

Minutes of the Pre-bid Meeting held on 23-03-2022

The Competent authority has constituted a Pre-bid committee of the following member for Hiring of Mass Media consultancy by IMD.

1.	Shri S. C. Bhan, Sc.-F	Chairman
2.	Dr. R. K. Giri, Sc.-F	Member
3.	Shri Kapil Tripathi, Sc. Vigyan Prasar	Member
4.	Dr. Kuldeep Srivastava, Sc.-E	Member
5.	Dr. H. R. Biswas, Sc.-E	Member
6.	Shri Sonam Lotus, Sc.-E	Member
7.	Shri H. S. Sawhney, Sc-E	Member Secretary
8.	Smt. Bhavya Khanna Sc.-D	Member
9.	Shri Krishna Mishra Sc.-C	Member

A Pre-bid meeting was held in ISSD Conference Hall, 2nd floor, Mausam Bhavan at 11.00 Hrs on 23-03-2022. The representatives from the following firms' attended the meeting:

1. M/s Airkom
2. M/s Auburn Digital Solutions Pvt. Ltd.

The queries raised by the firms and IMD's response to these queries are as follows:

S No.	Page No.	Clause No.	Existing clause Description	Request for Change/Query	Response
M/s Airkomm					
1	7	Evaluation Criteria (Pt no.2)	Proven Practical Experience - relevant work orders	Dear IMD Team, is the practical experience work orders are from any particular industry or can the work orders belong to any industry ? Please clarify.	The work experience has to be aligned with the scope of work of the tender (scientific in nature), hence the response shall be treated as 'As per Tender Document'.
2	7	Evaluation Criteria (Pt no.3)	Past Experience of handling similar assignments with Govt of India, PSU, State Govts. Preferred in the field of Science & Technology	Dear IMD Team, we request you to change this clause to Past experience from Govt of India, PSU, State Govts & Private Sector	As per Tender Document.
3	7	Evaluation Criteria (Pt no.4)	Key Personnel Qualifications and Experience	Dear IMD Team, Please clarify on what does "Except Meteorological Experts" mean ?	This clause is for assessment of core competency of technical expertise of the bidder. The professional expertise of meteorological experts will not be counted in evaluation. The company will hire meteorological expert after awarding the work in consultation with IMD as per Tender document terms and conditions
4	7	Evaluation	Social Media Strategy	Dear IMD Team, Please confirm	Prior intimation of presentation

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		Criteria (Pt no.5)	Presentation	when will this presentation take place ?	date and time shall be communicated in due course of time. The venue shall be Mausam Bhavan, DGM Building, Lodhi Road, New Delhi 110003.
5	10	Price Preference	Price Preference to MSME	Dear IMD Team, Please clarify on what price preference will be given to MSME ?	'As per Tender Document and as per extant govt. guidelines'.
6	10	Eligibility & Qualification Criteria Pt. No. (C)	Eligibility & Qualification Criteria Pt. No. (C)	Dear IMD Team, Please could you elaborate Rule 144(xi) of GFR-2017 of the government order, as mentioned in the tender document for a better common understanding.	GFR Link can be accessed from https://doe.gov.in/divisions/insertion-rule-144-xi-general-financial-rules-2017
7	12	Payment Terms	The payment shall be made on quarterly basis	Dear IMD Team, we request that considering upfront manpower, hardware and digital setup, 40% of the payment should be made at the time of work order and the rest of the payment can be equally divided and paid at the end of Quarter 3 & Quarter 4 respectively	The payment clause shall be as per the tender document.
8	15	Checklist - Annexure I (Pt no. 15)	Proof of Firms positive turnover in the last five years	Dear IMD Team, Pt. No.5, pg no.7, Evaluation Criteria, it has been mentioned that turnover for last three years is to be submitted, where as here the turnover for last 5 years is asked. And moreover, in financial terms, turnover is considered to be as positive. Please clarify.	As per Tender Document.
9	15	Checklist - Annexure I (Pt no. 19)	Proof of minimum experience of 3 yrs in providing social media services to Govt.	Dear IMD Team, we request you to change this clause to Past experience from Govt of India,	As per Tender Document.
10	19	Scope of work (d)	Webcast, Live broadcasting on Social Media channels	Dear IMD Team, Kindly note that the requirement does not fall in the core of marketing mandate. This also requires a completely different set up and resource allocation which asks for significant cost.	Webcast and live broadcasting of IMD events through handles such as YouTube falls within the purview of social media activity, hence, this shall be 'As per tender document'.
11	19	Scope of work (h)	New Look to 'ALL' Social Media handles	Dear IMD Team, it would help us understand the resource and material allocation if we know how many handles are we expected to manage. This will	IMD has social media presence on Twitter, Facebook, Instagram, and YouTube, Word press. In future, presence may also be expanded to new and

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				also be helpful to do an audit and suggest better methods of Social Media activity including integration & merging multiple handles in 1 if feasible.	emerging platforms such as Koo. The requirement shall be applicable to all social media platforms maintained by IMD and is to be treated as per tender document
12	19	Scope of work (r)	Adding Weather Present in certain cases	Dear IMD Team, Kindly share the use case scenerio of the weather presenter with respect of the Scope Work for our Marketing activities. Since this will be an additional resource, we will have to evaluate the cost of the same & take in consideration the feasibility of the same	Agency shall explore all new creative formats as per the market trends and user preferences. During the presentation the agency will demonstrate the suitable formats before the committee.
13	20	Scope of work (t)	Listening tools for offline media	Dear IMD Team, As we are a Digital Marketing & Mobile Communication firm, we are able to facilitate listening tools for Online mediums but we would require more clarity on OFFLINE and/or request you to remove it from our SOP	As per Tender Document.
14	20	Scope of work (v)	Bio-Data of Professionals	Dear IMD Team, We require clarity on this point as we can provide the CVs but that does not mean the individuals have committed to the firm or project in any manner. We would be more comfortable sharing the CVs or finalizing individuals as and when the contract is awarded to avoid any drop off or last minute resource gaps	The firm can submit CVs and consent letters from the professionals during bid submission. The CVs will help in the technical evaluation process to access the kind of manpower associated with the firm, hence this shall be treated as per Tender Document.
15	20	Scope of Work (x)	Six qualified and experienced professionals on-site at IMD	Dear IMD Team, Kindly note that it would be more feasible to keep an open ended resource allocation based on technology and requirement of the Agency so that we can negotiate the pay & hire for roles respectively.	As per Tender Document.
16	21	Scope of Work (aa)	Central monitoring of social media accounts	Dear IMD Team, this point seems to be in contradiction with the point (z) since it gives us an option to set up a centre outside IMD premises as well as set up a DCC. Kindly clarify on the same?	Setting up of a 24X7 working DCC is mandatory, however, the tender does not restrict/disallow offsite work, hence, this shall be treated as per tender document.
17	22	Key Deliverables	5-10 Min. full HD bit/clip A/V format, 7 (one daiy) English/Hindi	Dear IMD Team, please note that this requirement requires a 75 hour	As per email dt. 30.03.2022 revised query is as follows: - The points

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				continuous support of Video and Audio capabilities and shall require additional costs for resources, instruments & professionals - We would like to extend the request to take the same in consideration	from S.No 17-19 from the attached zip are regarding the Key Deliverables. Our Query with respect to the same is - We would like to suggest & request if the Headcounts, Profiles & Salaries of the designated resources can be at the description of the firm/agency based on the SOW & Key Deliverables.	
18			10-15 Min full HD A/V capture on weekly weather update (Eng/Hindi) - 2 in a week	Dear IMD Team, please note that this requirement requires a continuous support of Video and Audio capabilities and shall require additional costs for resources, instruments & professionals - We would like to extend the request to take the same in consideration		As per Tender Document.
19			-5 Min full HD A/V short films based on important weather events and achievements - 4 in a year	Dear IMD Team, please note that this requirement requires a continuous support of Video and Audio capabilities and shall require additional costs for Travel, resources, instruments & professionals - We would like to extend the request to take		As per Tender Document.

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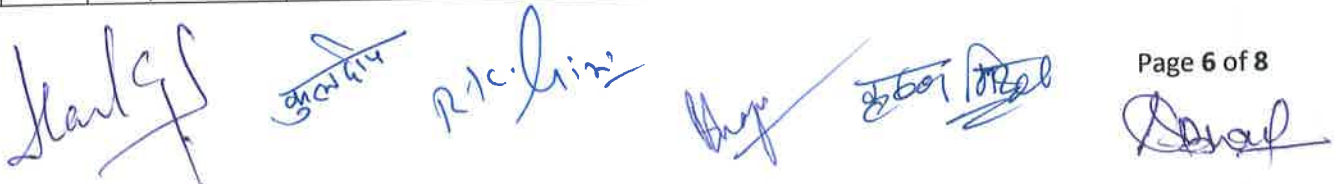
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			the same in consideration		
20			15 Min full HD A/V documentary with VO, 2D, 3D animations, dubbing - 1 in a year	Dear IMD Team, please note that this requirement requires a continuous support of Video and Audio capabilities and shall require additional costs for Travel, resources, instruments & professionals - We would like to extend the request to take the same in consideration	As per Tender Document.
21		Eligibility, Essential competencies (Pt no. I)	The bidder should have a minimum experience of 5 yrs in the field of the subject matter	Dear IMD Team, We feel that this complete section of Eligibility, Essentials in a duplication (with some clauses contradictory) to the earlier mentioned section of "Eligibility and Qualification". Please clarify.	As per Tender Document.
22		Eligibility, Essential competencies (Pt no. M)	The bidder to submitted IT returns for the past 5 yrs	Dear IMD Team, We feel that this complete section of Eligibility, Essentials in a duplication (with some clauses contradictory) to the earlier mentioned section of "Eligibility and Qualification". Please clarify.	As per Tender Document.
23		Payment Terms	Payment of advertorials to DAVP.	Dear IMD Team, Payment Terms are already mentioned in the previous section of Payment Terms on pg. 12. How is this section relevant then? Please clarify this point.	Bidder has to facilitate design and production of advertisement material. However, payment shall be made by IMD directly to DAVP.
24		Price Schedule	Price Schedule	Dear IMD Team, Please explain the Price Schedule. What does the Base Price mean? And why is Unit Price equal to Base Price + Applicable taxes? Also, what is Total Price? Please clarify.	Please refer attached revised Chapter 5 - Price Schedule (Enclosure II)

M/s Auburn Digital Solutions Private Limited

1	19	Chapter 3: Schedule of Requirement 2. Scope of Work	The Bidder shall provide/ share content developed for posting on IMD website/web portal as and when required	Kindly clarify that do we need to prepare different content for the Website/web portal. Do we have to maintain Blog & Website of IMD and which future platforms will be included? Does it include maintenance of website/web portal too?	The agency role will be to develop content in consultation with IMD which will be further uploaded /hosted on IMD website and other social media platforms. Maintenance of website /web portal does not comes in the purview of this tender document.
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2	19	Chapter 3: Schedule of Requirement 2. Scope of Work	The bidder shall popularize and facilitate the crowdsourcing for weather data through all social media platforms of IMD.	Kindly clarify what does it mean? And does the weather data will provide by IMD?	Weather Data shall extracted from data posted by users on various social media platforms It is expected from bidder to facilitate/encourage social media users to upload weather content on various social media platforms.
3	21	Chapter 3: Schedule of Requirement 2. Scope of Work	The bidder shall set-up a Digital Command Centre (DCC) at IMD premises at its own cost which will be working 24X7. Work timings for onsite support shall be 9AM to 6PM, all days.	As you need Digital Command Centre (DCC) at IMD premises, 24* 7 working. Will the agency need to be present in person for the shifts?	As clarified in the tender document, the in-person requirement is from 9AM to 6PM; however, offsite support shall be 24X7. The DCC set up shall not be a temporary set up and has to be existential 24X7; hence, this shall be treated as per tender document.
4	23	Chapter 4: Specification and Allied technical details	5-15 minutes documentary (shoot in full HD with voice overs, 2D and 3D animations, and dubbing that may be in any of the 22 regional languages as required by IMD) for important weather events and achievements/ recognitions of IMD and any other related activity of IMD. These short films are meant for public, academia and policy makers, on all social media and mass-media platforms, TV channels and websites etc. The arrangement of video footage is the responsibility of the firm. It can involve multiple locations across India. IMD will not bear any additional cost.	Kindly clarify the List of 22 regional languages and list of multiple locations across India required for 5-15 minutes documentary.	As per the 22 languages detailed in the 8 th schedule of the Constitution of India. The locations shall be communicated as per work requirement. It can be any region within the jurisdiction of India.
5	23	Chapter 4:	Achieve monthly	Organically growth of at least	Paid promotion shall not be



		Specification and Allied technical details	organic (un-sponsored/unpaid) growth of at least 5000 followers' month on month in each of the social media handles (Facebook, Twitter, Instagram, YouTube etc.). The indicators for growth will be holistic, including subscribers/followers ; as well as engagements (likes, shares, comments etc.).	5000 followers' month on month in each of the social media handles is not possible. As paid promotion activity on social media is not acceptable. Kindly clarify more details on paid promotion Also clarify the other social media platforms.	acceptable. Growth of at least 5000 followers' per month averaged over a quarter combined on all social media handles shall be considered. Please refer attached revised Key Deliverables Table - Chapter 4(Enclosure I). Other Scope of Work/details at Tender document Remains same.
6	24	Chapter 4: Specification and Allied technical details	Hardware Availability in DCC: Computers, high-end computers, scanners and heavy-duty printers, video/graphic/multi-media editing and creation tools like DSLR cameras and other hardware and software to carry out daily work of DCC.	Kindly clarify the list of other hardware and software required to carry out the daily work of DCC.	This aspect has already been clarified in the tender document.
7	24	2. Eligibility, Essential Competencies and details to be furnished in the Technical Bid	(b) The bidders' firm should have a registered office in Delhi-NCR which is operational for scope of work of the tender document for a minimum of last three years. A proof of the same with a certificate of registration/incorporation, a statement of address and landline telephone number shall be furnished. Only documents that are issued by government, bodies will be considered valid. Registered Offices in coworking spaces are	We have a registered office in Mumbai but we have a branch office in Delhi for more than 3 years. And we are handling government orders from the Delhi-NCR branch office. Kindly consider our request to replace the registered office with a branch office. Also kindly remove the clause co-working spaces are not acceptable.	Branch office in Delhi-NCR shall be existing from past three years is acceptable. Co-working space and such set ups are not acceptable.

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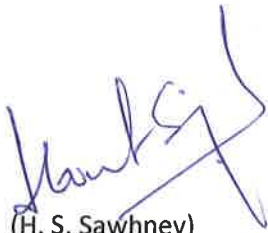
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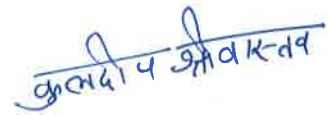
			not acceptable.		
8	7	Criteria for Technical Evaluation	<p>Past experience of handling similar assignments with Govt. of India, State Governments and PSUs related organizations. Preferred in the field of science and technology (on the basis of experience in years for these major assignments)</p> <p>10 Marks for Science & Technology projects and 5 Marks for others.</p>	<p>Can we show work orders related to pharmaceutical, HealthCare, diagnostics, medical companies under Science & Technology projects?</p> <p>We request you to kindly clarify</p>	As per Tender Document.



(H. S. Sawhney)
Sc.-E, IMD
Member Secretary



(R. K. Giri)
Sc.-F, IMD
Member



(Kuldeep Srivastava)
Sc.-E, IMD
Member

(Sonam Lotus)
Sc.-E, IMD
Member

(H. R. Biswas)
Sc.-E, IMD
Member

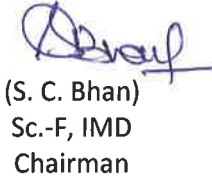


(Bhavya Khanna)
Sc.-D, MoES
Member

(Kapil Tripathi)
Sc. Vigyan Prasar
Member



(Krishna Mishra)
Sc.-C, IMD
Member



(S. C. Bhan)
Sc.-F, IMD
Chairman



Harmeet Sawhney <harmeets.sawhney@gmail.com>

Minutes of Meeting of Pre-bid meeting for Hiring of Mass Media consultancy by IMD

Sonam Lotus <lotusladakh@gmail.com>

Thu, Apr 7, 2022 at 11:19 AM

To: Harmeet Sawhney <harmeets.sawhney@gmail.com>

Cc: Dr Bhavya Khanna <bhavya.khanna@gov.in>, KULDEEP SRIVASTAVA <kuldeep.srivastava@imd.gov.in>, kapiltripathi@gmail.com, "BHAN S.C." <scbhan@yahoo.com>, H R BISWAS <hr.biswas@imd.gov.in>, rk giriccs <rk.giriccs@gmail.com>, lakranaresh2@gmail.com, krishhindustan@gmail.com

Dear Harmeet ji,

Thanks for the mail & the efforts by all team members.

I've attend the VC on 23rd March and also gone through the MoM and found it good.

Hence, as desired, I'm giving my consent to proceed further.

Should you require my service anytime, pls feel free to call me any time.

With Regards.

Sonam Lotus, Sc-E

MC Srinagar

Member: Social Media, IMD

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Sonam Lotus (Scientist-E)
Meteorological Center, RAMBAGH, Srinagar(J&K)
Mob. no. 09419242642
Ph. 0091-194-2430112/115
Fax-0091-194-2430318
=====



Harmeet Sawhney <harmeets.sawhney@gmail.com>

Minutes of Meeting of Pre-bid meeting for Hiring of Mass Media consultancy by IMD

BHAN S.C. <scbhan@yahoo.com>

Thu, Apr 7, 2022 at 11:42 AM

To: Harmeet Sawhney <harmeets.sawhney@gmail.com>, Kuldeep Srivastava <kuldeep.srivastava@imd.gov.in>

Consent of Dr Tripathi

With Best Regards

एस.सी. भान S.C. Bhan
भारत मौसम विज्ञान विभाग India Meteorological Department
पृथ्वी विज्ञान मंत्रालय Ministry of Earth Sciences

मौसम भवन, लोधी रोड Mausam Bhawan, Lodhi Road,

नई दिल्ली New Delhi- 110 003

फोन Phone : 91 11 24649681, 91 11 43824425

मोबाइल Mobile : 91 7042529222

----- Forwarded Message -----

From: Kapil Tripathi <kapiltripathi@gmail.com>**To:** BHAN S.C. <scbhan@yahoo.com>**Sent:** Wednesday, April 6, 2022, 12:45:52 PM UTC**Subject:** Re: Minutes of Meeting of Pre-bid meeting for Hiring of Mass Media consultancy by IMD

I am fine with the minutes Sir.

Regards

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Harmeet Sawhney <harmeets.sawhney@gmail.com>

Minutes of Meeting of Pre-bid meeting for Hiring of Mass Media consultancy by IMD

H R BISWAS <hr.biswas@imd.gov.in>
To: harmeets sawhney <harmeets.sawhney@gmail.com>

Thu, Apr 7, 2022 at 5:03 PM

Dear H.S. Sawhneyji
The MOM sent by you through trailing mail is ok on behalf of me , so it is consented for further necessary action.
with regards
Dr H.R.BISWAS

Dr. Habibur Rahaman Biswas
Scientist -E & Head
Meteorological Centre, Bhubaneswar
India Meteorological Department
Phone: 0674-2596010
Mobile: 9433125951

From: "harmeets sawhney" <harmeets.sawhney@gmail.com>
To: "Dr Bhavya Khanna" <bhavya.khanna@gov.in>, "KULDEEP SRIVASTAVA" <kuldeep.srivastava@imd.gov.in>, kapiltripathi@gmail.com, scbhan@yahoo.com, lotusladakh@gmail.com, "H R BISWAS" <hr.biswas@imd.gov.in>, "rk giriccs" <rk.giriccs@gmail.com>, lakranaresh2@gmail.com, krishhindustan@gmail.com
Sent: Tuesday, April 5, 2022 3:54:06 PM
Subject: Minutes of Meeting of Pre-bid meeting for Hiring of Mass Media consultancy by IMD
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Chapter 4: Specifications and allied Technical Details

1. Key Deliverables:

The main deliverables of the assignment will be:

S No	Mode of deliverable	Details	Frequency
1	Audio/Video	5-10 minutes full HD audio/video bite/clip (weather/climate and meteorology related bytes) with graphic/animations as per requirement of the film(including both 2D and 3D animations) with graphics for media (English, Hindi) which would be recorded.	Once daily: all 7 days. (2 in number daily Hindi and English totaling minimum 14 a week)

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Ranap

Shankar

Pr. Lini

By

Shankar

S No	Mode of deliverable	Details	Frequency
		10-15 minutes full HD audio/video capture on weekly weather update (English, Hindi) (weather/ climate and meteorology related bytes/clips with graphics including both 2D and 3D animations which would be recorded).	Once a week (2 in number weekly Hindi and English totaling minimum 02 a week).
		Scripts and/or creatives for 2-5 minutes short film in full HD for important weather events and achievements/recognitions of IMD and any other related activity of IMD. These short films are meant for public, academia and policy makers, on all social media and mass-media platforms, TV channels and websites etc. The arrangement of video footage is the responsibility of the firm. It can involve multiple locations across India. IMD will not bear any additional cost.	4 numbers (1 in each quarter).
		5-15 minutes documentary (shoot in full HD with voice overs, 2D and 3D animations, and dubbing that may be in any of the 22 regional languages as required by IMD) for important weather events and achievements/recognitions of IMD and any other related activity of IMD. These short films are meant for public, academia and policy makers, on all social media and mass-media platforms, TV channels and websites etc. The arrangement of video footage is the responsibility of the firm. It can involve multiple locations across India. IMD will not bear any additional cost.	1 number in a year.
2	Digital Media	Achieve monthly organic (unsponsored/unpaid) growth of 5000 followers' per month averaged over a quarter combined on all social media handles (Facebook, Twitter, Instagram, Youtube etc.). The indicators for growth will be holistic, including subscribers/followers; as well as engagements (likes, shares, comments etc.).	Monthly report
3	Setting up a Digital Command Centre (DCC) in IMD premises or other	With the following main deliverables: (i) Instantly addressing public concerns/comments. Depending on the weather situation, queries may vary from 5 to 50 approximately per day. It may increase with increase in popularity of the social media platforms. (ii) Regular weather updates. (iii) Sharing live updates from operational units of	For real/near real time activity.

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S No	Mode of deliverable	Details	Frequency
	premises as specified by IMD	IMD. (iv) Real time response (v) Contextual content (vi) Reputation/brand management. (vii) Other work specified under scope of work of the tender document. (DCC shall be equipped with Computers, high-end computers, scanners and heavy-duty printers, video/graphic/multi-media editing and creation tools like DSLR cameras and other hardware and software to carryout daily work.)	
4	Incorporate listening tool	(i) Monitor the social media accounts in one place. (ii) Optimize social marketing efforts and increase outreach and quality. (iii) Find user-generated content. (iv) Other work specified under scope of work of the tender document.	Regularly and on-demand if required
5	Man-power support	06 qualified and experienced professionals on-site at IMD as per scope of work of the tenderdocument.	Yearly

***The deliverables can be increased or decreased based on need & mutual consensus as & when required.**

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Chapter 5 : Price Schedule
(to be utilized by the bidders for quoting their prices)

Annexure-IV

PRICE SCHEDULE (Price Bid format)

Price to be quoted on firm/company letter heads only

S No	Mode of deliverable	Details	Frequency	Qty. per Annum	Base price (INR)	Applicable taxes (INR)	Unit price (INR) (B+C)	Total price (INR) (AXD)
				A	B	C	D	E
1	Audio/ Video	5-10 minutes full HD audio/video bite/clip (weather/climate and meteorology related bytes) with graphic/animations as per requirement of the film (including both 2D and 3D animations) with graphics for media (English, Hindi) which would be recorded.	Once daily: all 7 days. Minimum 14 per week (Hindi & English)	730				

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S No	Mode of deliverable	Details	Frequency	Qty. per Annum	Base price (INR)	Applicable taxes (INR)	Unit price (INR) (B+C)	Total price (INR) (AXD)
		10-15 minutes full HD audio/video capture on weekly weather update (English, Hindi) (weather/ climate and meteorology related bytes/clips with graphics including both 2D and 3D animations which would be recorded).	Once a week (2 in number weekly Hindi and English totaling minimum 02 a week).	104				
		Scripts and/or creatives for 1-3 minutes short film in full HD for important weather events and achievements/ recognitions of IMD and any other related activity of IMD. These short films are meant for public, academia and policy makers, on all social media and mass-media platforms, TV channels and websites etc. The arrangement of video footage is the responsibility of the firm. It can involve multiple locations across India. IMD will not bear any additional cost.	4 numbers (1 in each quarter).	4				
		5-15 minutes documentary (shoot in full HD with voice overs, 2D and 3D animations, and dubbing that may be in any of the 22 regional languages as required by IMD) for important weather events and achievements/ recognitions of IMD and any other related activity of IMD. These short films are meant for public, academia and policy makers, on all social media and mass-media platforms, TV channels and websites etc. The arrangement of video footage is the	1 number in a year.	1				

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S No	Mode of deliverable	Details	Frequency	Qty. per Annum	Base price (INR)	Applicable taxes (INR)	Unit price (INR) (B+C)	Total price (INR) (AXD)
		responsibility of the firm. It can involve multiple locations across India. IMD will not bear any additional cost.						
2	Digital Media	Achieve monthly organic (un-sponsored/unpaid) growth of 5000 followers' per month averaged over a quarter combined on all social media handles (Facebook, Twitter, Instagram, Youtube etc.). The indicators for growth will be holistic, including subscribers/followers; as well as engagements (likes, shares, comments etc.).	Monthly report	12				
3	Setting up a Digital Command Centre (DCC) in IMD premises or other premises as specified by IMD	With the following main deliverables: (i) Instantly addressing public concerns/comments. Depending on the weather situation, queries may vary from 5 to 50 approximately per day. It may increase with increase in popularity of the social media platforms. (ii) Regular weather updates. (iii) Sharing live updates from operational units of IMD. (iv) Real time response (v) Contextual content (vi) Reputation/brand management. (vii) Other work specified under scope of work of the tender document. (DCC shall be equipped with Computers, high-end computers, scanners and heavy-duty printers, video/graphic/multi-media editing and creation tools like DSLR cameras and other hardware and software to carryout daily work.)	For real/near real time activity.	01				

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gaurav

P. Chharia

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4	Incorporate listening tool	(i) Monitor the social media accounts in one place. (ii) Optimize social marketing efforts and increase outreach and quality. (iii) Find user-generated content. (iv) Other work specified under scope of work of the tender document.	Regularly and on-demand if required	01		
5	Man-power support	06 qualified and experienced professionals on-site at IMD as per scope of work of the tender document.	Yearly	01		
Grand total in figures						
Grand total in words						

***Extra videos to be remunerated on pro rata basis as per Column D.**

Total Tender price:
In words:

Note:

1. If there is a discrepancy between the unit price and total price THE UNIT PRICE shall prevail.
2. All applicable taxes must be mentioned against each item. Rate of each applicable tax must be mentioned in price bid.

Place:

Signature of Bidder:

Date:

Seal of the Bidder:

