

TENDER DOCUMENT FOR
EMPANELMENT OF AN AGENCY FOR PROVIDING
MANPOWER ON
MONTHLY RETENTION BASIS
FOR PUBLIC RELATION (PR) & SOCIAL MEDIA
ACTIVITIES FOR
Study in Gujarat
(SHORT TENDER)

Tender Processing fee: Rs. 2500=00

**Knowledge Consortium of Gujarat,
Opp. PRL, Nr. L. D. College of Engineering,
Navarangpura, Ahmedabad.**

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I. Background and Objective

The Government of Gujarat has been playing a very active role in nurturing education through various interventions. Among several initiatives taken by vibrant Gujarat, the Knowledge Consortium of Gujarat established by the Department of Education, stands out prominently as a major response to the very theme of the current century, which is being rapidly characterized as a gateway to the future where the human world family will at last come to create the network of relationships through the harmonizing threads of knowledge. Knowledge has therefore become today the dynamic watchword, and major progressive steps of development are being measured in terms of advancing of knowledge and learning society.

The Government now proposes to organize Study in Gujarat campaign nationally and internationally via various modes like organization of road shows (nationally and internationally), hosting e-content, social media promotions and many other activities to promote Gujarat as education hub. The Government intends to organize the Study in Gujarat on a larger scale to provide a platform to students across globe and institutions located in Gujarat. The Government has nominated KCG as the nodal agency to undertake promotion initiatives and organize Study in Gujarat with following objectives:

- Define destinations across India and globe for promotion strategy and action plan for Gujarat State.
- Position Gujarat as the most preferred educational destination in world.
- To promote short term, medium term and long term courses conducted by various Universities of Gujarat.
- Promote specific and exclusive programs from certificate to research level.
- Organize road shows, seminars and allied activities related to Study in Gujarat campaign.

To undertake above mentioned activities in a planned manner, KCG intends to appoint to appoint an agency to supply manpower having experience in promoting this kind of organization on various platforms through Social Media and Public Relation (PR) activities for a period of about 12 ± 3 months. The expertise shall include

- PR Activates
- Study in Gujarat Brand Building
- Social Media Engagement
- Online Marketing
- Analytics

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II. Scope of Work

Scope of work for PR Activities:

In order to help shape media highlights on various initiatives of Study in Gujarat, both nationally as well as internationally following tasks are expected to be performed:

- Make all arrangements necessary for the media coverage of Study in Gujarat events when dignitaries from Gujarat on their visits to various road shows.
- Brand building activities for Study in Gujarat. That includes Brand Audit, website monitoring, continuous inputs for updating website. Overall consultation for enhancing presence of brand Study in Gujarat amongst various stake holders.
- Arrange for national and international media to visit Gujarat and attend various events as may be organized by KCG under Study in Gujarat campaign, from time to time.
- Acquaint the media with the initiatives, growth and developments happening in the state at regular intervals, or as and when asked to do so by KCG.
- The number of media personnel for any event shall be decided by the KCG after deliberation on the scale of the event
- Assist in arranging the visits of journalists to Gujarat.
- Arrange for press conferences, one – to – one meets, road - shows in consultation with the KCG, or as and when instructed by the KCG to do so.
- Prepare a list of regional/national/international events (related to Educational campaign, branding of Universities, Educational Fairs etc.) two months in advance and create opportunity to leverage them.
- Prepare a report of media coverage involving Study in Gujarat Events under KCG in local media, regional newspapers etc.
- Resource should submit a report every month on their efforts and work done by them.
- Prepare monthly e-newsletters for Study in Gujarat and mail it to various stakeholders - giving out details of work done by KCG.
- Resource shall responsible for continuously updating content of Study in Gujarat official website.
- Resource should keep constant touch with local media – print and electronic and get at least three stories on Study in Gujarat Events covered in mainstream media and submit a report every month about how much media coverage happened with their efforts.
- Any other related work allotted by KCG under Study in Gujarat.

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Scope of work for Social Media Activities:

- To manage comprehensive Social Media activities of Study in Gujarat and events being organized by KCG.
- Online promotion on various platforms to reach the target segment. Concerned is required to manage the accounts of SIG and other accounts as provided by KCG.
- Online & digital strategy designing and execution for SIG and other events being organized by KCG.
- Implement online advertisements strategy on online websites, Google Ad words and other important sites where business community (International/ nationally) visits. Buying of digital media/ advertising in synchronization with the online campaign is not the part of this tender document but can have to undertake it upon invitation from KCG under SIG project.
- Develop strategy and action plan for Study in Gujarat campaign and other events to reach the targeted audience in India and abroad. The strategy will include, social media planning schedule using online channels, online platforms such as Facebook, Instagram, twitter etc.
- Development of monitoring, reporting and evaluation mechanisms of the digital campaign (24 X 7) is a very important part of the scope of work.
- **Strategic advice:** provide advice on the strategic use and implementation of online networking and multimedia communication as an integral part of overall work. The resources have to also advice on the platforms to be used and promote Study in Gujarat.
- **Multimedia communication plans:** Draft communication campaign plans, covering a comprehensive use of a multitude of media such as video, audio, photographs, illustrations and interactive content, and produce the required output.
- Tracking online activities going on various websites across the globe and reporting negative activities on immediate basis.
- Informative and promotional postings on regular interval, which could be daily or otherwise. This includes creating, uploading of pictures, videos, comments, stories, articles, etc. based on the input received from officials of Education department/KCG.
- Motion pictures/animation clips to be developed and posted on online platform whenever required.
- Comments/Feedback handling is an important part of the scope of work. Comments positive/negative should be carefully handled on the online and prompt reply either by mail, phone, etc. has to be provided instantly in consultation with officials of Education department / KCG.
- Resource should create/have an Online Integration Platform for highlighting all the online feeds on a single platform and to remove the non-relevant information from the Integration Platform.
- Resource should be equipped to provide a strong reporting structure along with measurement tools to evaluate the impact of the activity. Such reports will be submitted at the end of every month of activity.

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- For tracking comments and feedback, a good industry standard online monitoring tool may be utilized.
- Since online marketing is of strategic level, it is assumed that the resources would have to attend in person in the meetings/discussions with the management of KCG at Gandhinagar/Ahmedabad, as and when required.
- Managing large public (International & National) mobilization through special initiatives in the digital medium and online platforms.
- Any other related work allotted by KCG.

Term of Reference

- The resource will be responsible for his/her own Hardware, Internet connection, required software licenses, courier, telephone, facsimile and other expenses incurred in connection with the discharge of its responsibilities without any liability to the KCG.
- Available collaterals like video, print advertising, television commercial films, past history etc. will be made available to the resource by KCG team.
- Resource should ensure that messages are sent to appropriate channels in appropriate language based on the context of the message.

Engagement:

- For the above-mentioned work, agencies will have to provide trained, experienced and qualified manpower as per below mentioned criteria.
 - **Qualification:** Graduate/PGD/PG in IT/Computer, Mass Communication, Management or any other relevant field. Resources qualification should match with an assignment (i.e.: PR or Social Media).
 - **Experience:** Minimum 2 years of relevant experience.
 - Proposed resources would be interviewed by KCG before deployment.
- **Two** personals for social media activities and **two** for PR activities shall be engaged. However, event specific personal requirement will be decided by KCG.
- This engagement will be for the period of 1 year from the date of receipt of LoI. The same may be extended up to 3 months.
- Since the tender is for two activities such as PR and Social media activities empanelment order can be given to more than one agency based on total marks scored by the agencies.
- Once resources are deputed frequent changes of resource is not permissible.
- Resources shall have to follow attendance system of KCG.

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III. Invitation for Bids

On behalf of Education Department, Government of Gujarat, KCG invites tender for **“TENDER DOCUMENT FOR EMPANELMENT OF AN AGENCY FOR PROVIDING MANPOWER ON MONTHLY RETENTION BASIS FOR PR & SOCIAL MEDIA ACTIVITIES FOR Study in Gujarat (SIG).**

The bidders may download the tender document from website www.kcg.gujarat.gov.in.

Sealed Expression of Interest Documents in two separate envelopes are invited from bona fide, experienced & reputed agencies of financial standing, meeting the pre-qualifying requirement, for the scope of work mentioned in Clause II.

Bid processing fee (non refundable)	Rs. 2500=00 by demand draft in favor of Knowledge Consortium of Gujarat, Ahmedabad.
Last date & time for physical submission of bid documents	22.11.2019 at 17:00 hrs Below mentioned address: Knowledge Consortium of Gujarat, Opp. Physical Research Laboratory, Nr. L. D. College of Engineering, Navrangpura, Ahmedabad.
Link for online downloading of tender document	https://www.kcg.gujarat.gov.in
Date & time for opening of technical bid	25.11.2019 at 11:00 hrs
EMD (refundable)	Rs. 1,50,000=00 by demand draft in favor of Knowledge Consortium of Gujarat, Ahmedabad
Security Deposit Fee	Rs. 2,50,000=00 by demand draft in favor of Knowledge Consortium of Gujarat, Ahmedabad
Contract period	Period of engagement would be for one year from the date of receipt of LoI. This may be extended /early ended by 3 months

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Opening of tender	<p>Part-1: pre-qualification papers will be opened initially.</p> <p>Pre-qualified bidders would subsequently be informed about making a presentation on their technical proposal before the selection committee. The date, time and venue would be informed later on to the pre-qualified bidders.</p> <p>Part- 2: price bid shall be opened of the technically qualifying bidders and those who have scored cut off marks in technical presentation.</p>
Contact persons (for any clarifications)	CEO, Knowledge Consortium Of Gujarat (KCG), Opp. Physical Research Laboratory, Nr. L. D. College of Engineering, Navrangpura, Ahmedabad.

Technical Proposal Submission

The Technical Proposal shall be placed in a sealed envelope clearly marked “**Technical Proposal**”.

Also, separate envelopes containing the tender fee and EMD should be also prepared and be marked as “Tender Processing Fee” and “EMD” respectively.

The envelopes containing the Technical document, Tender Processing Fees and EMD shall be placed into an outer envelope clearly marked “**PROPOSAL FOR EMPANELMENT OF AN AGENCY FOR PROVIDING MANPOWER ON MONTHLY RETENTION BASIS FOR PR & SOCIAL MEDIA ACTIVITIES FOR KCG**” and sealed.

This outer envelope shall bear the Name of the Assignment, submission address, etc. The Proposals must reach KCG on or before the last date of submission mentioned in the notice inviting tender.

Any proposal received by KCG after the deadline for submission shall be returned unopened. KCG shall not be responsible for any postal or courier delays.

All contents of the Proposal should be clearly numbered, indexed and arranged in a sequence and shall be bound firmly.

The Original Proposal (Technical Proposal) shall contain no interlineations or overwriting, except as necessary to correct errors made by the officials of Agency

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themselves. The person who signs the proposal must put initial against such corrections.

The proposals shall be signed and submitted by the Authorized Signatory of the Agency. The authorization shall be attached in the Technical Proposal and shall be in the form of a written power of attorney/ board resolution or in any other form demonstrating that the representative has been duly authorized to sign.

Online Submissions:

1. **Financial bid** has to be submitted online in the prescribed format only wherein per resources monthly charges excluding taxes has to be submitted.

- Separate Monthly remuneration excluding taxes should be quoted for Social Media Resource and PR Resources.
- An agency can quote for only one category or both the categories.

2. Details about Tender Processing Fee and EMD should also be submitted online.

IV. Qualification Criteria

Experience:

- The company should have been in the business of **providing Online Engagement & Marketing Services and/or PR activities** in India for at least 3 years as on 31.01.2019.
- The company should have the domain expertise of **online engagement & marketing and/or PR activities** and also should have at least 3 projects in Government departments/ boards With Gujarat or any other Central / State Government in last 3 financial years (2015-16, 2016-17, 2017-18). Out of 3 projects executed at least 1 assignment should be valuing Rs. 30 Lakhs or above or at least 3 projects of Rs. 10.00 Lakh each in single financial year.

Supporting Work Order or Work Completion Certificate to be attached along with contact details of concern official.

- The firm should have average annual turnover of Rs.2.00 Crore or more in last three financial years (2015-16, 2016-17, 2017-18) in the relevant field.
 - Copy of audited balance sheet (including Profit and Loss Statement) for last 3 financial years clearly indicating the revenue from relevant applicable activities and attested by qualified chartered accountant should be attached.
- No legal proceedings with any of the clients and its employees related to the services of the bidding agency and or its affiliate. Agency should not be blacklisted from any of the Govt. of Gujarat, Govt. of India or State government PSUs
 - An affidavit to this effect should be provided by the agency on appropriate stamp paper

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- The firm should submit the sample of ideas and present during the technical presentation that they plan for executing.

Instruction to Bidding Agencies:

- The selection would be on the Quality Cum Cost Based Selection (QCBS) based on the final weighted score, subject to fulfilling the requirements of the Qualification Criteria. The Proposal will form part of the contract with the selected agency.
[Weightage: 70% for Technical bid, 30% for financial bid]
- The Agency should be able to provide a qualified and experience servicing and creative resources, for undertaking the online marketing and PR work.
- CVs of the resources certified by the authorized signatory and clearing indicating educational and professional qualification and experience should be attached in a prescribed format as annexed with this tender document.
- The Agencies shall bear all costs associated with the preparation and submission of their proposals. KCG is not bound to accept any or all proposals and reserves the right to annul the selection process at any time, without any liability to KCG.
- The Technical and Financial Proposal to be submitted by the agency should be firm and valid for a period of 90 days from the last date of submission of the proposal.
- Agencies may seek clarifications on the guiding document, if any, at the time of briefing meeting. Any request for clarification must be in writing.
- At any time before the submission of Proposals, KCG may amend this document by issuing an addendum, which shall be binding on the agencies.
- The agencies shall acknowledge the tender conditions and all subsequent amendments and submit along with their proposals duly signed. Therefore, the tender document signed by the authorized signatory should be the part of the technical proposal
- KCG will empanel the agency who has scored the highest as per the evaluation criteria combined score of technical proposal and financial quote.

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V. Proposal – Preparation, Submission and Evaluation.

Technical Proposal

It is suggested that the agency should submit the proposal covering the following invariably which would be considered for further evaluation as part of technical presentation. (*See: Annexure*)

- Dedicated Resource Details -The Key members that would be working on the project should be indicated along with the career profile in prescribed format as annexed.
- List of the Clients and the work assignment as per the prescribed format should be provided.
- List of available infrastructures at the dealing office for undertaking the Activities mentioned in the scope of work.
- Single point of contact: Please indicate the senior management personnel, who would be in regular touch with KCG.

Financial Proposal: (*See: Annexure*)

The financial quote should be presented on per resources per monthly retainer ship basis. The quote should be unconditional and single. Bidder should quote the monthly charges excluding taxes after thoroughly understating the scope of work and work to be carried out.

The proposal should be indicated in the Indian Rupees. The fees quoted would be inclusive of all out of pocket expenses incurred for travel to attend meeting in Ahmedabad / Gandhinagar, and for client servicing.

However, the fee quoted would be exclusive of all out-station travel, accommodation (outside Ahmedabad / Gandhinagar), and foreign travel. These expenses would be reimbursed on submission of actual.

The quote should be provided online only as per the prescribed format, which is annexed with this tender document.

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Payment Schedule:

The agreed fees would be paid monthly as per the deliverables committed and successful completion of the work as per the timelines decided.

The payment would be taken up after full and required submissions of the bills and a brief report of the work carried out during the billing period.

The final bill will be paid after submission of all the relevant documents, files, photographs, report and any other material in hard / electronic format

No reimbursements would be made with regard to any domestic and foreign travel, any other out of pocket undertaken by the agency and or its representatives without prior approval by the authorities.

The out of pocket expenses are pure reimbursements and not to be treated as part of the fees.

Opening of Proposal

KCG would open the proposals after the Proposal Due Date and Time for the purpose of verification of requisite fees and EMD; verification of documents for pre-qualification would be considered of only those agencies that have paid the requisite fees and EMD.

Subsequently for the pre-qualified agencies, a technical presentation would be arranged, where in the shortlisted agencies would be invited to make the presentation on their concept to act as the Online Agency for the Summit to the Committee of senior officials of the Government of Gujarat, by giving due notice by email to the authorized signatory to bid. Communication would be made on the contact detail provided in the Performa attached to this document.

Agency would have to bring in the requisite copies of the technical proposals in hard copies and in the suitable format of ppt, movies, pdf, etc for presentation. The presentation would be retained by KCG for its records.

The Committee after having evaluated the technical presentation would provide the technical score. Agency qualifying in the technical presentation would be eligible for the opening of the financial proposals.

Financial proposal would preferably be opened on the same day after the completion of the technical presentation. However, the final date of opening of the financial proposal shall be decided by KCG. The proposals would be opened on given date and time, even if the representatives are not present.

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Proposal Evaluation

Composite Evaluation of Score for Agencies

The evaluation of proposals shall be on the principle of Quality Cum Cost Based Selection (QCBS) based on the final weighted score. The assignment shall be awarded to the bidder scoring the highest final weighted score as decided by selection committee.

The Evaluation Committee appointed will carry out the evaluation of Proposals on the basis of the evaluation criteria such as Strategy for activities, approach & methodology, past work done, resource experience etc.

The agency will have to give a technical presentation before the committee. Presentation will carry 100 marks.

Technical proposal carries 70% weightage and Financial bid carries 30% weightage towards total score.

Note: agency can quote for Social Media and/or PR activities work. Separate marks for both the assignments will be given and considered for Separate evaluation.

Agency has to score at-least of 60 marks (from 100 marks) from technical presentation to qualify for opening of financial bid. Financial proposal of only those Agencies shall be opened who will be declared qualified in technical presentation.

Combined Quality and Cost Evaluation the total score shall be obtained by weighting the combined quality/ technical and cost scores and adding them

The successful applicant shall be the applicant having the highest total score. In the event two or more proposals have the same scores in the final ranking, the proposal with the higher technical score shall be ranked first.

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VI. Other Terms & Conditions

- **Validity of the Proposal**

The Proposal shall remain valid for 90 calendar days after the date of the opening of the financial bid. The parties would endeavor to complete the process of selection and enter into agreement before the validity period.

- **Extension of Validity of Proposal**

In exceptional circumstances, prior to expiry of the original Proposal Validity Period, KCG may request the agency to extend the Proposal Validity Period for a specified additional period.

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Annexure:

Technical Proposal Submission Forms

TP-1 Organization and Qualification Criteria

- A. Organization
- B. Details about fulfilling Qualification Criteria

TP-2 Curriculum Vitae (CV) of Resources

Financial proposal: Online submission only

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TP-1: Organization & Qualification Criteria

A - Organization

[Provide here a brief (two pages) description of the organization, business activities and profile of your firm/entity for this assignment.]

B – Details About fulfilling Qualification Criteria

1	Name and Address of the Organization:				
	Telephone No:	Fax No:		Website:	
2	Registered Address in India (Attach Document)				
3	Authorized Contact Person Name (Attach authority letter)				
3A	Contact and E-mail ID of Authorized Contact Person				
4	Year of Establishment: (Attach Document)				
5	Worldwide presence through its branch offices, group companies or associates, if Any				
6	Details of Company's presence through its branch offices across India:				
7	Details of most relevant / closely related projects of type of this assignment for which you have provided services (Last three years)				
	Sr No	Client	Region	Focus Sector	Duration of Appointment
8	Details of online projects with any Government or Government Body of Region/Province/State for which you have provided services in the past 3 years:				
	Sr No	Project Name	Client Detail	Project Cost	Role/ Scope of services

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9	Financial Strength of the company: (Attach documents as mentioned in clause IV, such as balance sheet, P&L A/c, relevant work orders etc.)	
10	Total No. of Employees	
11	PAN of the Agency	
12	GST Registration Number	
13	Litigation History Attach affidavit	
14	Any other details in support of your fulfilling eligibility criteria:	

Agencies can attach their experiences in PPT format or in MS-Word Format covering the recent similar assignments executed in relevance to this assignment during past 3 years. In addition, agencies to attach client's certificate/ engagement letter towards satisfactory completion of the assignment indicated in their experience record as having been completed]

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

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TP-2: Curriculum Vitae (CV) of Resources

1. **Name of Firm** [*Insert name of firm proposing the staff:* _____]
2. **Name of Staff** [*Insert full name*]: _____
3. **Date of Birth:** _____ **Nationality:** _____
4. **Education** [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]:

5. **Membership of Professional Associations:** _____
6. **Certification & Other Training** [*Indicate significant training since degrees were obtained*]: _____
7. **Countries of Work Experience:** [*List countries where staff has worked*]:

8. **Languages** [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]: _____
9. **Employment Record** [*Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.*]:
From [Year]: _____ to [Year]
Employer: _____ Position Held: _____
10. Work undertaken that best illustrate relevant experiences and capability to handle the assignment.
11. **Certification:**
I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to disqualification or dismissal of the firm. If selected my services shall be available for the assignment till completion.

Date:

Full name of authorized

Representative:

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Financial Bid Format

Financial quotes FOR SELECTION OF AN AGENCY FOR PROVIDING MANPOWER ON MONTHLY RETENTION BASIS FOR PR & SOCIAL MEDIA ACTIVITIES FOR Knowledge Consortium of Gujarat, which is inclusive of local travel between Ahmedabad and Gandhinagar, our administrative expenses including communication Within India and abroad to discharge the duty Will be as under:

Description	Amount (In Rs.) Excluding Taxes
Monthly Charges for one resource for Social Media Activities.	
Monthly Charges for one resource for PR Activities.	

The above-mentioned quotes do not include any out of pocket expense as may be required to be incurred outside Ahmedabad/ Gandhinagar.