

Scope of Work & Terms and Conditions:

1. The Agency should have valid Registration and office in Goa.
2. The Social Media Management Agency shall be appointment by GSIDC solely on Lowest Bid (L1) basis.
3. The Agency appointed by GSIDC shall Create, Manage and Establish a strong presence on Social Media Platforms such as Facebook, Youtube, Instagram, etc on day to day basis.
4. The Agency shall also carryout Photography / Videography of ongoing/current GSIDC projects/events after coordinating with GSIDC.
5. The Agency shall be also responsible for any content creation for posting on the social media platforms after obtaining go ahead from GSIDC.
6. The Agency shall also raise awareness on social media about GSIDC and its activities thereby creating its positive impression.
7. The Agency shall also regularly monitor any positive and negative feedback / comments posted by citizens and make GSIDC officials aware.
8. The Agency shall also craft shareable content and advertorials on daily basis in the form of photos, graphics, banners, posters, news & videos.
9. The Agency shall also cover GSIDC events / press conferences / programmes with LIVE web streaming.
10. The Agency shall also ensure that there are more visitors / likes to the posts created on Social Media Platforms.
11. The Agency shall also submit a soft copy of the artwork of the content posted on the Social Media Platforms on DVD / Pendrive to GSIDC and the copyright of such created content shall be with GSIDC.
12. The Agency shall ensure that all the accounts created on Social Media Platforms shall have exclusive right with GSIDC and all the access with usernames and passwords shall be transferred to GSIDC upon cessation of the contract.
13. The payments towards the Services provided by the Agency shall be done on Quarterly basis within 15 days on submission of bills in duplicate.
14. The amount of Rs.21,000/- paid towards Earnest Money Deposit (EMD) shall be refunded along with the Final Bill upon completion of the entire work.
15. TDS if any shall be deducted as applicable from time to time.

16. GSIDC reserves the right to suspend the Social Media Management Services provided by the Agency with prior notice of 7 days without assigning any reasons whatsoever and no payment shall be made to the agency during the suspension period.
17. In case, the agency fails to provide satisfactory services, GSIDC reserves the right to deduct appropriate payment towards the rendered services including termination of contract.
18. If at any stage the corporation finds the services of the bidder unsatisfactory, the services of the bidder shall be discontinued without assigning reasons whatsoever.