Max. Marks</b>
1.	Creative Presentation	40	Creative Presentation as per detailed scope of work, mentioned in Tender documents	Understanding of concept / theme / event	15
				Innovative logos / design / colour scheme/ lay-out pattern	25
2.	Work Experience	30	Experience as per scope of work with various Govt. /Semi. Govt. / PSUs / PSEs/ State Govt. working in Science, Technology, Power and Energy sectors for the last 5 years ( Working Experience with minimum 2 organisations, 10 marks, with 4 organisations, 20 marks and if more than 4 organisations, 30 Marks)	Work order / Release Order, with Media Clippings certified from the clients (news / articles / editorials) along with Completion Certificate from the organization	30
3.	Organizational Strength	20	Infrastructure of the organisation pan India and association with various affiliates, media partners to carry out the job across the country (For minimum 4 branches or associates 10 marks, for more than 4 branches or associates 20 marks)	Copy of company Registration, Annual Reports, / Published Profile and copy of MoUs in case associates / partners, where company has no branch	20

4.	Key Personnel	10	a. Experience of at least one key personnel should have min. 25-30 years in various capacities of media relations and organisations.	Bio-data and details thereof with current position	5
			b. Experience of at least two or more key personnel should have min. 20 years in various capacities of media relations and organisations.	Bio-data and details thereof with current position	5
	<b>Total</b>	<b>100</b>			<b>100</b>
<b>Note</b>	a. The agencies fulfilling the above criteria would be shortlisted, subject to securing a minimum of 60% of the total marks. b. Shortlisted agencies will be technically qualified based on mandatory documents as per tender documents. [Attachment of the copies of work orders/release orders/completion certificates in the name of the participating agency, MoU copies, CA certificate, audited balance sheet, IT Return etc. as per required <b>Annexure IV</b>				

## Annexure IV

### Checklist of documents

#	Required Documents
1	Agency should be established before 2008. Copy of Certificate of Registration to be furnished.
2	<p>Agency should have infrastructure to handle both Digital and PR events together.</p> <p>Work orders and completion certificate for carrying out similar nature of job for Government / Semi Government organisations/PSUs/PSEs as per the Scope of Work to be furnished. In case agency has done separate job for each scope of work for their client, then work order and completion certificate for each of the jobs (a+b) collectively are mandatory. In case agency has done both the jobs together for their client under single work order and completion certificate, then point (c) is mandatory.</p> <p>a) Company should have experience of executing single work order of similar nature of works (Digital and Social Media Campaign) of minimum 45 lakhs inclusive of all taxes or two work orders of similar nature of works of minimum Rs. 28 lakhs each or three work orders of similar nature of works of minimum Rs. 22 lakhs each.</p> <p>b) Company should have experience of executing single work order of similar nature of works (Public Relation &amp; Media Facilitation) of minimum 30 lakhs inclusive of all taxes or two work orders of similar nature of works of minimum Rs. 19 lakhs each or three work orders of similar nature of works of minimum Rs. 15 lakhs each.</p> <p>c) Company should have experience of executing single work order(Digital and Social Media Campaign + Public Relation &amp; Media Facilitation) of similar nature of minimum 76 lakhs inclusive of all taxes or two work orders of similar nature of minimum Rs. 47 lakhs each or three work orders of similar nature of minimum Rs. 38 lakhs each</p>
3	Agency should have branch offices/ associate partners in Delhi, Kolkata, Mumbai and Bengaluru. Copy of Company profile to be furnished.
4	Audited CA Report of Company's turnover for the last 3 years to be furnished.
5	Details of GST registration to be furnished
6	PAN to be furnished
7	IT Return for last 3 years to be furnished
	<b>Note: Only after fulfilling all the above mentioned 7 criteria, agency will be technically qualified.</b>

**Annexure-V**

**Format of Financial Bid (Quotation)**

<b>S.N</b>	<b>Scope of work &amp; Technical Specifications</b>	<b>Qty.</b>	<b>Unit</b>	<b>Rate</b>	<b>Amount (Rs.)</b>
<b>Media Campaign and PR</b>					
<b>1.</b>	Generation of Articles and publication in prominent news papers: Creating and generating articles by journalists, writers/ columnists on awareness about Vigyan Samagam, Role of India in International Mega Science Projects and Importance and Societal Benefits of Nuclear Energy in newspapers / magazines etc. in English, Hindi, Bangla and Kannada				
<b>a.</b>	Rate for generation of article (Approx. 1200 words)	16	Per Article		
<b>b.</b>	Publish the feature/article/editorial in newspapers / magazines of the city and the coverage should appear in any page in the news papers / supplementary feature magazines.	16	Per Coverage		
<b>2.</b>	Special Interview / Meet the Scientist	8	Per Coverage		
<b>3.</b>	Press Conference (with print and electronic media journalists and coverage should appear preferably in 12-15 Newspapers and 4-6 news channels )	4	Per Conference		

4.	<p>Grass-root level public awareness (PA) programme / events and promotional campaigns in prominent cities: Events include PA activities in schools and colleges, e.g. Talk show with local scientists/academicians, Science/model making competition, Slogan/jingle creating competition, Film show and QA session, Seminar, Debate , Energy Run, Cycle rally, Road shows, Quiz contest, painting / poster competition, article / essay writing competition, special programmes on certain commemorative days and other activities related to public awareness with publication of press note along with distribution of informative materials printed and provided by DAE.</p> <p><i>Note: Organise events in schools and colleges in a prominent city with participation of minimum 300 students. (Four times in a month per city and appearance of the event in minimum 4-6 newspapers of that city) (Activities shall be carried out in rotation to have variation in PA programmes.)</i></p>	32	Per Event		
<b>Digital Campaign</b>					
5.	<p><b>Website, Mobile App and social Media activation:</b> On Monthly Retainership basis for maintenance and promotion of Vigyan Samagam online publicity /PR campaign for promotion of website and</p>	12	Per month		



	consolidated monthly reporting as per the scope of work given below:				
a.	<p><b>Planning and thematic-artwork</b></p> <ul style="list-style-type: none"> <li>• Research, strategy &amp; planning for various website and mobile app activities by dedicated, skilled and experienced team of experts having sound knowledge of science and technology</li> <li>• Creation of logo, tagline, icons, colour palette, thematic design, backgrounds, audio jingle, logo-reveal animation, short intro and outro animations etc.</li> <li>• Database structure and design for Website and Mobile App, navigation menu, applications/features, pages/screens design etc.</li> </ul>				
b.	<p><b>Vigyan Samagam Website</b></p> <ul style="list-style-type: none"> <li>• Development, launch and maintenance of new mobile-friendly responsive website with thematic user interface</li> <li>• Host the site on .com/.in/.science TLD e.g., <i>www.vigyansamagam.com</i> or similar</li> <li>• Static information pages, rich navigation menu,</li> </ul>				

	<p>dynamic pages for calendar of exhibition events, photo and video gallery, discussion forums, highlight items, news flashes, social media feeds etc.</p> <ul style="list-style-type: none"> <li>• Features like Message Board, Articles / Blogs, Press Clippings / News postings as and when required</li> <li>• Content management, update and moderation on daily basis</li> </ul> <p>Periodic Analysis Reporting for visitor and site analytics and Generation of consolidated monthly report</p>				
c.	<p><b>Mobile App Vigayn Samagam App</b></p> <ul style="list-style-type: none"> <li>• Development of Mobile App for Android and Apple platforms with thematic user interface</li> <li>• Features for information, calendar of exhibition events, ongoing activities, photo and video gallery, discussion forums, highlight items, news flashes, social media links etc.</li> <li>• Notifications/Updates on recent and upcoming events of the exhibition</li> <li>• Periodic Analysis Reporting of downloads, usage and Generation of one overall report per month</li> </ul>				

	<p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>• Creation of Vigyan Samagam social media page/handle on popular Social Media Platforms like Facebook/Twitter/YouTube / Instagram etc.</li> <li>• Forum Postings, Facebook and Twitter Promotions using paid boost/promotions</li> <li>• Two creative online campaigns on social platforms on monthly basis with report</li> <li>• Live web-cast using social media platforms, like Facebook LIVE, as and when required</li> <li>• Development of creative posts on regular basis on various themes of Vigyan Samagam ( min 2 creative posts per week)</li> <li>• Video Uploading &amp; Maintenance (Uploading any number of videos/pics/posts per month on Facebook and YouTube etc. as per the requirement)</li> <li>• Periodic Analysis Reporting on likes, shares, engagements, video views etc. and Generation of consolidated monthly report</li> </ul>				

6.	<p><b>Website and Vigyan Samagam Promotion Activities / Banner Advertisements</b></p> <ul style="list-style-type: none"> <li>Promotion through Banner advertisements on online portals every month through popular portals like Yahoo, Rediff, India-times, Wikipedia, Google, Bing, Ask.com, Indian Express, The Hindu, TOI, HT, First Post, Netflix, Dailymotion, NDTV, Dainikbhaskar, Dainik Jagran, Hindustan, Intoday, Patrika, Samachar.com, Webdunia, Oneindia, IBNKhobar, Travel India, IRCTC, Yatra, Make My Trip, Goibibo, Tripadvisor, Xpedia, Trivago, Facebook, Twitter, LinkedIn, Instagram, World-Press, Blogspot, Pintrest, Money Control, Onlinesbi, HDFCBank, ICICIBank, Bookmyshow, Cricbuzz, Olx, Justdial, Zomato, Shopclues, Naukri, Monster, Slideshare, Indiamart, Flipkart, Snapdeal, Amazon etc. and similar popular websites.</li> </ul>	12	Per month		

	<p>(Banner advertisement will appear only one site at a time out of prominent and popular websites mentioned above on monthly basis with 10 Lacs Impressions and 5000 clicks / Unique IDs per month)</p> <ul style="list-style-type: none"> <li>Promotion of posts on Facebook page through organic/paid boost on regular basis.</li> </ul>				
	<p><b>Detailed Creative and Comprehensive Report of entire event Vigyan Samagam should be submitted within 2 months post event in both print and A/V format. ( At least 5 sets)</b></p>				
				<b>Total Cost</b>	
				<b>GST@18%</b>	
				<b>Grand Total</b>	

Date:

Name and Signature of Authority

**Annexure-VI**

**Vendor Profile**

1. Name of the Company/Organization:
2. Year of establishment / registration:
3. Type of Company/Organization: Limited Company / Partnership Firm / Sole Proprietorship

4. Branch officers/ Associates in :
- |              |                          |  |
|--------------|--------------------------|--|
| a) Delhi     | <input type="checkbox"/> |  |
| b) Kolkata   | <input type="checkbox"/> |  |
| c) Bengaluru | <input type="checkbox"/> |  |
| d) Mumbai    | <input type="checkbox"/> |  |

5. Experience with in working similar nature of job preferably in Govt. Organization/Semi Govt./PSUs/PSEs as per scope of work mentioned above:  
(Mention 3 major projects handled. Also give name & contact of client, value and period of contract, Attach extra sheet/s, as necessary)

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6. Check-list of enclosures:
- a. Copy of Certificate of Registration
  - b. Work Orders and Completion Certificate etc.
  - c. Audited CA Report for last 3 years
  - d. IT Return for last 3 years
  - e. GST No., PAN No.

Address and Telephone No. in Mumbai:

Attach latest Income tax clearance Certificate and Sale Tax details.

Name and Signature of the authority with Company Seal

## **Annexure-VII**

### **Background information**

#### **About the Event:**

Vigyan Samagam mega-science exhibition shall showcase India's contribution to international collaborations on fundamental science and research, and provide a common interactive platform for Mega-Science Projects, industry, academia and institutions. The exhibition shall also usher fundamental science and research as a strong career options for the youngsters. Department of Atomic Energy (DAE) being the organizer of the event, perception management of nuclear energy as a clean, green and safe energy option shall be an integral part of all scientific and PR activities built around the event.

Strong emphasis is laid on the public outreach on European Organization for Nuclear Research (CERN) related activities, particularly with the target audience of students and industry partners, and also with other collaborative Mega-Science Projects namely, Facility for Antiproton and Ion Research (FAIR), India-based Neutrino Observatory (INO), International Thermonuclear Experimental Reactor (ITER), Laser Interferometer Gravitational-Wave Observatory (LIGO), Thirty Meter Telescope (TMT) and Square Kilometer Array (SKA). The Mega-Science exhibition involving all major science collaborations shall be organized in collaboration with Department of Science and Technology (DST) and National Council of Science Museums (NCSM).

It is proposed to inaugurate the proposed Vigyan Samagam exhibition on the upcoming National Science Day, i.e., 28th February 2019 at Mumbai. The exhibition shall be hosted at other cities after Mumbai in sequential order namely in Bangalore, Kolkata and Delhi.

Vigyan Samagam exhibition shall be hosted for a period of around 8 weeks at each of the 4 cities and a period of about 2-4 weeks shall be given to relocate the exhibition to the next city. The exhibition shall conclude at the fourth venue. The exhibition shall display the exhibits from CERN and 6 other Projects along with a separate gallery / stall of India's contribution to CERN.

#### **About DAE:**

Department of Atomic Energy (DAE) with its headquarters in Mumbai, Maharashtra, India is engaged in development of nuclear power technology, applications of radiation technologies in the fields of agriculture, medicine, industry, basic research and support multi-disciplinary collaborative mega-science activities.

## **Further information**

Department of Atomic Energy (DAE): **[www.dae.gov.in](http://www.dae.gov.in)**

Department of Science & Technology (DST): **[www.dst.gov.in](http://www.dst.gov.in)**

National Council of Science Museums (NCSM): **[www.ncsm.gov.in](http://www.ncsm.gov.in)**

European Organization for Nuclear Research (CERN): **[home.cern](http://home.cern)**

Facility for Antiproton and Ion Research (FAIR): **[fair-center.eu/](http://fair-center.eu/)**

India-based Neutrino Observatory (INO) **[www.ino.tifr.res.in/ino/](http://www.ino.tifr.res.in/ino/)**

Laser Interferometer Gravitational-Wave Observatory (LIGO): **[www.ligo.caltech.edu](http://www.ligo.caltech.edu)**

Thirty Meter Telescope (TMT): **[www.tmt.org](http://www.tmt.org)**

Square Kilometer Array (SKA): **[www.skatelescope.org](http://www.skatelescope.org)**