

Annexure 2

Sr. No.	Brief Description of work	Unit	Estimated QTY	Rate per Unit	Amount (Excluding Tax)
1	Flagship main design language for the entire quiz and all its design requirements. Complete Packaging design including logo, stationary & collaterals, News Paper advertisement design, Baseline, Media designs, Hoarding designs, Scripting, Banners & Posters designs, Kit design, Booklet design and all types of design- Fix Cost for 2 weeks.	WEEK	2		
2	Re-Creation cost for Designing: Up gradation and Changes of all designing elements. Upload Website, Awareness drive designing, all types of design Posts for Social Media - On retainer basis per every week.	WEEK	18		
3	Social Media Campaigns & Management - 1 Campaigns of 3 weeks - 6 total Campaigns for 18 weeks. 1st week will be an introductory Campaigns, last week will be the ceremonial Campaigns. total Campaigns for 20 weeks. Posting about the quiz and popularizing winners, creating hype with testimonials. Submit the weekly report of increase followers to the authority.	WEEK	20		
4	LED Vans to promote our quiz in all interior areas of Gujarat, interacting with School & College Students. Highlighting the winners digitally. (5 Vans for 3 Month) a) During the day, promote via vans in a 60-to-80 kilometer radius for minimum 8 hours per day and must hold for promote in School, College and well know areas within radius, after that submit photographs and video of Van campaign to authority. b) Zone/Area approve by authority and van campaign run simultaneously in multiple area as per authority order. (If required and approved by authority)	MONTH	15		
5	Digital Marketing: Paid promotion across the state, focusing on the youth, via Facebook, Instagram, YouTube and other internet sites, services selected/approved by the authority, for which we will be compensated as per services. (If required and approved by authority)	WEEK	20		
6	Campaign for Digital Marketing 1: During the festivals of Janmashtmi, Ganesh Chaturthi, Navratri, and 15th August functions, quiz games should be played with a setup of stage, backdrop, audio/video equipment and Anchors - 33 districts + 8 Mahanagarpalika. submit photographs and video to authority.	EVENT	40		
7	Campaign for Digital Marketing 2: Visiting home of district wise winners (as per quiz phases) through Dhol-Nagara (Minimum 8 persons) & a small rally (Minimum 17 persons) - 33 districts + 8 Mahanagarpalika. Submit photographs and video to authority.	EVENT	82		

8	Influencer Marketing: Tie Up with top most Gujarati influencers to promote the Gyan Guru Quiz to divert the crowd to Gyan Guru Quiz. (If required and approved by authority)	Per Influencer	10		
9	Audio Visual Production: Promotional Quicles for whatsapp & Social Media, talking about quiz and winners and different phases of Quiz. Jingles, Infotainment, Reels. (If required and approved by authority)	NoS	20		
10	Help Desk & Logistics: Space, Phones, 5 Manpower, Internet, Computers. Taking care of daily itinerary, Proper management overlooking, Visits at various locations managed as per the instructions of Education Dept. Solve the issues if any. Proper training to the overall team. Volunteers should have fluency in gujarati, hindi and english languages. Team has to wear a common dress code. Maintain a register of daily activity. (When the authority requires a report, all appointed volunteers/manpower must report all activities and work done by them to the authority.)	Unit for 21 weeks	1		
11	Event Management Team: 1) 1 Event Co-ordinator, 2) 2 Senior Event Manager & 3) 2 Junior Event Manager The event handling, planning, monitoring, and implementation should be handled by their full-time job at KCG as long as the quiz is running. A daily report of their activities will be submitted to the authority.	No. of persons per day for 21 weeks	5		
12	Providing, Manning and Executing well-dressed Hostesses with good knowledge of English, Hindi & Gujarati to communicate with dignitaries (for entire event days) Minimum Qualification criteria should 12th Standard Pass (English Medium) for following tasks: (1). Pushp varsha, Tilak, kankoo-chokha to special guests & VVIP/VIP lamp lightening (2). Felicitation and Rose Buds to VVIP/VIP (3). Giving Bouquets to VVIP (4). Dias arrangements & any other activity of the event. Agency shall submit the details of name, age, educational background, contact number and xerox copy of ID'Proof to Authority before 15 days of event starts. Authority concern official shall verify the attendance from time to time during event. Agency shall maintain the attendance register duly signed by the manpower. the quantity mentioned in price bid is indicative. Agency shall provide extra manpower in all above items, if required. No extra cost will be paid. Agency shall complete the all activities as per instructions of Authority & will be responsible to complete the all activities satisfactorily. Also need to arrange tray for giving momentous and other items, need to arrange good gift-wrapping material and also need to wrap the books, souvenir, etc. is a part of scope of work.	No. of persons per day	8		

13	Providing and arranging Event Management Crew, Guest/artist Management, volunteers & ushers. for the Inaugural program, stalls, help desk & RSVP within the venue. Coordinator, volunteers for entire event with necessary arrangement of walky talky or site communication system. Agency shall submit the details of name, age, educational background, contact number and xerox copy of ID'Proof to Authority before 10 days of event starts. Authority concern official shall verify the attendance from time to time during event. Agency shall maintain the attendance register duly signed by the manpower for entire event day.	No. of persons per day	18		
14	Event Managers: For entire event with necessary arrangement of walky talky or site communication system. Agency shall submit the details of name, age, educational background, contact number xerox copy of ID'Proof to Authority before 10 days of event starts. Authority concern official shall verify the attendance from time to time during event. Agency shall maintain the attendance register duly signed by the manpower.	No. of persons per day	6		
15	Inauguration Ceremony items like Lighting lamp, Diya, Match box, Stand with lamp, candle etc.	Job	1		
16	Providing and arranging for Anchor with speech scripted for the event with protocols, assuring synchronized performance management, synchronization of stage performers with folk troupes/artists as directed by Authority for entire event. The anchors shall be finalized in consultation with Authority. (a) Male anchor. for inaugural day only (Item will be operated only if required)	No. of persons per day	1		
		Total in Rs.			
Notes:					
1	The GST as applicable shall be paid extra but no other taxes shall be paid separately.				
2	If it is observed that in case of particular items the rates quoted are absurd/very high, the Authority shall ask for the explanation and negotiate the rates to lower then what is quoted.				
3	The items and quantities are estimates only. The bidder will not be entitled to execute quantities and items as per BOQ, but will execute as per work done, specific instruction and upon approval only.				
4	All the items above will be executed, operated as per the requirements and instructions of the authority. All the above item quantities are tentative which may increase/decrease/change in description as per the order/decision of authority, the bidder is bound to do the same.				
5	Content before being uploaded or shared anywhere, all posts and sharing content must be approved by an authority.				
6	If a code of conduct (aacharshahita) is applied, then payment will be made for the work done up to the code of conduct (aacharshahita).				
7	The details described in Sr.No. 4, 5, 8, 9, 12, 13, 14, 15 & 16 will be operated only if required.				