



**VAIKUNTH MEHTA NATIONAL INSTITUTE OF COOPERATIVE
MANAGEMENT
PUNE – 411 007**

Request For Proposal (RFP) for Social Media Marketing

VAMNICOM invites proposals for **ENGAGEMENT OF AGENCY FOR SOCIAL MEDIA MARKETING SERVICES** for the period of 12 months.

Interested Agencies meeting the eligibility criteria as per terms & conditions of RFP document may submit their Proposals complete in all respect.

The Interested vendors / agency / firm are requested to fill the necessary information in the enclosed proforma i.e. Annexure – I and Annexure – II and send it to the Institute. **The sealed envelopes should reach the Institute by post / courier only on or before 05:30 PM of 29th May, 2023 (Monday).** The sealed proposals should be addressed to “The Registrar, Vaikunth Mehta National Institute of Cooperative Management, Savitribai Phule Pune University Road, Pune – 411 007”

1. About the Institute:

Vaikunth Mehta National Institute of Cooperative Management (VAMNICOM) is a National Institute under the aegis of National Council for Cooperative Training (NCCT), promoted by Ministry of Cooperation, Govt. of India; it organizes, directs, monitors and evaluates the arrangements for cooperative training of the personnel working in the cooperative sector in the country. VAMNICOM is mandated to conduct training programmes pertaining to higher-level officers such as MDS/CEOs/BoDs of State and National Cooperative Federations & officers of State and Central government. VAMNICOM also conduct training programmes for the officers of SAARC countries, Ethiopia, Mauritius and Other countries. Besides conducting Management Development Training Programmes in various functional areas, the Institute also runs long term Diploma programmes such as Post Graduate Diploma in Cooperative Business Management (PGDCBM), Post Graduate Diploma in Management Agri. Business Management (PGDM-ABM) and Diploma in Management Computer Operations (DMCO). VAMNICOM also renders Consultancy support for recruitment of Manpower for Cooperatives Societies and Cooperative Banks. Institute is a recognized center for conducting Research leading to the award of Doctorate Degree of University of Pune in the Disciplines of Economics, Management and Commerce.

2. Scope of Work

VAMNICOM organizes approximately 120 short-term training programs annually, based on the requirements of the training programs. Additionally, the institute holds workshops,

seminars, and special events such as Foundation Day, Convocation, Business-Fest, Cooperative Week, Vigilance Week, Republic Day, Independence Day, and more.

The institute is inviting Request for Proposals (RFP) for social media marketing services, which will encompass, but not be limited to, the following scope of work:

1. Social media strategy development
2. Creation of engaging content
3. Regular posting and active engagement with the audience
4. Implementing influencer marketing strategies
5. Managing social media advertising campaigns
6. Providing analytics and reports on social media performance

2.1 Goals and Objectives:

VAMNICOM aims to achieve the following goals and objectives through the social media marketing campaign:

1. **Enhance Brand Visibility and Positioning:** The primary goal is to establish a strong brand presence and increase visibility across various social media platforms. This will help in reinforcing the institute's image and reputation.
2. **Foster Stakeholder Engagement:** The objective is to promote active engagement with all stakeholders, including students, faculty, alumni, and the wider community. By leveraging social media channels, VAMNICOM aims to foster meaningful interactions, gather feedback, and build stronger relationships with its audience.
3. **Facilitate Seamless Communication:** The aim is to ensure smooth and consistent communication with the external world through diverse social media channels. By utilizing these platforms effectively, VAMNICOM can share timely updates, important announcements, and relevant information with its target audience.
4. **Strengthen Online Presence:** The objective is to enhance the institute's overall online presence. Through strategic social media marketing efforts, VAMNICOM aims to establish itself as a reputable institution in the digital sphere, attracting a wider audience and expanding its reach.

2.2 Target Audience:

The target audience for the social media marketing campaign are Students both existing and potential future applications, companies for campus placements, universities, colleges, Agribusiness companies, cooperatives, banks, corporate, strategic partnerships and alliances, and the general ecosystem. For VAMNICOM the audience is of diverse age groups and

demography. The primary focus should be on brand building and positioning initially and eventually on partnerships, outreach, and other areas where VAMNICOM intends to grow in.

2.3 Deliverables:

The agency is expected to provide the following deliverables to VAMNICOM:

1. **Social Media Strategy Development and Execution:** Develop a comprehensive social media strategy for VAMNICOM and execute it on a monthly basis. This includes identifying target audiences, determining the most effective platforms, and outlining key objectives and tactics to achieve them.
2. Prepare creative & media for dissemination of research & case studies founding.
3. Prepare creative for announcement of training courses and education programmes.
4. **Content Creation and Distribution:** Create engaging content in various formats, including graphic designs, photos, videos, and reels. Distribute this content on a weekly and monthly basis, ensuring it aligns with the overall social media strategy.
5. **Collaboration Opportunities and Engagement:** Identify and leverage collaboration opportunities on social media platforms to enhance VAMNICOM's brand reach. Actively engage with the audience through interactions, responding to comments, and fostering meaningful discussions.
6. **Analytics and Reporting:** Provide regular analytics and reports on social media performance, including metrics such as reach, engagement, and conversion rates. These reports should be provided on a monthly basis, highlighting key insights and recommendations for improvement.
7. **Weekly Content Planning and Monthly Strategy Meeting:** Collaborate with VAMNICOM to plan and schedule content on a weekly basis. Conduct a monthly strategy meeting to review performance, discuss upcoming initiatives, and make necessary adjustments to the social media strategy.
8. **Marketing of Major Events:** Promote and market all major events organized by VAMNICOM through social media channels. Develop targeted campaigns and strategies to generate awareness, attract participants, and maximize event attendance.

Note: The specific frequency and timeline of deliverables may be further discussed and agreed upon between VAMNICOM and the agency.

3. Eligibility Criteria:

The Agency should be Renowned agency or individual with Minimum 2 (Two) years' experience of similar work in media and marketing for academic institutions in Govt./State Govt./Govt. Autonomous Institute /large reputed institution / organization / private companies etc. The agency shall include the list of clients that the Digital Marketing agency has worked for. WO / Agreement / Experience Certificate / Performance certificate from the clients is to be submitted.

4. Terms and Conditions

1. Proposals will be accepted by Post/ Courier or by hand only. Online / emailed bids will not be accepted.
2. No advance payment will be made. Taxes applicable will be deducted as per rules.
3. VAMNICOM reserves the right to accept or reject the proposals in parts or completely without assigning any reason and also to cancel the order at any time. The agency will have no right to claim any loss / damages etc. on cancellation of the services.
4. The contract may be renewed for further period of 1 year upto 3 years on overall satisfactory performance of the Agency.
5. The Agency should have a minimum Annual Turn Over of Rs. 10 Lakhs along with the proof of Annual Turnover.
6. The Agency shall submit a copy of their GST registration certificate, PAN and Establishment certificate along with latest copies of acknowledgement of GST of last three months.
7. The agency has to pay Security Deposit of Rs. 10,000/- (Rs. Ten thousand only) through Demand Draft in favour of “**THE DIRECTOR, VAMNICOM, Pune – 411 007**” payable at Pune. The Security deposit will be returned immediately after completion of term of the contract.
8. The contract can be terminated by VAMNICOM by giving one month’s notice in writing to the Agency. On the other hand, the Agency can request in writing to the Institute to terminate the contract. This request is not binding upon the Institute.
9. If the agency fails to render its services satisfactorily or in time, a penalty up to Rs. 1,000/- from the monthly bill will be deducted by the Institute for every such incident.
10. The agency has to maintain confidentiality of Photos / Video’s taken from the Institute. It should not be disclosed in public domain or to any outsiders without prior consent of the Institute.

5. Submission Date:

The last date for sending the Proposal is on or before 05:30 PM of 29th May, 2023(Monday).

If any queries, kindly send it on cit@vamnicom.gov.in .

Annexure- I

The vendors / agency / firm should submit complete information about their profile in the following format :

Sr. No.	Particulars	Information
1	Name of the vendors / event management company / firm / NGOs	
2	Postal Address	
3	Telephone No.	
4	Mobile No.	
5	Email Address	
6	Website (if any)	
7	List of the existing Institutions / Govt. Organizations where they are providing social marketing services with documentary proofs	
8	PAN No. of the company	
9	Shop Act license of the company	
10	GST No. of the company	

Note: Please attach all document mentioned from 1 to 9 above compulsorily.

We, M/s _____, hereby, undertake that we have submitted our quotation after duly examining the scope of work and we agree to all the terms and conditions of the Institute mentioned in this document.

(Signature)
Seal & Signature of
the Proprietor

Date:

Place:

Annexure- II

The vendors / agency / firm should submit their proposals as per prescribed format

Sr. No	Particulars	Rate (per month)
1.	Monthly strategy	
2.	Content Creatives & Graphic Design, photos, videos, reels etc.	
3.	Written Content for all social media platforms (Facebook, LinkedIn, Twitter, YouTube, Instagram etc.)	
4.	Content Posting, Distribution & Engagement	
Total Amount per month (in Rs.)		

Note: The amount quoted is inclusive of all taxes and fee.

(Signature)
Seal & Signature of
the Proprietor

Date:
Place: