

**बिड दस्तावेज़ / Bid Document**

| बिड विवरण / Bid Details                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| बिड बंद होने की तारीख/समय / Bid End Date/Time                                                                                | 24-08-2026 13:00:00                                                                                                                                                                                                                                                                                                                                                                                                    |
| बिड खुलने की तारीख/समय / Bid Opening Date/Time                                                                               | 24-08-2026 13:30:00                                                                                                                                                                                                                                                                                                                                                                                                    |
| बिड पेशकश वैधता (बंद होने की तारीख से) / Bid Offer Validity (From End Date)                                                  | 180 (Days)                                                                                                                                                                                                                                                                                                                                                                                                             |
| मंत्रालय/राज्य का नाम / Ministry/State Name                                                                                  | Gujarat                                                                                                                                                                                                                                                                                                                                                                                                                |
| विभाग का नाम / Department Name                                                                                               | Education Department Gujarat                                                                                                                                                                                                                                                                                                                                                                                           |
| संगठन का नाम / Organisation Name                                                                                             | University Library Veer Narmad South Gujarat University                                                                                                                                                                                                                                                                                                                                                                |
| कार्यालय का नाम / Office Name                                                                                                | Estate                                                                                                                                                                                                                                                                                                                                                                                                                 |
| शिकायत निवारण के संपर्क विवरण / Contact details of Grievance redressal                                                       | HOD Email id : hod1.vnsgu.gj@gembuyer.in<br>Buyer Email id: mmpatel@vnsgu.ac.in                                                                                                                                                                                                                                                                                                                                        |
| वस्तु श्रेणी / Item Category                                                                                                 | Hiring of Social Media Agency - Content creation, Content response and content moderation, As per ATC (Schedule-1); Hindi, English, Gujarati; Facebook, Twitter, Instagram, WhatsApp, YouTube, As per ATC , Hiring of Social Media Agency - Content creation, Content response and content moderation, As per ATC (Schedule- 2); Hindi, English, Gujarati; Facebook, Twitter, Instagram, WhatsApp, YouTube, As per ATC |
| 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)              | 6 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                                                                                                                                                                                                                                                                                                                                                                                                                    |
| टर्नओवर पात्रता मानदंड / Turnover eligibility criteria                                                                       | To be verified by the buyer at the time of technical evaluation                                                                                                                                                                                                                                                                                                                                                        |
| वर्षों के अनुभव एवं टर्नओवर से एमएसई को छूट प्राप्त है / MSE Relaxation for Years Of Experience and Turnover                 | Yes   Complete                                                                                                                                                                                                                                                                                                                                                                                                         |
| स्टार्टअप के लिए अनुभव के वर्षों और टर्नओवर से छूट प्रदान की गई है / Startup Relaxation for Years Of Experience and Turnover | Yes   Complete                                                                                                                                                                                                                                                                                                                                                                                                         |

| बिड विवरण/Bid Details                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| विक्रेता से मांगे गए दस्तावेज़/Document required from seller                                                                                                                                                             | Experience Criteria,Bidder Turnover,Certificate (Requested in ATC),Additional Doc 1 (Requested in ATC),Additional Doc 2 (Requested in ATC)<br>*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 |
| 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 स्वतः नहीं बढ़ाने के लिए आवश्यक बिड की संख्या। / Minimum number of bids required to disable automatic bid extension                                                                                | 3                                                                                                                                                                                                                                                                                                                                        |
| दिनों की संख्या, जिनके लिए बिड लगाने की समय-सीमा बढ़ाई जाएगी। / Number of days for which Bid would be auto-extended                                                                                                      | 3                                                                                                                                                                                                                                                                                                                                        |
| ऑटो एक्सटेंशन अधिकतम कितनी बार किया जाना है। / Number of Auto Extension count                                                                                                                                            | 1                                                                                                                                                                                                                                                                                                                                        |
| बिड से रिवर्स नीलामी सक्रिय किया/Bid to RA enabled                                                                                                                                                                       | Yes                                                                                                                                                                                                                                                                                                                                      |
| रिवर्स नीलामी योग्यता नियम/RA Qualification Rule                                                                                                                                                                         | H1-Highest Priced Bid Elimination                                                                                                                                                                                                                                                                                                        |
| 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                                                                                        | 3 Days                                                                                                                                                                                                                                                                                                                                   |
| अनुमानित निविदा मूल्य (सभी करों सहित) भारतीय रुपये में / Estimated Bid Value in INR (Inclusive of all taxes)                                                                                                             | 300000                                                                                                                                                                                                                                                                                                                                   |
| मूल्यांकन पद्धति/Evaluation Method                                                                                                                                                                                       | Item 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

|                   |    |
|-------------------|----|
| आवश्यकता/Required | No |
|-------------------|----|

#### ईपीबीजी विवरण /ePBG Detail

|                                                                    |                     |
|--------------------------------------------------------------------|---------------------|
| एडवाइजरी बैंक/Advisory Bank                                        | State Bank of India |
| ईपीबीजी प्रतिशत (%) / ePBG Percentage (%)                          | 3.00                |
| ईपीबीजी की आवश्यक अवधि (माह) / Duration of ePBG required (Months). | 14                  |

(a) 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 :**

Registrar  
Veer Narmad South Gujarat University, Surat  
(Registrar)

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

**एमआईआई अनुपालन/MII Compliance**

|                               |     |
|-------------------------------|-----|
| एमआईआई अनुपालन/MII Compliance | Yes |
|-------------------------------|-----|

**एमएसई खरीद वरीयता/MSE Purchase Preference**

|                                                                                                                                                                                                           |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| एमएसई खरीद वरीयता/MSE Purchase Preference                                                                                                                                                                 | Yes |
| सूक्ष्म और लघु उद्यम मूल उपकरण निर्माताओं/सेवा प्रदाता को खरीद में प्राथमिकता, यदि उनका मूल्य $L1+X\%$ / Purchase Preference to MSE OEMs/ Service Provider available upto price within $L1+X\%$           | 15  |
| सूक्ष्म और लघु उद्यम मूल उपकरण निर्माता/सेवा प्रदाता को खरीद में प्राथमिकता के लिए बिड की मात्रा का अधिकतम प्रतिशत / Percentage of Bid quantity/amount for MSE OEMs/ Service Provider Purchase preference | 100 |

1. If the bidder is a Micro or Small Enterprise as per latest orders issued by Ministry of MSME, the bidder shall be relaxed from the eligibility criteria of "Experience Criteria" as defined above subject to meeting of quality and technical specifications. The bidder seeking Relaxation from Experience Criteria, shall upload the supporting documents to prove his eligibility for Relaxation.
2. If the bidder is a Micro or Small Enterprise (MSE) as per latest orders issued by Ministry of MSME, the bidder shall be relaxed 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 relaxed from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. The bidder seeking Relaxation from Turnover, shall upload the supporting documents to prove his eligibility for Relaxation.
3. If the bidder is a DPIIT registered Startup, the bidder shall be relaxed from the the eligibility criteria of "Experience Criteria" as defined above subject to their meeting of quality and technical specifications. The bidder seeking Relaxation from Experience Criteria, shall upload the supporting documents to prove his eligibility for Relaxation.
4. If the bidder is a DPIIT registered Startup, the bidder shall be relaxed 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 relaxed from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. The bidder seeking Relaxation from Turnover shall

upload the supporting documents to prove his eligibility for Relaxation.

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 from the State of Bid Inviting Authority having valid Udyam Certificate and whose credentials are validated online through Udyam Registration portal 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/ State of Bid Inviting Authority. If the bidder wants to avail themselves of the Purchase preference, the bidder must be the manufacturer / OEM of the offered product on GeM. In respect of bid for Services, the bidder must be the Service provider of the offered Service. Traders are excluded from the purview of Public Procurement Policy for Micro and Small Enterprises and hence resellers offering products manufactured by some other OEM are not eligible for any purchase preference. Relevant documentary evidence in this regard shall be uploaded along with the bid in respect of the offered product or service, and Buyer will decide eligibility for purchase preference based on documentary evidence submitted, while evaluating the bid. If L-1 is not an MSE and MSE Seller (s) has / have quoted price within L-1+ 15% (Selected by Buyer) of margin of purchase preference /price band defined in relevant policy, such MSE Seller shall be given opportunity to match L-1 price and contract will be awarded for 100% (selected by Buyer) percentage of total quantity. The buyers are advised to refer the 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 and its subsequent Orders/Notifications issued by concerned Ministry. Benefits of MSE will be allowed only if seller/service provider is validated on-line in GeM profile as well as validated and approved by Buyer after evaluation of documents submitted.

8. 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.

9. 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.

10. Reverse Auction would be conducted amongst all the technically qualified bidders except the Highest quoting bidder. The technically qualified Highest Quoting bidder will not be allowed to participate in RA. However, H-1 will also be allowed to participate in RA in following cases:

- i. If number of technically qualified bidders are only 2 or 3.
- ii. If Buyer has chosen to split the bid amongst N sellers, and H1 bid is coming within N.
- iii. In case Primary product of only one OEM is left in contention for participation in RA on elimination of H-1.
- iv. If L-1 is non-MSE and H-1 is eligible MSE and H-1 price is coming within price band of 15% of Non-MSE L-1
- v. If L-1 is non-MII and H-1 is eligible MII and H-1 price is coming within price band of 20% of Non-MII L-1

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

Social Media Services Price BID - [1786173405.xlsx](#)

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

**Scope of Work/Creative Brief:**[1786173411.pdf](#)

**Payment Terms:** [1786173462.pdf](#)

**Pre Bid Detail(s)**

| मूल्य भिन्नता खंड दस्तावेज़/Pre-Bid Date and Time | प्री-बिड स्थान/Pre-Bid Venue                                                                                                                                                                                                           |
|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 13-08-2026 16:00:00                               | Purchase Cell, Veer Narmad South Gujarat University, Surat. (online link : VNSGU Purchase Cell General Meeting Link <a href="https://meet.google.com/gbx-krwp-czt">https://meet.google.com/gbx-krwp-czt</a> ) Contact No. 0261-2203042 |

**मूल्यांकन विधि(मदवार मूल्यांकन विधि) / Evaluation Method ( Item Wise Evaluation Method )**

Contract will be awarded schedule wise and the determination of L1 will be done separately for each schedule. The details of item-consignee combination covered under each schedule are as under:

| मूल्यांकन अनुसूचियां / Evaluation Schedules | अनुमानित मूल्य / Estimated Value | वस्तु/श्रेणी / Item/Category                                                                                                                                                                               | मात्रा / Quantity                                                          |
|---------------------------------------------|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Schedule 1                                  | 250000                           | Hiring Of Social Media Agency - Content Creation, Content Response And Content Moderation, As Per Atc (schedule- 1); Hindi, English, Gujarati; Facebook, Twitter, Instagram, Whatsapp, Youtube, As Per Atc | Quantity (Number of Months for which Social Media Agency is required) : 12 |
| Schedule 2                                  | 50000                            | Hiring Of Social Media Agency - Content Creation, Content Response And Content Moderation, As Per Atc (schedule- 2); Hindi, English, Gujarati; Facebook, Twitter, Instagram, Whatsapp, Youtube, As Per Atc | Quantity (Number of Months for which Social Media Agency is required) : 12 |

**Hiring Of Social Media Agency - Content Creation, Content Response And Content Moderation, As Per ATC (Schedule- 1); Hindi, English, Gujarati; Facebook, Twitter, Instagram, WhatsApp, YouTube, As Per ATC ( 12 )**

**तकनीकी विशिष्टियाँ / Technical Specifications**

| विवरण/ Specification                                             | मूल्य/ Values                                                                         |
|------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>कोर / Core</b>                                                |                                                                                       |
| Social Media                                                     | Content creation , Content response and content moderation , As per ATC (Schedule- 1) |
| Language Versions                                                | Hindi , English , Gujarati                                                            |
| Handles Required                                                 | Facebook , Twitter , Instagram , WhatsApp , YouTube , As per ATC                      |
| <b>एडऑन /Addon(s)</b>                                            |                                                                                       |
| Fresh photoshoot for creating a photobank                        | NA                                                                                    |
| Developing video content of 1-2 minute duration with fresh shoot | NA                                                                                    |

**क्रेता द्वारा निर्धारित न्यूनतम मूल्य/Minimum Floor Price defined by Buyer**

|                                                                            |    |
|----------------------------------------------------------------------------|----|
| क्रेता द्वारा निर्धारित न्यूनतम मूल्य/Minimum Floor Price defined by Buyer | No |
|----------------------------------------------------------------------------|----|

**अतिरिक्त विशिष्टि दस्तावेज़ /Additional Specification Documents****परेषिती/रिपोर्टिंग अधिकारी /Consignees/Reporting Officer and Quantity**

| क्र.सं./S.No. | परेषिती/रिपोर्टिंग अधिकारी /Consignee Reporting/Officer | पता/Address                                                                            | संसाधनों की मात्रा / Quantity (Number of Months for which Social Media Agency is required) | अतिरिक्त आवश्यकता /Additional Requirement |
|---------------|---------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------------------------------|
| 1             | Hingu Sandeepkumar Kantilal                             | 395007,First Floor, Computer Pool, Opp. Canteen, Veer Narmad South Gujarat University. | 12                                                                                         | N/A                                       |

**Hiring Of Social Media Agency - Content Creation, Content Response And Content Moderation, As Per ATC (Schedule- 2); Hindi, English, Gujarati; Facebook, Twitter, Instagram, WhatsApp, YouTube, As Per ATC ( 12 )****तकनीकी विशिष्टियाँ /Technical Specifications**

| विवरण/ Specification                                             | मूल्य/ Values                                                                         |
|------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>कोर / Core</b>                                                |                                                                                       |
| Social Media                                                     | Content creation , Content response and content moderation , As per ATC (Schedule- 2) |
| Language Versions                                                | Hindi , English , Gujarati                                                            |
| Handles Required                                                 | Facebook , Twitter , Instagram , WhatsApp , YouTube , As per ATC                      |
| <b>एडऑन /Addon(s)</b>                                            |                                                                                       |
| Fresh photoshoot for creating a photobank                        | NA                                                                                    |
| Developing video content of 1-2 minute duration with fresh shoot | NA                                                                                    |

**क्रेता द्वारा निर्धारित न्यूनतम मूल्य/Minimum Floor Price defined by Buyer**

|                                                                            |    |
|----------------------------------------------------------------------------|----|
| क्रेता द्वारा निर्धारित न्यूनतम मूल्य/Minimum Floor Price defined by Buyer | No |
|----------------------------------------------------------------------------|----|

## अतिरिक्त विशिष्टि दस्तावेज़ /Additional Specification Documents

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

| क्र.सं./S.N<br>o. | परिषिती/रिपोर्टिंग<br>अधिकारी /Consignee<br>Reporting/Officer | पता/Address                                                                                     | संसाधनों की मात्रा<br>/ Quantity<br>(Number of<br>Months for<br>which Social<br>Media<br>Agency is<br>required) | अतिरिक्त आवश्यकता<br>/Additional<br>Requirement |
|-------------------|---------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| 1                 | Hingu<br>Sandeepkumar<br>Kantilal                             | 395007,First Floor, Computer<br>Pool, Opp. Canteen, Veer<br>Narmad South Gujarat<br>University. | 12                                                                                                              | N/A                                             |

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

#### 1. Generic

OPTION CLAUSE 25% : 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, the contract quantity or contract duration can only be increased up to 25 percent. Bidders are bound to accept the revised quantity or duration.

For lumpsum-based service contracts, the buyer may increase the scope of work and contract value up to 25 percent with the consent of the service provider

#### 2. Generic

**Bidder financial standing:** The bidder should not be under liquidation, court receivership or similar proceedings, should not be bankrupt. Bidder to upload undertaking to this effect with bid.

#### 3. Buyer Added Bid Specific Scope Of Work(SOW)

File Attachment [Click here to view the file.](#)

#### 4. Buyer Added Bid Specific ATC

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

#### 5. Service & Support

Dedicated /toll Free Telephone No. for Service Support : BIDDER/OEM must have Dedicated/toll Free Telephone No. for Service Support.

#### 6. Service & Support

Escalation Matrix For Service Support : Bidder/OEM must provide Escalation Matrix of Telephone Numbers for Service Support.

### अस्वीकरण/Disclaimer

The Additional Terms and Conditions (ATC) have been incorporated by the Buyer after approval of their

Competent Authority. The Buyer ,is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any restriction arising in the bidding process due to these ATCs and including the modification of technical specifications and / or terms and conditions governing the bid.All representations / grievances pertaining to the ATC clauses shall be raised with the buyer organization directly and not with GeM.If any of the clause(s) is/are incorporated by the Buyer regarding the following, the bid & resultant contract shall be treated as null & void. Further, GeM reserves the right, at its sole discretion, to cancel the bid forthwith, without issuance of any prior notice or intimation :-

1. Publishing Custom / BOQ bids for items for which regular GeM categories are available (unless such Custom / BOQ item is bunched with the major regular product Category Item).
2. Mandating procurement of / from specific Brand / Make / Model / Manufacturer / Dealer except in case of Single Bid / Proprietary Article Certificate (PAC) Buying.
3. Inclusion of disqualification criteria related to suspension of seller / service provider, where such suspension period has already expired.
4. Mandating submission of documents in physical form as a pre-requisite to qualify bidders.
5. Publishing bids on GeM for procurement of works.
6. Procurement of Goods by creating a Service bid on GeM & vice-versa.
7. Seeking sample with bid or approval of samples during bid evaluation process. However, trial / sample, as the case may be, shall be permitted in cases where trial / sample are allowed as per approved and published procurement policy of the Buyers' controlling Ministry / Department / State / Public Sector Enterprises Headquarters. If there is any violation of trial / sample clause with regard to approved policy of the Buyers' Ministry / Department / State / Public Sector Enterprises Headquarters, then this is to be determined and redressed by the concerned Buyer Organisation only.
8. Seeking experience from specific organization / department / institute only or from foreign / export experience.
9. Creating bid for items from incorrect categories.
10. Reference of conditions published on any external site or reference to external documents/clauses.
11. Asking for any Tender fee / Bid Participation fee, as the case may be.
12. Buyer added ATC Clauses which are in contravention of clauses defined in bid detail section, including specifications, EMD Detail, ePBG Detail and MII and MSE Purchase Preference sections of the bid, unless otherwise allowed by the applicable GeM GTC.
13. 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.
14. 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 catalogues 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. 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 shall ensure full compliance with all applicable labour laws, including the provisions, rules, schemes and guidelines under the four Labour Codes i.e. the Code on Wages, 2019; the Industrial Relations Code, 2020; the Occupational Safety, Health and Working Conditions Code, 2020; and the Code on Social Security, 2020 as and when notified and brought into force by the Government of India.**

**For all provisions of the Labour Codes that are pending operationalisation through rules, schemes or notifications, the corresponding provisions of the pre-existing labour enactments (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. and relevant State Rules) shall continue to remain applicable.**

**The Seller/ Service Providers shall, therefore, be responsible for ensuring compliance under:**

- **All notified and enforceable provisions of the new Labour Codes as mentioned hereinabove;**

and

- All operative provisions of the erstwhile Labour Laws until their complete substitution.

**All obligations relating to wages, social security, safety, working conditions, industrial relations etc. and any other statutory requirements shall be strictly met by the Seller/ Service Provider. Any non-compliance shall constitute a breach of the contract and shall entitle the Buyer to take appropriate action in accordance with the contract and applicable law.**

**This Bid is governed by the General Terms and Conditions, conditions stipulated in Bid and Service Level Agreement specific to the Service, as the case may be, as provided in the Marketplace.**

**However, in case of Service, if any condition specified in General Terms and Conditions is contradicted by the conditions stipulated in Service Level Agreement specific to said Service, then it will over-ride the conditions in the General Terms and Conditions.**

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 निविदा 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---**

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી,  
ઉધના મગદલા રોડ,  
સુરત.



યુનિવર્સિટીના સોસ્યલ મિડીયા  
અપડેશન તથા કન્સલ્ટન્સી તરીકેની  
સેવા વાર્ષિક રેટ કોન્ટ્રાક્ટ (ARC)  
અંતર્ગત કરવા અંગે

**Eligibility Criteria**  
**CHECK LIST (GeM online submit)**  
**Bid Submission Guidelines**

| Sr. No. | Particulars                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Enclosed Yes / No | Page No. |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------|
| 1.      | CA Certified Copy of Financial Average Bidder Turnover of last three years (as per GeM BID).<br>(We claim exemption from the following bid requirements under valid <b>MSME / Startup registration</b> , as per <b>Government Procurement Policy (GPP) 2024</b> and <b>Department of Expenditure (DoE) O.M. dated 20.09.2016:</b> )                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |          |
| 2.      | Past Experience of Similar Services: The Bidder Must Have Successfully Executed/Completed over the last three financial years with proof. (as per GeM BID).<br>1. Three similar completed services costing not less than the amount equal to 40% (forty percent) of the estimated cost; or<br>2. Two similar completed services costing not less than the amount equal to 50% (fifty percent) of the estimated cost; or<br>3. One similar completed service costing not less than the amount equal to 80% (eighty percent) of the estimated cost.<br>(We claim exemption from one or more of the following bid requirements under valid <b>MSME / Startup registration</b> , as per <b>Government Procurement Policy (GPP) 2024</b> and <b>Department of Expenditure (DoE) O.M. dated 20.09.2016:</b> ) |                   |          |
| 3.      | Certified Copy of GST Registration Certificate                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |          |
| 4.      | Certified Copy of PAN of the firm/company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |          |
| 5.      | Udyam / MSME Registration Certificate (if applicable, for exemption)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |          |
| 6.      | Non-Blacklisted Self Declaration on Letter Head.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |          |
| 7.      | Tender Document (All Pages of the Tender Documents Shall be Signed by the Proprietor/Partner/Director)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |          |
| 8.      | Copy of Cancel Cheque                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |          |
| 9.      | Company Registration Certificate                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |          |

## Scope of Work (Schedule - 1 )

1. Creation of handles that do not exist.
2. Provide support for authentication/verification of social media handles.
3. Content creation – content will be required in the form of text/blogs, images/ photos, videos/ digital films, animated videos, info graphics, jingles, posters/ flyers, short films/documentaries.
4. Repackaging of existing content.
5. Conversation management and response management, social media listening.
6. Support with uploading of live coverage of events/webcasting of events on social media platforms conducted during the contract period (Video and sound output to be provided by buyer).
7. Use standard industry tools to provide social media analytics reports on a monthly basis.
8. Prepare promotional presentations with multimedia content.
9. Monthly/Quarterly minimum number of posts (if minimum number of posts is specified by buyer in creative brief. /scope of work).
10. Develop amplification strategies.
11. Integration with website/portal.
12. Media planning for paid digital marketing.
13. Compile all online news related to the brand/organization from news websites, blogs, forums and social media.

## (Schedule - 2 )

1. **Development and Deployment of WhatsApp Chatbot** Design, develop, and deploy a WhatsApp chatbot integrated with the official WhatsApp Business API for automated communication and support services.
  2. **User Query Handling and Automated Responses & Flow wise Response** The chatbot shall provide instant responses to predefined FAQs & Flow wise information, admission inquiries, examination details(Hall ticket & Result with API)and other university-related information.
  3. **Multi-Language Support** The system should support English, Hindi, and Gujarati languages with easy language selection for users.
  4. **Integration with Existing Systems** Integration with existing university portals, ERP systems, website, APIs for real-time information retrieval and automated workflows.
  5. **Admin Panel and Analytics Dashboard** Provide a secure web-based admin panel for chatbot management, flow management, conversation monitoring, user analytics, report generation, and content updates.
  6. **Security, Data Privacy, and Logging** Ensure secure data handling, user authentication where required, conversation logging, backup mechanisms, and compliance with applicable data privacy standards.
  7. **Training, Maintenance, and Technical Support** The vendor shall provide implementation support, user/admin training, documentation, regular maintenance, bug fixing, updates, and technical support during the contract period.
- **As per GeM BID In the case of excel sheet please consider the Gujarati document and quote the rate as per given in gujarati document [Per poster/banner, per video clip]**

૧. ઈજારદારે નીચેની સૂચનાઓ મુજબ ઓનલાઈન GeM પોર્ટલ પર સબમિટ કરવાનું રહેશે.
૨. ઈજારદારે ઓનલાઈન ટેન્ડરના GeM પોર્ટલ પર પ્રાઈસ બીડમાં ભાવો ભરીને ઓનલાઈન સબમીટ કરવાની રહેશે.
૩. આ GeM BID માટે જ્યારે પણ GeM નિયમો અને શરતો યુનિવર્સિટી દ્વારા અપલોડ કરેલ શરતો સાથે વિરોધાભાસી હોય ત્યારે ઈજારદારે યુનિવર્સિટીના અપલોડ કરેલા નિયમો અને શરતોનું પાલન કરવું આવશ્યક છે.
૪. એક વખત અપલોડ કરેલ/રજૂ થયેલ ટેન્ડરની સમયમર્યાદા GeM BID નિયમ મુજબ કરવું ત્યાર બાદ કોઈપણ સંજોગોમાં કેન્સલ/પરત ખેંચી શકાશે નહીં.
૫. આ ટેન્ડરમાં જ્યાં જ્યાં નિર્દેશ કરવામાં આવેલ છે ત્યાં તમામ જરૂરી વિગતો અવશ્ય ભરવાની રહેશે અને પ્રાઈસ બીડ ઓન લાઈન GeM પોર્ટલ પર અપલોડ કરવાનું રહેશે. વધુમાં, ઈજારદારે અપલોડ કરાવવાના તમામ દસ્તાવેજો પર નામ, સહી અને સિક્કો અચૂકપણે કરવાના રહેશે.
૬. ઈજારદારે ઉપરોક્ત ટેન્ડર ભરતા પહેલા જરૂર જણાય તો પ્રી-બીડ/સાઈટ વીઝીટ કરી જરૂરી માહિતી મેળવી GeM પોર્ટલ પર પ્રાઈઝ ભરવા હિતાવહ છે.
૭. GeM પોર્ટલ પર અપલોડ કરેલ Price BID (એક્સલ સીટ) માં ભાવ ભરી GeM પોર્ટલ પર PDF ફાઈલ અચૂક અપલોડ કરવાનું રહેશે.
૮. સદર ટેન્ડરની વેલીડિટી, ઓનલાઈન પ્રાઈઝ બીડ ખુલ્યા બાદ GeM Terms પ્રમાણે રહેશે. ઓનલાઈન ટેન્ડરો ખુલ્યા બાદ ઈજારદારોની કોઈપણ પ્રકારની અરજીઓ, રજુઆત વિગેરે ધ્યાનમાં લેવામાં આવશે નહીં.
૯. યુનિવર્સિટી દ્વારા કરવામાં આવનાર સદર રેટ કોન્ટ્રાક્ટનો સમયગાળો ઓર્ડર આપ્યાની તારીખથી એક વર્ષ સુધીનો રહેશે. ઈજારદાર તરફથી સોસ્યલ મિડીયા અપડેશન તથા કન્સલ્ટન્સી તરીકેની સેવા વાર્ષિક ધોરણે એટલે કે ૧ વર્ષ માટે યુનિવર્સિટીને આપવાની રહેશે યુનિવર્સિટી ઈચ્છશે તો આ કોન્ટ્રાક્ટ નક્કી થયેલ ભાવે જ વધુ ૬ માસ માટે લંબાવી શકશે. સદર રેટ કોન્ટ્રાક્ટના સમયગાળા દરમ્યાન ભાવોમાં કોઈપણ પ્રકારનો સુધારો ગ્રાહ્ય રાખવામાં આવશે નહીં.
૧૦. રેટ કોન્ટ્રાક્ટ અંતર્ગત સોસ્યલ મિડીયા અપડેશન તથા કન્સલ્ટન્સી તરીકેની સેવા માટેના અધિકારીશ્રીઓ યુનિવર્સિટી દ્વારા વખતો વખત જે કોઈ આદેશ/સૂચન મળે તે મુજબ રાખી કાર્ય કરવાનું રહેશે. નિયત થયેલ રકમ ઉપર કોઈપણ પ્રકારે વધારાનો ખર્ચ પાછળથી ગ્રાહ્ય રાખવામાં આવશે નહીં તેમજ બાકી રહેતી બીલની રકમ કે મોડેથી થનાર બીલની ચૂકવણી અંગે કોઈપણ પ્રકારનું વધારાનું વ્યાજ કે અન્ય ખર્ચ મળવા પાત્ર રહેશે નહીં.
૧૧. સોસ્યલ મિડીયા અપડેશન તથા કન્સલ્ટન્સી તરીકેની સેવા માટે ચૂકવવાપાત્ર રકમ દર ત્રણ (૩) માસ ના અંતે ઉપરોક્ત વાર્ષિક રેટ કોન્ટ્રાક્ટ અંતર્ગત ત્રિમાસિક ચૂકવણી કરવામાં આવશે. એડવાન્સ પેટે કોઈ રકમ આપવામાં આવશે નહીં, કે કોઈ વ્યાજ ચૂકવવામાં આવશે નહીં.
૧૨. ઉપરોક્ત કરાર દરમ્યાન સવારે ૦૭ થી રાત્રે ૧૦ વાગ્યા સુધી તેમજ રજાના દિવસો સહિત જરૂર જણાયતો તે મુજબ સેવા આપવાની રહેશે. બાકીના સમયમાં ઓનકોલ સર્વિસ તથા ટેકનીકલ સપોર્ટ આપવાનો રહેશે. જરૂર જણાયતો કાર્યાલય ખાતે રૂબરૂ હાજર પણ રહેવાનું રહેશે.
૧૩. બેનરો બનાવ્યા બાદ તેમજ બેનર અંગે પ્રુફ રીડીંગ સહિતના ભાવો આપવાના રહેશે.

૧૪. યુનિવર્સિટીના Facebook, Youtube, Twitter, Instagram, Whatsapp, Telegram, LinkedIn, અથવા અન્ય કોઈ સોશિયલ મિડીયા અકાઉન્ટ હેન્ડલ કરવાના રહેશે. જે તમામ એકાઉન્ટસ એજન્સીએ હેન્ડલ કરવાના રહેશે. અને તેની લગતી તમામ કામગીરી કરવાની રહેશે. તથા સોસીયલ મિડીયાના વેરીફિકેશન તથા બ્લુટીક માર્ક અંગેની પણ કામગીરી કરવાની રહેશે. તે ધ્યાનમાં લેવું તેમજ વખતોવખત કોઈ નવા અપડેટ આવે તો તે મુજબ અનુસરવાનું રહેશે.
૧૫. ઈજારદારને Facebook, Youtube, Twitter, Instagram, Whatsapp, Telegram, LinkedIn, વગેરે સોસીયલ મિડીયા હેન્ડલ કરવાનો ઓછામાં ઓછો ૧(એક) વર્ષનો અનુભવ હોવો જોઈએ.
૧૬. કોઈપણ ટેકનિકલ ઇસ્યુ કે પ્રશ્ન હોય તો સિસ્ટમ મેનેજરશ્રીનો સંપર્ક કરવાનો રહેશે અને તેઓના માર્ગદર્શન હેઠળ કાર્ય કરવાનું રહેશે.
૧૭. અંગ્રેજી, હિન્દી, સંસ્કૃત, ગુજરાતી ભાષામાં ટાઈપીંગ કરી યોગ્ય એડીટીંગ સાથે જરૂર જણાય ત્યારે જાહેરાત બનાવવી, કે અન્ય કાર્યક્રમના બેનર બનાવવાના કે વિવિધ ઉત્સવો તથા મહાનુભાવોની જન્મજયંતી વિગેરે ડિજિટલ પોસ્ટરો આદેશાનુસાર બનાવવાના રહેશે. તેમજ યુનિવર્સિટી દ્વારા માંગ્યા મુજબના ફોર્મેટમાં સોફ્ટ કોપી (.CDR, .PS, .AI કે અન્ય ફોર્મેટ) આપવાની રહેશે. (અમર્યાદિત પોસ્ટ/ડિજિટલ બેનર/રીલ્સ)
૧૮. સોશિયલ મિડીયા પર યુનિવર્સિટીએ નક્કી કરેલ કર્મચારીની મંજૂરી આપ્યા બાદ જ પોસ્ટ કરવાની રહેશે. સોસીયલ મિડીયા અંગેના રીલ્સ/વિડીયો/પોસ્ટ/પોસ્ટર વધુમાં વધુ ૨ થી ૬ કલાકની અંદર બનાવી આપવાની રહેશે. તથા સાયબર સિક્યુરીટીના સરકારશ્રીના વખતો વખત જાહેર કરેલ તમામ નિયમોનું ચુસ્ત પણે પાલન કરવાનું રહેશે.
૧૯. યુનિવર્સિટીની જરૂરીયાત મુજબ સોશિયલ મીડિયા એકાઉન્ટ પર શિડયુલ પોસ્ટની સુવિધા આપવાની રહેશે.
૨૦. રેટ કોન્ટ્રાક્ટ દરમિયાન કામગીરીમાં / સર્વિસમાં કોઈપણ પ્રકારનો અસંતોષ જણાશે, તો તાત્કાલિક અસરથી યુનિવર્સિટી દ્વારા કરાર રદ કરવામાં આવશે.
૨૧. સફળ ઈજારદારે સદર કામગીરી માટેના વર્કઓર્ડરમાં દર્શાવેલ તારીખથી કામગીરી શરૂ કરવાની રહેશે. જો સમય મર્યાદામાં (વર્ક ઓર્ડર મળ્યાથી દશ દિવસમાં) શરૂ કરવામાં આવશે નહીં તો તેમને આપવામાં આવેલ ઈજારો રદ કરી યુનિવર્સિટીનો નિર્ણય ઈજારદાર ને આખરી અને બંધન કર્તા રહેશે.
૨૨. આ કામગીરી આવશ્યક સેવાનો એક ભાગ હોઈ, ઈજારદાર કોઈ પણ સંજોગોમાં કોઈ પણ કારણોસર કામગીરી એક તરફી બંધ કરી શકાશે નહીં. જો તેમ છતાં ઈજારદાર પોતાના મનસ્વીપણે એક તરફી રીતે કામગીરી બંધ કરશે તો સક્ષમ સત્તાની મંજૂરીની આધિન, ઈજારદારની જમા ePBG ની રકમ જપ્ત કરવામાં આવશે અને ઈજારદારના બાકી રહેતા દિવસોની કામગીરી સક્ષમ સત્તાધિકારીશ્રી દ્વારા અન્ય ઈજારદાર પાસે કરાવવાની થશે તો મંજૂર ભાવ કરતા વધુ ભાવને અનુરૂપ જે વધારાની રકમ અન્ય ઈજારદારને ચુકવવાની થશે તે વધારાની તમામ રકમ નિષ્ફળ ઈજારદાર પાસેથી સૌ પ્રથમ તેઓના આ કામગીરીના બીલ તથા ચાલતા અન્ય કામગીરીના બીલ માંથી કાયદેસર વસુલ કરવામાં આવશે.
૨૩. ટેન્ડરમાં જણાવ્યાનુસાર મુજબની કામગીરી સફળ ઈજારદાર દ્વારા થશે નહીં અથવા બિન સંતોષકારક કામગીરી હશે તો પેનલ્ટી પેટે ઈજારદારનાં માસિક બીલમાંથી ૧૦% રકમ કપાત કરવામાં આવશે.
૨૪. ઓર્ડર મેળવેલ ઈજારદારે GeM ના નિયામાનુસાર ePBG ની રકમ નિયત સમય-મર્યાદામાં ભરવાની રહેશે અન્યથા યુનિવર્સિટી નિર્ણય આખરી અને બંધનકર્તા રહેશે.
૨૫. This contract shall be governed by the standard Service Level Agreement (SLA) defined under the relevant GeM categories.

૨૬. સદર કોન્ટ્રાક્ટ કોઈને ટ્રાન્સફર કરી શકાશે નહીં. કે પેટા કોન્ટ્રાક્ટ આપી શકાશે નહીં.
૨૭. તમામ કરવેરા સહિતનો ભાવ આપવાનો રહેશે. અલગથી કોઈપણ જાતનો ચાર્જ આપવામાં આવશે નહીં.
૨૮. જરૂર જણાય ત્યારે પાર્ટીએ યુનિવર્સિટીના તમામ અદ્યતન ફોટોગ્રાફ / વિડિયો વિગેરે જાતે લેવાના રહેશે તથા અદ્યતન ફોટોગ્રાફી / વિડિયો અંગેના અલગથી બીલના કોઈ નાણાંની ચુકવણી કરવામાં આવશે નહીં.
૨૯. રેટ કોન્ટ્રાક્ટનો સમયગાળો પૂર્ણ થયે સિક્યુરીટી ડિપોઝીટની (ePBG) રકમ પરત કરવામાં આવશે.
૩૦. કોઈપણ સંજોગોમાં યુનિવર્સિટી દ્વારા ડીલે પેમેન્ટ ચાર્જસ કે વ્યાજ ચુકવવામાં આવશે નહીં.
૩૧. કોઈપણ નિયમનું અર્થઘટન કે વિવાદના પ્રસંગે મા.કુલપતિશ્રીનો નિર્ણય આખરી અને બંધનકર્તા રહેશે.
૩૨. કોઈ વાદ વિવાદ કે કાનૂની કાર્યવાહી કરવાની થાય તો ન્યાયિક કાર્યક્ષેત્ર સુરત રહેશે.

### ૩૩. તકરાર / દલીલ / વિવાદ

- A. The Registrar of Veer Narmad South Gujarat University is the tender issuing authority.
- B. In case of any dispute, Vice Chancellor of the Veer Narmad South Gujarat University shall be the competent authority and his decision shall be final and binding upon all concerned.
- C. For dispute issues arising from tender, the jurisdiction will be Surat only.
- D. The dispute settlement mechanism to be applied shall be follows.
1. In case of Dispute or difference arising between the VNSGU and a Service Provider relating to any matter arising out of or connected with this agreement, such disputes or difference shall be settled in accordance with the Arbitration and Conciliation act, 1996 by a Sole Arbitrator. The Sole Arbitrator should be appointed by Veer Narmad South Gujarat University. A copy of the appointment Letter Shall be Service Provider.
  2. Arbitration proceedings shall be held at Surat. Gujarat India, and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English.
  3. The decision of the Arbitrator shall be final and binding upon both parties. The cost and expenses of Arbitration proceedings will be paid as determined by the Arbitrator. However, the expenses incurred by each party in connection with the preparation, presentation etc. of its proceedings shall be borne by each party itself.
- E. The VNSGU and the Service Provider shall make every effort to resolve amicably by direct informal negotiation any dispute arising between them under or in connection with the contract.
- F. If, after Sixty (60) days, the parties have failed to resolve their dispute or difference by such mutual consultation, then either the VNSGU or the Service Provider may give notice to the other party of its intention to commence arbitration, as hereinafter provided, as to the matter in dispute, and no arbitration in respect of this matter may be commenced unless such notice is given.
- G. Any dispute or difference in respect of which a notice of intention to commence arbitration has been given in accordance with this clause shall be finally settled by arbitration. Arbitration may be commenced prior to or after delivery of the Services/Software/Goods under the Contract.
- H. Arbitration Proceedings shall be conducted in accordance with the rules of procedure specified in the SCC.
- I. Not with standing any reference to arbitration herein,
- a. The parties shall continue to perform their respective obligations under the Contract unless they otherwise agree.

મે / અમોએ ટેન્ડરની તમામ શરતો વાંચી છે અને સમજી છે જે મને / અમોને કબુલ મંજૂર છે.

સ્થળ:  
તારીખ:

ટેન્ડર ભરનારનું નામ, સહી  
તથા સિક્કો

# VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

## PRICE BID (GeM Online Submit)

| ક્રમ | વિગતો (Schedule - 1)                                                                                                                                                                                                                                                                                                                                                    | ભાવો<br>(તમામ કરવેરા<br>સહિત) (રૂા.) |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| ૧    | તમામ સોસ્યલ મિડિયામાં રોજંદી જરૂરીયાત મુજબની પોસ્ટ બનાવી શેર કરવી.<br>(પોસ્ટર મેકીંગ તથા કરેક્શન સાથે)<br>તમામ નેશનલ દિવસો/ઈન્ટરનેશનલ દિવસો સહિત.<br>યુનિવર્સિટીના તમામ કાર્યક્રમ પહેલાના તેમજ પછીના પોસ્ટ.<br>જરૂરીયાત મુજબ પોસ્ટર તથા મોટી સાઈઝના બેનર બનાવવા<br>ફોટો/વિડીયો રીલ્સ/વિડીયો ક્લીપ્સ યુનિવર્સિટીની જરૂરીયાત મુજબ કેમ્પસ<br>ખાતે હાજર રહી બનાવવાના રહેશે. | Online<br>Submit for<br>GEM          |

| ક્રમ | વિગતો (Schedule - 2)                   | ભાવો<br>(તમામ કરવેરા<br>સહિત) (રૂા.) |
|------|----------------------------------------|--------------------------------------|
| ૧    | IVR CHAT BOT SERVICE WITH SOCIAL MEDIA | Online Submit<br>for GEM             |

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