

**बिड दस्तावेज़ / Bid Document**

बिड विवरण/Bid Details	
बिड बंद होने की तारीख/समय /Bid End Date/Time	23-09-2025 18:00:00
बिड खुलने की तारीख/समय /Bid Opening Date/Time	23-09-2025 18:30:00
बिड पेशकश वैधता (बंद होने की तारीख से)/Bid Offer Validity (From End Date)	180 (Days)
मंत्रालय/राज्य का नाम/Ministry/State Name	Ministry Of Ayush
विभाग का नाम/Department Name	Na
संगठन का नाम/Organisation Name	Institute Of Post Graduate Teaching And Research In Ayurveda
कार्यालय का नाम/Office Name	Jamnagar Gujarat
वस्तु श्रेणी /Item Category	Hiring of PR Agency
अनुबंध अवधि /Contract Period	1 Year(s)
बिडर का न्यूनतम औसत वार्षिक टर्नओवर (3 वर्षों का) /Minimum Average Annual Turnover of the bidder (For 3 Years)	60 Lakh (s)
उन्हीं/समान सेवा के लिए अपेक्षित विगत अनुभव के वर्ष/Years of Past Experience Required for same/similar service	3 Year (s)
इसी तरह की सेवाओं का पिछला आवश्यक अनुभव है/Past Experience of Similar Services required	Yes
वर्षों के अनुभव एवं टर्नओवर से एमएसई को छूट प्राप्त है / MSE Exemption for Years Of Experience and Turnover	Yes   Complete
स्टार्टअप के लिए अनुभव के वर्षों और टर्नओवर से छूट प्रदान की गई है / Startup Exemption for Years Of Experience and Turnover	Yes   Complete
विक्रेता से मांगे गए दस्तावेज़/Document required from seller	<p>Experience Criteria,Bidder Turnover,Certificate (Requested in ATC),Additional Doc 1 (Requested in ATC),Additional Doc 2 (Requested in ATC),Additional Doc 3 (Requested in ATC),Additional Doc 4 (Requested in ATC)</p> <p>*In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer</p>

बिड विवरण/Bid Details	
क्या आप निविदाकारों द्वारा अपलोड किए गए दस्तावेजों को निविदा में भाग लेने वाले सभी निविदाकारों को दिखाना चाहते हैं? संदर्भ मेनू है/Do you want to show documents uploaded by bidders to all bidders participated in bid?	Yes (Documents submitted as part of a clarification or representation during the tender/bid process will also be displayed to other participated bidders after log in)
बिड लगाने की समय-सीमा बढ़ाने के लिए आवश्यक न्यूनतम सहभागी विक्रेताओं की संख्या। / Minimum number of bids required to disable automatic bid extension	1
दिनों की संख्या, जिनके लिए बिड लगाने की समय-सीमा बढ़ाई जाएगी। / Number of days for which Bid would be auto-extended	7
बिड से रिवर्स नीलामी सक्रिय किया/Bid to RA enabled	No
बिड का प्रकार/Type of Bid	Two Packet Bid
तकनीकी मूल्यांकन के दौरान तकनीकी स्पष्टीकरण हेतु अनुमत समय /Time allowed for Technical Clarifications during technical evaluation	2 Days
न्यूनतम मूल्य/Floor Price	This bid has been created/published with floor price(minimum value) selected by the Buyer. Service Providers are advised to quote above the minimum floor value.
अनुमानित बिड मूल्य /Estimated Bid Value	1500000
मूल्यांकन पद्धति/Evaluation Method	Total value wise evaluation
मूल्य दर्शाने वाला वित्तीय दस्तावेज ब्रेकअप आवश्यक है / Financial Document Indicating Price Breakup Required	Yes
मध्यस्थता खंड/Arbitration Clause	No
सुलह खंड/Mediation Clause	No

#### ईएमडी विवरण/EMD Detail

एडवाइजरी बैंक/Advisory Bank	Bank of India
ईएमडी राशि/EMD Amount	75000

#### ईपीबीजी विवरण /ePBG Detail

एडवाइजरी बैंक/Advisory Bank	Bank of India
ईपीबीजी प्रतिशत (%) /ePBG Percentage(%)	5.00
ईपीबीजी की आवश्यक अवधि (माह) /Duration of ePBG required (Months).	2

(a). जेम की शर्तों के अनुसार ईएमडी छूट के इच्छुक बिडर को संबंधित केटेगरी के लिए बिड के साथ वैध समर्थित दस्तावेज़ प्रस्तुत करने हैं। एमएसई केटेगरी के अंतर्गत केवल वस्तुओं के लिए विनिर्माता तथा सेवाओं के लिए सेवा प्रदाता ईएमडी से छूट के पात्र हैं। व्यापारियों को इस नीति के दायरे से बाहर रखा गया है।/EMD EXEMPTION: The bidder seeking EMD exemption, must submit the valid supporting document for the relevant category as per GeM GTC with the bid. Under MSE category, only manufacturers for goods and Service Providers for Services are eligible for exemption from EMD. Traders are excluded from the purview of this Policy.

(b).ईएमडी और संपादन जमानत राशि, जहां यह लागू होती है, लाभार्थी के पक्ष में होनी चाहिए। / EMD & Performance security should be in favour of Beneficiary, wherever it is applicable.

#### **लाभार्थी /Beneficiary :**

Director

Institute of Teaching and Research in Ayurveda, opp. City B Division Police Station, Gurudwara Road, JAMNAGAR GUJARAT - 361008  
(The Director, Itra)

#### **विभाजन/Splitting**

बोली विभाजन लागू नहीं किया गया/ Bid splitting not applied.

#### **एमआईआई अनुपालन/MII Compliance**

एमआईआई अनुपालन/MII Compliance	Yes
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#### **एमएसई खरीद वरीयता/MSE Purchase Preference**

एमएसई खरीद वरीयता/MSE Purchase Preference	Yes
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1. If the bidder is a Micro or Small Enterprise as per latest orders issued by Ministry of MSME, the bidder shall be exempted from the eligibility criteria of "Experience Criteria" as defined above subject to meeting of quality and technical specifications. The bidder seeking exemption from Experience Criteria, shall upload the supporting documents to prove his eligibility for exemption.
2. If the bidder is a Micro or Small Enterprise (MSE) as per latest orders issued by Ministry of MSME, the bidder shall be exempted from the eligibility criteria of "Bidder Turnover" as defined above subject to meeting of quality and technical specifications. If the bidder itself is MSE OEM of the offered products, it would be exempted from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. The bidder seeking exemption from Turnover, shall upload the supporting documents to prove his eligibility for exemption.
3. If the bidder is a DPIIT registered Startup, the bidder shall be exempted from the the eligibility criteria of "Experience Criteria" as defined above subject to their meeting of quality and technical specifications. The bidder seeking exemption from Experience Criteria, shall upload the supporting documents to prove his eligibility for exemption.
4. If the bidder is a DPIIT registered Startup, the bidder shall be exempted from the the eligibility criteria of "Bidder Turnover" as defined above subject to their meeting of quality and technical specifications. If the bidder is DPIIT Registered OEM of the offered products, it would be exempted from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. The bidder seeking exemption from Turnover shall upload the supporting documents to prove his eligibility for exemption.
5. The minimum average annual financial turnover of the bidder during the last three years, ending on 31st March of the previous financial year, should be as indicated above in the bid document. Documentary evidence in the form of certified Audited Balance Sheets of relevant periods or a certificate from the Chartered Accountant /

Cost Accountant indicating the turnover details for the relevant period shall be uploaded with the bid. In case the date of constitution / incorporation of the bidder is less than 3-year-old, the average turnover in respect of the completed financial years after the date of constitution shall be taken into account for this criteria.

6. Years of Past Experience required: The bidder must have experience for number of years as indicated above in bid document (ending month of March prior to the bid opening) of providing similar type of services to any Central / State Govt Organization / PSU. Copies of relevant contracts / orders to be uploaded along with bid in support of having provided services during each of the Financial year.

7. Purchase preference to Micro and Small Enterprises (MSEs): Purchase preference will be given to MSEs as defined in Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012 dated 23.03.2012 issued by Ministry of Micro, Small and Medium Enterprises and its subsequent Orders/Notifications issued by concerned Ministry. If the bidder wants to avail the Purchase preference for services, the bidder must be the Service provider of the offered Service. Relevant documentary evidence in this regard shall be uploaded along with the bid in respect of the offered service. If L-1 is not an MSE and MSE Service Provider (s) has/have quoted price within L-1+ 15% of margin of purchase preference /price band as defined in the relevant policy, then 100% order quantity will be awarded to such MSE bidder subject to acceptance of L1 bid price. The buyers are advised to refer to the [OM No.1\\_4\\_2021\\_PPD dated 18.05.2023](#) for compliance of Concurrent application of Public Procurement Policy for Micro and Small Enterprises Order, 2012 and Public Procurement (Preference to Make in India) Order, 2017. Benefits of MSE will be allowed only if the credentials of the service provider are validated online in GEM profile as well as validated and approved by the Buyer after evaluation of submitted documents.

8. If L-1 is not an MSE and MSE Service Provider (s) has/have quoted price within L-1+ 15% of margin of purchase preference /price band as defined in the relevant policy, then 100% order quantity will be awarded to such MSE bidder subject to acceptance of L1 bid price.

9. Estimated Bid Value indicated above is being declared solely for the purpose of guidance on EMD amount and for determining the Eligibility Criteria related to Turn Over, Past Performance and Project / Past Experience etc. This has no relevance or bearing on the price to be quoted by the bidders and is also not going to have any impact on bid participation. Also this is not going to be used as a criteria in determining reasonableness of quoted prices which would be determined by the buyer based on its own assessment of reasonableness and based on competitive prices received in Bid / RA process.

10. Past Experience of Similar Services: The bidder must have successfully executed/completed similar Services over the last three years i.e. the current financial year and the last three financial years(ending month of March prior to the bid opening): -

1. Three similar completed services costing not less than the amount equal to 40% (forty percent) of the estimated cost; or
2. Two similar completed services costing not less than the amount equal to 50% (fifty percent) of the estimated cost; or
3. One similar completed service costing not less than the amount equal to 80% (eighty percent) of the estimated cost.

**एक्सेल में अपलोड किए जाने की आवश्यकता /Excel Upload Required :**

ITRA Financial Format GEM Bid - [1756800056.xlsx](#)

**अतिरिक्त योग्यता /आवश्यक डेटा/Additional Qualification/Data Required**

**Scope of Work:**[1756800136.pdf](#)

**Hiring Of PR Agency ( 1 )**

**तकनीकी विशिष्टियाँ /Technical Specifications**

विवरण/ Specification	मूल्य/ Values
<b>कोर / Core</b>	
Scope of Work	PR Strategy , Media Relations , Media Monitoring , Corporate Communication , Market Intelligence Report
Support around press management activities required	Press Briefing , Press Conferences , Press Releases , Support with launch related activities , Develop messages for stakeholders , Talking points for officials , Journalist profiles

विवरण/ Specification	मूल्य/ Values
PR Coverage for Events	Seminars , Panel Discussion , Workshops , Conferences , Product Launch , Meets , Roadshow
Target Media	Print - Local , Digital - National , Digital - Local , TV - National , TV - Local , Radio - National , Radio - Local
Language for Documentation	English , Hindi , Gujarati
Communication Strategy Reports/Reporting Frequency	Monthly
एडऑन /Addon(s)	

#### अतिरिक्त विशिष्ट दस्तावेज /Additional Specification Documents

#### परेषिती/रिपोर्टिंग अधिकारी /Consignees/Reporting Officer and Quantity

क्र.सं./S.N o.	परेषिती/रिपोर्टिंग अधिकारी /Consignee Reporting/Officer	पता/Address	संसाधनों की मात्रा / Quantity to be set as 1	अतिरिक्त आवश्यकता /Additional Requirement
1	Rajesri Meshurbhai Sondarva	361008,Opp. B-Division Police Station, Gurudwara Road, Gujarat Ayurved University Campus	1	N/A

#### क्रेता द्वारा जोड़ी गई बिड की विशेष शर्तें/Buyer Added Bid Specific Terms and Conditions

##### 1. Generic

OPTION CLAUSE: The buyer can increase or decrease the contract quantity or contract duration up to 25 percent at the time of issue of the contract. However, once the contract is issued, contract quantity or contract duration can only be increased up to 25 percent. Bidders are bound to accept the revised quantity or duration

##### 2. Buyer Added Bid Specific ATC

Buyer uploaded ATC document [Click here to view the file.](#)

##### 3. Forms of EMD and PBG

Bidders can also submit the EMD with Account Payee Demand Draft in favour of

The Director, ITRA - Jamnagar  
payable at  
Jamnagar

Bidder has to upload scanned copy / proof of the DD along with bid and has to ensure delivery of hardcopy to the Buyer within 5 days of Bid End date / Bid Opening date.

## अस्वीकरण/Disclaimer

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization, whereby Buyer organization is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any eccentricity / restriction arising in the bidding process due to these ATCs and due to modification of technical specifications and / or terms and conditions governing the bid. If any clause(s) is / are incorporated by the Buyer regarding following, the bid and resultant contracts shall be treated as null and void and such bids may be cancelled by GeM at any stage of bidding process without any notice:-

1. Definition of Class I and Class II suppliers in the bid not in line with the extant Order / Office Memorandum issued by DPIIT in this regard.
2. Seeking EMD submission from bidder(s), including via Additional Terms & Conditions, in contravention to exemption provided to such sellers under GeM GTC.
3. Publishing Custom / BOQ bids for items for which regular GeM categories are available without any Category item bunched with it.
4. Creating BoQ bid for single item.
5. Mentioning specific Brand or Make or Model or Manufacturer or Dealer name.
6. Mandating submission of documents in physical form as a pre-requisite to qualify bidders.
7. Floating / creation of work contracts as Custom Bids in Services.
8. Seeking sample with bid or approval of samples during bid evaluation process. (However, in bids for attached categories, trials are allowed as per approved procurement policy of the buyer nodal Ministries)
9. Mandating foreign / international certifications even in case of existence of Indian Standards without specifying equivalent Indian Certification / standards.
10. Seeking experience from specific organization / department / institute only or from foreign / export experience.
11. Creating bid for items from irrelevant categories.
12. Incorporating any clause against the MSME policy and Preference to Make in India Policy.
13. Reference of conditions published on any external site or reference to external documents/clauses.
14. Asking for any Tender fee / Bid Participation fee / Auction fee in case of Bids / Forward Auction, as the case may be.
15. Any ATC clause in contravention with GeM GTC Clause 4 (xiii)(h) will be invalid. In case of multiple L1 bidders against a service bid, the buyer shall place the Contract by selection of a bidder amongst the L-1 bidders through a Random Algorithm executed by GeM system.
16. Buyer added ATC Clauses which are in contravention of clauses defined by buyer in system generated bid template as indicated above in the Bid Details section, EMD Detail, ePBG Detail and MII and MSE Purchase Preference sections of the bid, unless otherwise allowed by GeM GTC.
17. In a category based bid, adding additional items, through buyer added additional scope of work/ additional terms and conditions/or any other document. If buyer needs more items along with the main item, the same must be added through bunching category based items or by bunching custom catalogs or bunching a BoQ with the main category based item, the same must not be done through ATC or Scope of Work.

Further, if any seller has any objection/grievance against these additional clauses or otherwise on any aspect of this bid, they can raise their representation against the same by using the Representation window provided in the bid details field in Seller dashboard after logging in as a seller within 4 days of bid publication on GeM. Buyer is duty bound to reply to all such representations and would not be allowed to open bids if he fails to reply to such representations.

**All GeM Sellers / Service Providers are mandated to ensure compliance with all the applicable laws / acts / rules including but not limited to all Labour Laws such as The Minimum Wages Act, 1948, The Payment of Wages Act, 1936, The Payment of Bonus Act, 1965, The Equal Remuneration Act, 1976, The Payment of Gratuity Act, 1972 etc. Any non-compliance will be treated as breach of contract and Buyer may take suitable actions as per GeM Contract.**

This Bid is governed by the [सामान्य नियम और शर्तें/General Terms and Conditions](#), conditions stipulated in Bid and

Service Level Agreement specific to this Service as provided in the Marketplace. However in case if any condition specified in सामान्य नियम और शर्तें/General Terms and Conditions is contradicted by the conditions stipulated in Service Level Agreement, then it will over ride the conditions in the General Terms and Conditions.

जेम की सामान्य शर्तों के खंड 26 के संदर्भ में भारत के साथ भूमि सीमा साझा करने वाले देश के बिडर से खरीद पर प्रतिबंध के संबंध में भारत के साथ भूमि सीमा साझा करने वाले देश का कोई भी बिडर इस नियिदा में बिड देने के लिए तभी पात्र होगा जब वह बिड देने वाला सक्षम प्राधिकारी के पास पंजीकृत हो। बिड में भाग लेते समय बिडर को इसका अनुपालन करना होगा और कोई भी गलत घोषणा किए जाने व इसका अनुपालन न करने पर अनुबंध को तत्काल समाप्त करने और कानून के अनुसार आगे की कानूनी कार्रवाई का आधार होगा।/In terms of GeM GTC clause 26 regarding Restrictions on procurement from a bidder of a country which shares a land border with India, any bidder from a country which shares a land border with India will be eligible to bid in this tender only if the bidder is registered with the Competent Authority. While participating in bid, Bidder has to undertake compliance of this and any false declaration and non-compliance of this would be a ground for immediate termination of the contract and further legal action in accordance with the laws.

---धन्यवाद/Thank You---

## **Hiring of a Public Relations Agency for Institute of Teaching and Research in Ayurveda**

### **1. Introduction:**

- a) Institute of Teaching and Research in Ayurveda (ITRA) is an Institute of National Importance under the Ministry of Ayush, Government of India. It was established in October-2020 by the Act of the Parliament. It is a teaching, research and healthcare institute.
- b) ITRA carries out Public Relation activities mainly for admission. However, there are various other activities which are being undertaken by ITRA which are student centric, academic centric, research centric, healthcare centric which need to be showcased regularly. There is a need to hire a Public Relations Agency for maintaining and monitoring the Public Relations activities.
- c) ITRA has a website and accounts on Social Media Platforms. The PR Agency would be required to plan the various updates which need to be posted from time-to-time. The Agency would be required to liaise with the Print Media, TV Media, various other e-media and Radio media for showcasing key events of ITRA.
- d) The objective of the Public Relations Agency will be to ensure maximum and regular publicity of ITRA leading towards brand recall and brand image building exercise.
- e) ITRA is inviting bids for **Hiring of a Public Relation Agency**. These Services through GeM shall be governed by General set of Terms and Conditions & Service Level Agreement applicable to "**Hiring of a Public Relation Agency**" as mentioned in GeM, subject to Additional Terms and Conditions (ATC) enumerated in this Document.
- f) Bidders shall ensure that their bids, complete in all respect, should be uploaded online in the GeM Portal before the closing date and time.
- g) Bids shall be submitted online only at GeM website: <http://gem.gov.in/>. Bidders are advised to follow the general instructions for the e-submission of the Bids online through the Government e Marketplace.
- i) Intending bidders are advised to keep visiting the GeM Portal & ITRA's website for any Corrigendum / Addendum/ Amendment etc., issued if any.
- j) At any time prior to the last date of receipt of bids, ITRA may for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the tender document by an amendment/Corrigendum/Addendum.

## **2. Instructions to Bidding Firms:**

- a. Bidders are advised to satisfy themselves about the quantum of work before submitting their bids; no extra charges consequent on any misunderstanding or otherwise shall be allowed.
- b. Canvassing directly or indirectly in connection with the Bid is strictly prohibited and Bids submitted by the Tenderer who resort to canvassing will be summarily rejected.
- c. All Documents attached with the bid are to be duly signed by the authorized signatory. If required, ITRA may insist on notarized copy or ask to produce originals to ascertain the veracity of the documents. ITRA also reserves the right to ask for more proof to corroborate the eligibility declarations.
- d. The bidders shall submit all details, documents etc., as required in the bid document duly signed on each page. In case bidder fails to do so, ITRA reserves the right to reject the bid without seeking any further clarification. All the pages of bid document including the documents enclosed with it should be serially numbered and signed in all papers including annexures/supporting documents, if any.
- e. ITRA at its sole discretion reserves the right to extend last date of submission of bid and the same shall be updated in GeM portal.
- f. ITRA reserves the right to annul the bidding process at any time without any liability for such annulment, without assigning any reason there to.
- g. ITRA reserves the right to invite revised bids with or without amendment at any stage without any liability for such invitation and without assigning any reason thereof.
- h. Bidder who submits more than one bid will be disqualified.
- i. All documents should be certified by the Bidder.

**3. Response to queries and issue of amendments:**

- a. ITRA's decision is final and binding with regard to interpretation of terms used or other bid contents.
- b. ITRA may, for any reason, suo-motu or in response to a clarification by a prospective bidder or bidder, can modify the bid documents by Amendments (through Addenda / Corrigenda etc.)
- c. Any such Amendments will be informed through ITRA website/GeM Portal. All the bidders who had downloaded the Bid Document shall verify, whether any such amendments have been issued by ITRA, before submitting their bid and shall take cognizance of and include such amendment(s) in their submission. In any case, the amendment(s), if any, shall be binding on the Bidder.
- d. Any such corrigendum/addendum shall be deemed to be part or incorporated into this GeM bid document.
- e. In order to provide prospective bidders reasonable time for taking the Corrigendum / modifications into account, ITRA may, at its discretion, extend the last date for the receipt of Bids. However, no such request in this regard shall be binding on ITRA.

**4. Completeness of bid document:**

The Bidder is expected to examine all instructions, forms, terms and conditions and deliverables as per GeM bid document & ATC. Failure to furnish all information required by the bid documents or submission of a bid offer not substantially responsive in every respect to the tender documents will be at the bidder's risk and may result in rejection of its tender offer. The bid offer is liable to be rejected outright without any intimation to the bidder if complete Information as called for in the bid document is not given therein, or if particulars asked for in the forms / proforma in the bid document are not fully furnished.

**5. Cost of Bidding:**

The bidders shall bear all costs, efforts or their time associated with the preparation and submission of their bids and the ITRA will in no case be responsible or liable for those costs / efforts / time, regardless of the conduct or outcome of the tendering process or the cancellation, if any, of bid document by ITRA, due to any reason whatsoever and at any stage of the bidding.

## **6. Language of Proposal & Correspondence:**

The bid document, and all correspondence and documents, related to the bid document, exchanged between the bidder and ITRA should be in the English language only. If the bidder along with their offer furnishes any printed literature written in any other language, such documents should be supplemented with their English translation also duly attested by the Translator and the Firm. The contents in the English translated version alone shall be taken into consideration.

## **7. ITRA's Right to accept and to reject any or all proposals:**

Notwithstanding anything else contained to contrary in this Tender Document, ITRA reserves the right to accept or reject any Bid or to annul the bidding process fully or partially or modifying the same and to reject all Proposals at any time prior to the award of work, without incurring any liabilities in this regard.

## **8. Rejection of Bids:** The bids will be rejected on following grounds:

- (a) If any of the eligibility criteria as per the qualification criteria is not met.
- (b) If tender terms and conditions are not met.
- (c) If bidder gives wrong information in the bid.
- (d) Non submission of documents as requested in ATC
- (e) Canvassing in any form in connection with the bids.
- (f) If the bid is incomplete /partial bid/ conditional/unclear in any form

## **9. General Terms & Conditions**

- a. **Scope of Work and deliverables:** - Kindly refer **Annexure – 1** for detailed scope of work and deliverables.
- b. **Performance Evaluation Matrix:** - The performance of the PR Agency will be evaluated every quarter. The metric or parameters which shall be used for measuring the performance is placed as **Annexure – 2**.
- c. **Security Deposit:** On receipt of the GeM contract, the successful bidder will be required to remit 5% of the contract value in the form of Demand Draft in favor of DIRECTOR, ITRA-JAMNAGAR.
- d. **Payment Terms:**
  - i. Payment for the services will be made on monthly basis upon submission of related reports etc., upon certification by PRO section / competent authority in this regard. TDS will be deducted as per rules.
  - ii. The Tax Invoice raised by the service provider must be in compliance of relevant GST acts, rules & notifications made thereunder.
- e. **Contract Period:**
  - i. The contract is valid for a period of ONE (1) year from the date of issuing GeM contract and can be extendable on satisfactory performance for a further period of TWO more years, one year at a time with the existing terms and conditions and fees. **[Total Contract Period = 1 years + 2 years (extendable period)]**.
  - ii. The contract can be terminated at any point of time if the services of the Firm are not found satisfactory, by giving 30 days' notice.
- f. **Termination Clause:**
  - i. In the event of the breach of any of the provisions of contract by the Agency, ITRA shall have the right to terminate the tender summarily, at any stage. In the event of ITRA terminating the contract for breach by the Service Provider of any of the provisions thereof, the Service Provider shall be liable for any loss suffered by ITRA up to the time of the termination of the contract. ITRA shall also have the right to terminate the contract altogether (upon which the Security Deposit paid by the Vendor shall stand forfeited) and to entrust the remaining work to another Vendor.
  - ii. In the event of the insolvency / bankruptcy of the Service Provider ITRA shall have the right to terminate the contract summarily and to purchase in the open market any Goods / Services covered by the contract. In this case, the Service Provider shall be liable for any excess in the price paid, for any such purchases over the tender price.

g. **Penalty Clause:**

- i. The above payment terms are subject to timely and satisfactory completion of all the activities certified by the PRO Section, ITRA. In the event of delays on the part of the Firm not attributable to ITRA or to Force Majeure causes, ITRA shall have the right to make 'cuts' in payment at the rate of 1% of the amount payable for each day of delay but not exceeding 10% of the gem contract value after giving a 3-day notice to show cause against the same.
- ii. In the event of unsatisfactory performance or non-performance of any of the steps/activities not attributable to ITRA or to Force Majeure causes, ITRA shall have the right to withhold the corresponding payment for the activities either fully or partly after giving a 7-day notice to the Vendor to show cause against the same, and to take such other legal action to make good the losses caused by the Vendor to ITRA. Penalty shall be decided by ITRA without any ceiling but not more than awarded value. ITRA shall also have the right to terminate the contract altogether (upon which the Security Deposit paid by the Vendor shall stand forfeited) and to entrust the remaining work to another Vendor.
- iii. The contract may be terminated with a 30 days' notice, before the expiry of contract period owing to deficiency in service or any other reason whatsoever by ITRA. The Service Provider has to give 90 days' notice in case they want to withdraw/terminate/not willing for further extension, failing which SD, EMD, Retention money and pending bills will be forfeited.
- iv. The Contract shall be interpreted in accordance with the laws of the Union of India and all disputes shall be subject to place of jurisdiction of Jamnagar Courts only.

#### **10. Technical Qualifying Criterions:**

The bidder should have mandatory qualification as per the following table. The proposal of the bidders who are fulfilling the mandatory qualification criteria shall be considered for further evaluation. The offer will be rejected if the Bidder does not fulfill any one of the mandatory qualification criteria.

<b>Sr.</b>	<b>Eligibility Criteria</b>	<b>Mode of Proof (Duly signed Scanned proofs to be enclosed)</b>
A)	The bidder has to mandatorily submit the covering letter acknowledging the terms & conditions of the GeM bid document	As per <b>Annexure - A</b>
B)	The average Annual Turnover of the Bidder shall be at least Rs. 8 lakhs (during the last three financial years i.e. 2022-23, 2023-24 & 2024-25	As per <b>Annexure - C</b>
C)	The bidder should not ever have been debarred by any department or Undertaking by the Government of India or any state Governments of India or and Indian Public Sector Undertaking/Enterprise as on last date of submission of bid	As per <b>Annexure - D</b>
D)	In-house professional content writer with a journalistic experience in writing articles and have knowledge in Social Media field.	Kindly furnish Resume of the at least 2 persons on role
E)	The bidder should possess a valid PAN and GST/Sales Tax Registration Certificate.	Self-attested photo copy of said certificates to be attached.
F)	<p><b>Similar Experience:</b></p> <p>i) The Bidder must have successfully executed/completed at least One single order of 80% of the Estimated Bid Value. <b>(OR)</b></p> <p>Two orders each of 50% of the Estimated Bid value. <b>(OR)</b></p> <p>Three orders each of 40% of the Estimated Bid value for similar service(s) in the last three years to any Central/state govt. organization/PSUs/ /public listed companies</p> <p>ii) It is mandatory to submit at least one experience in a Higher Educational Institutions along with other experiences.</p>	<b>As per Annexure-E</b>
G)	Profile of official who will be assigned at Client's location i.e. ITRA – Jamnagar.	Kindly furnish Resume of the designated official

## **11. Bid Evaluation:**

- 11.1. The technical bid must be submitted as **per para 11 and Annexure B** of this document.
- 11.2. Financial Bid will be opened only of the Bidders who will be qualified in the Technical Bid. The bidder must submit price bid format as per **Annexure - F**
- 11.3. The decision of acceptance of the Bid will lie with the Competent Authority of ITRA, who does not bind himself to accept the lowest Bid and who reserves the right to himself to reject or partially accept any or all Bids received, without assigning any reason.
- 11.4. The Price bids of the Technically Qualified Firms only (who qualify in all the clauses specified in para 11 above) will be taken for evaluation. The Firm which quotes the least will be considered as L1 and the GeM contract will be awarded to them.
- 11.5. **In case of Tie in rates** among two or more bidders ITRA will award the order **through GeM auto-algorithm**.

## **12. Indemnity:**

The selected Firm shall indemnify ITRA from and against any costs, loss, damages, expense, claims including those from third parties or liabilities of any kind how-so-ever suffered, arising or incurred inter-alia during and after the Contract period against all losses, claims for damages including losses, claims for damages on account of bodily injury, death or damage to tangible. The indemnity shall be to the extent of 100% of project cost in favour of the ITRA.

## **13. Anti-Profiteering Rules of GST:**

The Bidder should strictly adhere to Anti-Profiteering Rules of GST.

## **14. Settlement of Disputes:**

Bidder shall make request in writing to the Director, ITRA for settlement of any dispute within 30 (Thirty) days of arising of the cause of dispute, failing which no disputes / claims shall be entertained by the ITRA. The decision of ITRA will be final and binding on the parties.

## **15. Force Majeure:**

Neither ITRA nor the Firm shall be considered in default in performance if such performance is prevented or delayed because of war, hostilities, revolution, civil commotion, strike, epidemic, accident, fire, wind, flood, earthquake or because of any Government action or of any act of God or of any other cause whether of similar or dissimilar nature beyond the reasonable control of the party affected. Should one or both the parties be prevented from fulfilling their contractual obligations by a State of Force Majeure lasting continuously for a period of six months, the two parties shall consult with each other regarding the future implementation of the agreement.

## **16. Arbitration & Jurisdiction:**

In the event of disputes, differences, claims and questions arising between the parties hereto arising out of this Agreement or anyway relating here to or any term, condition or provision herein mentioned or the construction or interpretation thereof or otherwise in relation hereto, the parties shall first endeavour to resolve such differences, disputes, claims or questions by mutual discussion and failing such settlement, the same shall be referred for arbitration through Indian International Arbitration Council (IIAC) or by a sole Arbitrator appointed by ITRA. Such arbitration shall be held in accordance with the provisions of the Arbitration and Conciliation Act 1996 or re-enactment thereof for the time being in force and shall be held in Jamnagar. In case the Arbitration award is not acceptable to either of the parties, they may approach courts having jurisdiction at Jamnagar only.

## **17. Applicable Law:**

The Contract shall be interpreted in accordance with the laws of the Union of India and all disputes shall be subject to the place of jurisdiction of Jamnagar Courts only.

**Note:** All documents should be submitted in prescribed format

**Director**

**Annexure - A**

**COVERING LETTER**

[Format of letter to be given for applying for GeM bid for Hiring of a Public Relation Agency for Institute of Teaching and Research in Ayurveda.]

To,  
The Director,  
Institute of Teaching and Research in Ayurveda,  
(INI under M/o. Ayush, Government of India),  
Opp. B-Division Police Station, Gurudwara Road, JAMNAGAR. (Gujarat)-361008

**Sub:** GeM bid for Hiring of a Public Relation Agency for Institute of Teaching and Research in Ayurveda – Reg.

**Dear Sir,**

1. This is with reference to your GeM bid. I/We, have examined the GeM bid document GTC, ATC and all terms and conditions and bid document and understood its contents. I/We, hereby submit unconditional Bid without any reservation for "Hiring of a Public Relation Agency".
2. It is acknowledged that the Authority will be relying on the information provided in the GeM bid document and ATC and the documents accompanying such GeM bid document and ATC for qualification of the Bidders for the above subject Engagement, and we certify that all information provided in the GeM bid document and ATC and in Annexures is true and correct; nothing has been misrepresented and omitted which renders such information misleading; and all documents accompanying the Bid are true copies of their respective originals.
3. It is certified that we have not been indicted or convicted by a Court of Law or no adverse orders have been passed against us by a regulatory authority which could cast a doubt on our ability to undertake the services or which relates to an offence that outrages the moral sense of the community.
4. It is further certified that no investigation by any regulatory agency is pending against us. It is hereby affirmed that we are in compliance of/ shall comply with the statutory requirements of the Govt. of India, as applicable.

In witness thereof, we submit this application under and in accordance with the terms of the GeM bid document and ATC.

Place:- .....

Date :.....

Yours faithfully,

(Signature, name and designation of the  
Authorized Signatory of the Firm)  
Official Seal

**Annexure – B**

**TECHNICAL QUALIFICATION – DOCUMENTARY PROOF**  
(On the Letter Head of the Bidder)

<b>Sr.</b>	<b>Eligibility Criteria</b>	<b>Mode of Proof</b>	<b>Page no. of Proof</b>
A)	The bidder has to mandatorily submit the covering letter acknowledging the terms & conditions of the GeM bid document	As per <b>Annexure - A</b>	
B)	The average Annual Turnover of the Bidder shall be at least Rs. 8 lakhs (during the last three financial years i.e. 2022-23, 2023-24 & 2024-25	As per <b>Annexure - C</b>	
C)	The bidder should not ever have been debarred by any department or Undertaking by the Government of India or any state Governments of India or and Indian Public Sector Undertaking/Enterprise as on last date of submission of bid	As per <b>Annexure - D</b>	
D)	<b>Similar Experience:</b> i) The Bidder must have successfully executed/completed at least. One single order of 80% of the Estimated Bid Value. <b>OR</b> Two orders each of 50% of the Estimated Bid value. <b>OR</b> Three orders each of 40% of the Estimated Bid value for similar service(s) in the last three years to any Central/state govt. organization/PSUs/ /public listed companies ii) It is mandatory to submit at least one experience in a Higher Educational Institutions along with other experiences.	<b>As per Annexure-E</b>	
E)	In-house professional content writer with a journalistic experience in writing articles and have knowledge in Social Media field.	Kindly furnish Resume of the at least 2 persons on role.	
F)	The bidder should possess a valid PAN and GST/Sales Tax Registration Certificate	Self-attested photo copy of said certificates to be attached.	
G)	Profile of official who will be assigned at Client's location i.e. ITRA – Jamnagar.	Kindly furnish Resume of the designated official	

Place:- .....  
Date :.....

(Signature, name and designation of the Tenderer/Authorized Signatory)  
Official Seal

**ANNEXURE - C**

**DETAILS REGARDING ANNUAL TURNOVER**

(To be filled & certified by the Chartered Accountant)

<b>Sl. No.</b>	<b>Financial Year</b>	<b>Annual Turnover In Rupees</b>
<b>1</b>	<b>2022-23</b>	
<b>2</b>	<b>2023-24</b>	
<b>3</b>	<b>2024-25</b>	

**Mode of Proof:** Certified and Audited profit & loss account and Balance sheet for last three years along with Annual Turnover Report duly certified by the authorized Chartered Accountant.

**Place:**

**Date :**

**Signature of the Chartered Accountant with Seal**

**SELF – DECLARATION – NON - DEBARMENT**

(On the Letter Head of the bidder)

To,  
The Director,  
Institute of Teaching and Research in Ayurveda,  
(INI under M/o. Ayush, Government of India),  
Opp. B-Division Police Station, Gurudwara Road, JAMNAGAR. (Gujarat)-361008

**Dear Sir,**

In response to the GeM bid for Hiring of a Public Relation Agency **for Institute of Teaching and Research in Ayurveda**, I/We hereby declare that presently our Agency/ Firm is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any State / Central Government/ Autonomous Body/ Statutory Body/ Central Universities/ IIT / IIM/ CFTI.

We further declare that presently our firm..... is not Debarred/ blacklisted and not declared ineligible, for similar work, by any State / Central Government/ Autonomous Body/ Statutory Body/ Central Universities/ IIT/ IIM/ CFTI on the date of Bid Submission.

Thanking you,

Yours faithfully,

Signature of Authorised Signatory with seal

Name: \_\_\_\_\_

Place: \_\_\_\_\_

Date: \_\_\_\_\_

**Annexure - E**

**Past Project Experience**

(Should be printed on letter head and duly signed by the Vendor)

To,  
The Director,  
Institute of Teaching and Research in Ayurveda,  
(INI under M/o. Ayush, Government of India),  
Opp. B-Division Police Station, Gurudwara Road, JAMNAGAR. (Gujarat)-361008

Sub: Similar services already completed -Reg

Ref: ITRA's Bid in GeM.

\*\*\*\*

Following similar services were made during the last three financial years for  
Central/state govt. organization/PSUs/ /public listed companies

<b>Sr.</b>	<b>Organization Name</b>	<b>Date of Order</b>	<b>Date of Completion</b>	<b>Amount in Rs.</b>	<b>Office Use (For ITRA's)</b>

I/We hereby declare that we had completed above orders during the period of Last three Completed financial years and enclosed relevant completion certificates in this regard along with this statement.

**Note:- It is mandatory to submit at least one experience in a Higher Educational Institutions along with other experiences.**

**Signature with Seal  
Designation:  
Name & Contact No:**

**Annexure – F**

**PRICE BID FORMAT**

**(To be attached along with GeM financial bid in the bidder's letter head)**

#	Deliverable	Cost
1.	Agency Professional Fee for Media Outreach (per Month) for services as per ATC	
2.	Agency Professional Fee for Social Media Outreach (per Month) for services as per ATC	
3.	Translation fee (per language / per event) over and above the languages mentioned in the ATC	
4.	1 Manpower cost per month provided at ITRA (full time) (all costs inclusive)	
5.	Miscellaneous Cost (Media Kits, Local conveyance of manpower allotted by Service Provider at ITRA)	
6.	Total Cost (exclusive of GST) (this amount to be quoted in GeM Bid)	
7.	GST %	

**Note:** ITRA shall provide for Conveyance, F&B and Venue booking for Press Conferences.

**Signature with Seal  
Designation:  
Name & Contact No:**

## **Annexure - 1**

### **Scope of Work and Deliverables for the PR Agency**

The Scope of Work for the PR agency shall be as given below:

Activity	Periodicity	Number of Services	Scope of Work	Deliverables
<b>MEDIA OUTREACH</b>				
<b>supply of manpower at client office</b>	daily (on working days)	daily (on working days)	<ul style="list-style-type: none"><li>● The Service Provider shall designate one manpower at the client's location for carrying out the tasks with laptop / computer, all required software.</li><li>● The manpower so designated shall report to the PRO.</li></ul>	<ul style="list-style-type: none"><li>● Coordinate with the PRO / HoD for the content to be posted on social media.</li><li>● Suggest to the PRO / HoD the activities to be planned for ITRA brand image building effort.</li><li>● Post regular updates on ITRA's Social Media Accounts in liaison with ITRA reps of each campus.</li><li>● Plan for Press meets as and when desired by client.</li><li>● Prepare content and creative for the various Social Media Posts, articles for publication in Newspapers, press releases for press meets.</li><li>● Collaborate with Media House for ensuring coverage for ITRA.</li><li>● Suggest posts for ITRA's website.</li></ul>

Activity	Periodicity	Number of Services	Scope of Work	Deliverables
<b>Strategy - Message Development and Media training workshop</b>	Annual	1	<ul style="list-style-type: none"> <li>● Based on the ITRA briefing Service Provider will develop a media outreach strategy.</li> <li>● Service Provider will conduct a media training workshop for senior spokespeople at ITRA to prepare them for media outreach.</li> <li>● The workshop can also include brainstorming for message development for the media outreach.</li> </ul>	<ul style="list-style-type: none"> <li>● One media workshop/Training immediately after signing the contract, after discussing the strategy of ITRA.</li> <li>● Message Development brainstorming session with the core team at ITRA.</li> </ul>
<b>Content Creation</b>	Weekly	As stated in deliverables	<ul style="list-style-type: none"> <li>● Service Provider shall prepare the content for Press Release and Social Media/ website updates.</li> </ul>	<ul style="list-style-type: none"> <li>● Propose the content/ storyboard for various media in various languages (Print/TV/Radio/Social Media/etc)</li> <li>● The content translation to local languages as and when, subject to ITRA's prior approval.</li> <li>● Designing the Creative <ul style="list-style-type: none"> <li>○ Social Media - 5 days a week</li> <li>○ Print Media - 6 times a year</li> </ul> </li> <li>● Seek approval of concerned authority before making it public.</li> </ul>

Activity	Periodicity	Number of Services	Scope of Work	Deliverables
<b>Press Releases (Unpaid)</b>	Round the year	As stated in deliverables.	<ul style="list-style-type: none"> <li>● Media outreach activities through press releases (unpaid) can include - <ul style="list-style-type: none"> <li>○ New courses and new batch admission announcements</li> <li>○ Placements success</li> <li>○ Alignment of courses to industry needs</li> <li>○ Unique teaching/ research / healthcare aspects of ITRA</li> <li>○ Admissions season news</li> <li>○ Faculty and student achievements</li> <li>○ Awards and achievements by ITRA</li> <li>○ Special event-based releases</li> <li>○ MoU announcements</li> <li>○ High profile guest visits to campus</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Press releases yearly depending upon inflow of information from ITRA.</li> <li>● The media outreach activities will include dissemination of information.</li> <li>● <b>Target media:</b> National media + leading Ayurveda / Health Journals/ Magazines</li> </ul>
<b>Press Briefings</b>	Yearly	2	<ul style="list-style-type: none"> <li>● Service Provider will organize a press briefing for ITRA to highlight large developments and announcements. These could include: <ul style="list-style-type: none"> <li>○ Milestones and achievements</li> <li>○ Academic announcements</li> <li>○ Other crucial developments</li> <li>○ New courses</li> <li>○ Research collaborations</li> <li>○ Interview with the Director on vision for ITRA.</li> <li>○ Achievements and milestones</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Send out invites to Media (Print, TV, Radio,etc.)</li> <li>● Plan the Press briefing sequence</li> <li>● <b>Target media:</b> Local media in Jamnagar + Regional media + national media + leading Ayurveda / health Journals/ Magazines/ e-papers</li> </ul>

Activity	Periodicity	Number of Services	Scope of Work	Deliverables
			<ul style="list-style-type: none"> <li>○ Career opportunities in the sector</li> <li>○ How ITRA aligns to industry needs</li> <li>● Press briefings can be in Jamnagar or at the place decided by Director.</li> </ul>	
<b>Media Planning for Campaigns on Special Events</b>	Quarterly	4	<p>ITRA conducts media campaigns during Admissions and big events, etc.</p> <ul style="list-style-type: none"> <li>● The Service Provider shall provide a strategy for the Campaign.</li> <li>● Provide for a Media Plan with data to support such efforts.</li> <li>● Media Plan shall cover different media platforms.</li> </ul>	<ul style="list-style-type: none"> <li>● Create a media plan for specific purposes e.g. Admission, recruitment, etc.</li> <li>● Plan should provide for across various Channels/ Media Platforms</li> <li>● Should be economical.</li> </ul>
<b>Media outreach for events on campus</b>	Quarterly	4	<p>Service Provider will organize media outreach through media visit to campus for special events and ensure media coverage for such events:</p> <ul style="list-style-type: none"> <li>● Convocation</li> <li>● Admission outreach</li> <li>● Foundation Day</li> <li>● Ayurveda Days</li> <li>● Special events and seminars of media interest (Workshops/Seminars/Conferences,etc.)</li> <li>● High profile guest visits to campus</li> </ul>	<b>Target media:</b> Local media in Jamnagar + Regional media + National media + leading Ayurveda / Health Journals/ Magazines

Activity	Periodicity	Number of Services	Scope of Work	Deliverables
<b>Inclusion in media stories on Ayurveda / Health / Medical education, careers, and other relevant topics</b>	bi monthly	6	Service Provider to flag opportunities on media stories relevant to ITRA and get spokesperson and expert quotes included in such stories on an ongoing basis	Ongoing
<b>Social media content and posting</b>	weekly	through the year	<ul style="list-style-type: none"> <li>● Service Provider will create a content strategy, content calendar, and populate social media handles of ITRA consistently.</li> <li>● Service Provider will post creative content and visuals appealing to your target audience.</li> <li>● Service Provider will manage the social media handles of ITRA – Facebook, Twitter, Instagram, PublicAPP and will also establish a LinkedIn page.</li> <li>● All content and visuals will be approved by ITRA before posting.</li> <li>● ITRA to provide raw inputs for social media content. Service Provider will curate the content appropriate to each handle.</li> <li>● Service Provider will also create campaigns for special occasions and events on campus with live posting &amp; pre- event campaigns.</li> </ul>	<p><b>Deliverables:</b></p> <p>Populate social media handles of ITRA consistently with creative content relevant to stakeholders.</p> <p>2 posts per week on LinkedIN, Facebook, Twitter and Instagram, PublicAPP.</p> <p>Increase following for ITRA on all social media handles.</p>

Activity	Periodicity	Number of Services	Scope of Work	Deliverables
			<ul style="list-style-type: none"> <li>• Service Provider will establish relevant following on social media for ITRA through targeted campaigns and messages.</li> </ul>	
<b>Media monitoring &amp; reporting</b>				
<b>Daily Media Monitoring</b>	Daily	As and when	<ul style="list-style-type: none"> <li>• Daily alerts will be sent for all news relevant to ITRA.</li> <li>• Alerts will be sent by 11:00 AM every morning.</li> </ul>	<b>Deliverables:</b> Daily media monitoring alerts
<b>Weekly work in progress report</b>	Weekly	52	<ul style="list-style-type: none"> <li>• Service Providers will share a weekly work in progress report on the tasks completed and the tasks carried forward to the following week. The report should provide the details of Media reach for the posts (Social Media and Newspaper)</li> <li>• This report will be sent every week on Friday evening.</li> </ul>	<b>Deliverables:</b> Work in progress report every week
<b>Monthly Activity Report</b>	Monthly	12	<ul style="list-style-type: none"> <li>• Service Provider will share a monthly activity report of tasks completed in the month and tasks being carried forward to the next month. This report should provide the comparative statement from the previous month showing the growth or increase of media coverage.</li> <li>• Service Provider shall submit a report for the following:           <ul style="list-style-type: none"> <li>○ Frequency of the Usage of channels</li> </ul> </li> </ul>	<b>Deliverables:</b> Monthly activity report

Activity	Periodicity	Number of Services	Scope of Work	Deliverables
			<ul style="list-style-type: none"> <li>○ Maintain record of updates based on categories of the content</li> <li>○ Share the digital repository for each month</li> <li>○ Report status based on KPIs identified by ITRA.</li> <li>○ For measuring the media metrics based against each channel</li> </ul>	
<b>Monthly Coverage Dossier</b>	Monthly	12	Coverage dossier with all clips/newspaper cutting, etc. for activities carried out will be submitted on the first working day of every month.	<b>Deliverables:</b> Coverage dossier and grid
<b>Quarterly Review</b>	Quarterly	4	Quarterly review of activities completed, achieved successes and roadblocks will be presented to ITRA at the end of Three months.	<b>Deliverables:</b> Quarterly review meeting

### **Definitions:**

1. Follower Growth Rate (Twitter): The rate at which the number of followers on the Twitter account increases over a year, typically measured as a percentage.
2. Engagement Rate (Twitter, Facebook, LinkedIn): The measure of how actively involved and interactive the audience is with the content, calculated as the total number of likes, comments, shares, and clicks divided by the total number of impressions, then multiplied by 100 to get a percentage.
3. Hashtag Reach (Twitter): The estimated number of users who have been exposed to a specific hashtag on Twitter, indicating the potential audience reached by using that hashtag.
4. Page Likes (Facebook): The total number of users who have liked the Facebook page.
5. Post Reach (Facebook): The number of unique users who have seen a specific post.
6. Subscribers (YouTube): The number of users who have subscribed to the YouTube channel.
7. Views (YouTube): The total number of times a video has been viewed.
8. Watch Time (YouTube): The total amount of time viewers have spent watching videos on the channel.
9. Connections (LinkedIn): The total number of users who are connected to the LinkedIn profile.
10. Article Views (LinkedIn): The number of times an article shared on LinkedIn has been viewed.
11. Circulation (Newspapers): The total number of copies of a newspaper distributed for a particular period.
12. Readership (Newspapers): The estimated number of readers who have accessed the newspaper content, often based on circulation figures and reader surveys.
13. Viewership (News Channels): The number of viewers who have watched a particular news program or segment.
14. Segment Mentions (News Channels): The number of times a specific topic, brand, or individual has been mentioned in a news segment.
15. Audience Demographics (News Channels): Characteristics such as age, gender, income level, and geographic location of the audience watching a news channel.
16. Traffic (Website): The total number of visits or sessions to a website.
17. Bounce Rate (Website): The percentage of visitors who navigate away from the site after viewing only one page, indicating the effectiveness of the landing page or content.
18. Conversion Rate (Website, Emails): The percentage of website visitors or email recipients who complete a desired action, such as making a purchase or filling out a form.
19. Open Rate (Emails): The percentage of email recipients who open a given email.

20. Click-Through Rate (Emails): The percentage of email recipients who click on one or more links contained in an email.
21. Booth Traffic (Trade Shows): The number of visitors who stop by a booth or exhibit at a trade show.
22. Leads Generated (Trade Shows): The number of potential customers or contacts obtained through interactions at a trade show.
23. Article Mentions (Industry Publications): The number of times a brand, product, or individual has been mentioned in articles published by industry-specific publications.
24. Sentiment Analysis (Public Relations): The assessment of public opinion or sentiment toward a brand, product, or individual based on media mentions and social media conversations.
25. Impressions (Billboards): The total number of times a billboard advertisement has been seen, regardless of whether it resulted in engagement.
26. Location Effectiveness (Billboards): The assessment of how well the placement of a billboard reaches the target audience based on location demographics.
27. Brand Recall (Billboards): The ability of individuals to remember and recognize a brand or message displayed on a billboard.
28. Meetings Secured (Business Delegations): The number of formal appointments or meetings arranged during a business delegation trip.
29. Partnerships Formed (Business Delegations): The number of collaborative agreements or alliances established as a result of business delegation activities.
30. Deals Closed (Business Delegations): The number of business deals or contracts finalized during or shortly after a business delegation trip.
31. Attendance (Community Engagement Events): The number of individuals who participate in a community engagement event, such as a volunteer activity or town hall meeting.
32. Participant Feedback (Community Engagement Events): The qualitative and quantitative feedback provided by event attendees regarding their experience and satisfaction.
33. Community Impact (Community Engagement Events): The assessment of the event's influence on the local community, including social, economic, and environmental factors.
34. Customized KPIs (Others): Metrics tailored to specific channels or objectives not covered by the standard metrics listed above.

## **ANNEXURE - 2**

### **Performance Evaluation Matrix**

The performance of the PR Agency will be evaluated every quarter. The following metrics shall be used for measuring the performance:

1. Frequency of usage and languages on the channels:

Channels	Frequency	Unit	Content Languages
X (Twitter)		per week	
Facebook		per week	
YouTube		per week	
LinkedIn		per week	
Newspapers		per month	
News Channels		per month	
Website		per week	
Emails		per week	
Trade Shows		per year	
Industry Publications		per year	
Billboards		per year	
Public Relations		per month	
Trade Meets		per year	
Business Delegations		per month	
Community Engagement Events		per year	
Others		...	

2. KPIs being actively monitored quarterly to evaluate the effectiveness.

S No	KPI	Value/ Measure
1.	Follower / Subscriber growth rate	
2.	Likes	
3.	Retweets	
4.	Clicks	
5.	Comments	
6.	Shares	
7.	Impressions	
8.	Views (Youtube)	
9.	Watch time (Youtube)	
10.	Published Article numbers (Print Media)	
11.	TV Coverage	
12.	Radio Coverage	
13.	Traffic (unique visitors) (for ITRA website)	
14.	Grievances	

3. Measure of the following social media metrics:

Channels	Metrics*	Avg Value/ Measure for each Metric
X (Twitter)	Follower growth rate, engagement rate (Likes, Retweets, Replies, Clicks), hashtag reach	
Facebook	Page likes, post reach, engagement rate (Likes, Comments, Shares, Clicks)	
YouTube	Subscribers, views, watch time	
LinkedIn	Connections, engagement rate (Likes, Comments, Shares, Clicks), article views	
Newspapers	Circulation, readership, article mentions	
News Channels	Viewership, segment mentions, audience demographics	
Website	Traffic (unique visitors), bounce rate, conversion rate	
Emails	Open rate, click-through rate, conversion rate	
Trade Shows	Booth traffic, leads generated, attendee engagement	
Industry Publications	Article mentions, readership, engagement	
Billboards	Impressions, location effectiveness, brand recall	
Public Relations	Media mentions, press release pickups, sentiment analysis	
Trade Meets	Attendee count, networking opportunities, leads	
Business Delegations	Meetings secured, partnerships formed, deals closed	
Community Engagement Events	Attendance, participant feedback, community impact	
Others	Customized KPIs based on specific channel objectives	

\*Refer to the definitions at Annexure - I for the above Metrics