

Expression of Interest (EOI) – Creation of Digital content & Promotion of the same on Social media

EoI Ref. No IITH/EOI/HST/KS/EOI/002

Date: 16/02/2023

Indian Institute of Technology Hyderabad invites online Expression of Interest (EOI) from agencies/freelancers- media content creators for the creation of a series of 12- 15 nos of ad films for bringing more awareness and popularizing the area of Heritage Science and Technology from digital content creators for social media.

The Expression of Interest Document can be downloaded from Institute website - <https://iith.ac.in/tenders> OR <https://mhrd.euniwizarde.com>. OR Central Public Procurement (CPP) Portal <https://eprocure.gov.in/epublish/app>.

The EoI is to be submitted in soft copy by Email in Pdf Protected files at the following mail id – Dr. Kousik Sarathy S - ks@bme.iith.ac.in with CC to Assistant Registrar (S&P) - ar.purchase@iith.ac.in

Schedule of Dates

Sr. No.	Particulars	Date	Time
1	Date of Online Publication/Download of Tender	16/02/2023	04:00 PM
2	Submission Start Date	16/02/2023	04:10 PM
3	Submission Close Date	02/03/2023	11:00 AM
4	Opening of Expression of Interest	02/03/2023	11:10 AM

No manual document will be accepted. All documents should be submitted by email Password Protected PDF File. The covering mail should indicate the contact details i.e. Mobile Number of the bidder. **The password will be revealed only on communication from IITH mail on the date & after time of Opening of EOI.** The mail will be sent by - ks@bme.iith.ac.in for password.

1. EOI Notification:

Expression of interest is invited by agencies/freelancers- media content creator for the creation of a series of 12- 15 nos of ad films for bringing more awareness and popularizing the area of Heritage Science and Technology from digital content creators for social media.

2. Background of Heritage Science & Technology Dept.

Heritage Science & Technology Department at IIT Hyd is dedicated to the application of Science and Technology for conservation and development of tangible and intangible Heritage assets, with a specific focus on the Indian context. Heritage includes tangible heritage like monuments, archaeological sites and intangible ones like knowledge systems, cuisine, medicine, dress, art, language, symbols, stories and much more.

HST activities are centered around use of Science and Technology for development of Heritage assets, associated industries, technologists, scientists, entrepreneurs, professionals.

Our goals include

- Research to define the state of art in Heritage activities using science and technology
- Training of human resources engaged in Heritage areas
- Product development to help Heritage industries, entrepreneurs scale up and serve customers better

3. Scope of Work

The creator is expected to create a series of 12 – 15 Ads which would improve the reach, scale higher hit rates, increase in engagement, new geography views, virality rate etc. of HST as an engineering domain and consequently of IITH and HST social media handles.

The content creator should quote for Single Ad (as per the Price Bid Annexure), however should indicate the maximum number of Ads that can be created by individual bidder/creator.

The broad contours of the ads will be as follows:

i) Time < 60 sec

ii) To promote awareness of the emerging area of Heritage Science and Technology. HST involves the scientific research into and technology / product development in areas such as Health and wellness (Yoga and Ayurveda); Indian Language Tech; Heritage structures, Architecture, Tourism Tech; Toys, clothes; Music and dance. The website link for the HST is : <https://www.hst.iith.ac.in/>

iii) Broad format in which outcomes are invited:

a) Language of the Ad should be in English

b) Stand-up mode with few actors (no sets required)

c) In keeping with Heritage theme and consistency across media and messages, would like protagonist to be youngster (target grp, 20-30 yrs) and a grandparent (preferably female)

iv) Messages to send out will be discussed and agreed upon

v) Script will be mutually discussed and finalized before shoot

vi) Ads in final form at HD quality for dissemination & campaign on social media

vii) Captions in English and Hindi alongside 6 other Indian languages is required

viii) A copy of the approved Ads should also be handed over to IITH. IITH shall have exclusive rights on the videos with complete right of usage and distribution

ix) No brand logos / product placement except IITH's & DST-GoI (funding agency's) logo will be displayed on content

4. Criteria/qualifications for the selection for the applicant/bidders.

- i) Experience in advertisement, entertainment and social messaging work
- ii) Content delivery for social media platforms targeting young audience & millennials
- iii) Demonstrate large social media engagement (followers on any prominent social media platform). Submit links of social media profile that might be on for eg. Youtube, Instagram or equivalent.
- iv) Should have capacity/access for production and post-production work
- v) Bidders should not have any ongoing legal proceedings due to the content previously generated - *Self Declaration to the effect should be submitted.*

Desirable

- i) Relevant experience in having handled institutional clients and government projects. Should have handled successful reach out sensitisation campaigns in the past.

5. Evaluation Criteria

- i) The first level ranking will be based on the number of followers on the prominent social media platforms. Top three will be used for the next ranking process. The top three will be determined based on the highest number of followers on any of the prominent social media platforms
- ii) Second level of ranking of bids will be based on cost per ad film (or unit cost) inclusive of GST for award of contracts.
 - ii) If only one bidder is found suitable, the entire contract will be awarded to that person/firm; in case two bidders are found suitable, contracts will be awarded in 60:40 ratio of the budget; in case three bidders are found suitable, the ratio will be 40:30:30 of the budget.
- iii) A maximum of three top bidders will be awarded the contracts.

6. Time frame for completion of project: Ads should be made available in final form by March 24, 2023

7. Payment terms: Payment terms: 30% at the advance and 70% after the completion of the project

8. Submission of application

The application must contain the following details:

- i) Name, address and contact details
- ii) Curriculum vitae of bidder with clearly indicating relevant qualification and prior experience indicating suitability for the role in case of Freelancers.
- iii) Agency Details if representing Agency, as per Annexure A
- iv) Price Bid as per Annexure B
- v) Any other relevant information

9) Disclaimers :

- i) IITH shall not be responsible for any plagiarism/copyright issues arising from the content created and hence, content is required to be original sans such encumbrances
- ii) The information contained in this Expression of Interest document ("EOI ") or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.
- iii) While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, responders must form their own conclusions about the work that is involved

- iv) All information supplied by responders may be not be treated as contractually binding on the enterprise. Unless an agreement is arrived upon
- v) No commitment of any kind, contractual or otherwise exists. Unless and until a formal written contract has been executed by Institute.
- vi) The Agency /Freelancer will be responsible for the compliance of statutory requirements with respect to the Content Created by them.
- vii) The Director, IIT Hyderabad reserves the right to modify contents of this Invitation for EoI or withdraw it completely at any point in time, without assigning any reason thereof.

Annexure A - Agency Information

EoI Ref. No: IITH/EOI/HST/KS/EOI/002

General Information About the Agency	
Name of Organization	
Nature of Organization Govt./ Semi Govt./ Private (Sole Proprietorship/Firm/LLP/ Company etc.)	
Year of Incorporation/ Registration/ Start of Operations	
Registered Address	
Contact Details of the Authorised Person for this EoI	
PAN No	
GST No	

Annexure for Price Bid Format

Name of the Bidder / Agency :

EoI Ref. No IITH/EOI/HST/KS/EOI/002

Base Price Per Ad	GST	Total

* Maximum Number of Ads that can be created : _____

~ End of Document~