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UNIVERSITY OF MUMBAI'S

GARWARE INSTITUTE OF CAREER EDUCATION AND DEVELOPMENT

Vidyanagari, Kalina, Santacruz (East), Mumbai - 400 098.

No. GICED / 2917 of 20 17

Date : 16/3/17

TENDER NOTICE

The Director, Garware Institute of Career Education and Development, Vidyanagari, Kalina, Santacruz-East, Mumbai - 400098, invites sealed tender from reputed Digital Marketing Companies for the provide service for **Facebook and Instagram** for the academic year 2017-2018. For detail Procedure downloads application from following website: -

1. www.giced.edu.in
2. www.mu.ac.in

Dr. Anil Karnik
I/C. DIRECTOR



**UNIVERSITY OF MUMBAI'S
GARWARE INSTITUTE OF CAREER EDUCATION AND DEVELOPMENT
(Autonomous since 2006)**

Vidyanagari, Kalina, Santacruz (East), Mumbai 400 098.
Tel.: 2653 02 58 / 59, Accts. 2653 02 57, Exam Unit: 2653 02 56
E-mail: garware@giced.mu.ac.in
Website: www.giced.edu.in



No. GICED/ 2917


of 2017

Date : 16/03/17

Annexure - I

Sr. No.	Item description
1	FACEBOOK & INSTAGRAM SERVICE PACKAGE FOR THE YEAR FROM 1ST APRIL 2017 TO 31ST MARCH, 2018
➤	Content Management: Profile Creation
➤	Postings: <ul style="list-style-type: none">• Creating, designing and writing original content as per brand guidelines and SLAs@ 1 uploads per working day• Quotes/News of leaders/top management of GICED
➤	Facebook Page Management <ul style="list-style-type: none">• Brand presence on largest social network portal• Largest audience database• Enhanced audience targeting• Reach multi platforms with ease• Approx.1000+ likes to page per month (Targeted)• Approx.3k-5k reach for per post within a week (Targeted)• Approx.25k+audiences reach per page per month• Building responsive community• Gaining momentum to the website• Strong social presence to increase response• Cost effective with limited spending• Creating campaign course-wise every month for even overall response• Pitching lookalike customers
	Instagram <ul style="list-style-type: none">• Increasing Engagement on world most popular Mobile App.• Building Trust and Personality among teenager & youth• Gain momentum to other social network• Approx. 500+ Followers per month• Gaining reach through sponsored activity• Monthly 10k+ Insta users reach• Mobile Customer engagement• Multi-platform App driven platform

NOTE: TERMS AND CONDITIONS APPLY


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TENDER NOTICE

The Director, Garware Institute of Career Education and Development, Vidyanagari, Kalina, Santacruz-East, Mumbai – 400098, invites sealed tender from reputed Digital Marketing Companies for the provide the service of **Facebook and Instagram** for the academic year 2017-2018. Blank Tender Forms along with the enclosure (Appendix – I) are available against the non refundable payment of Rs. 500/- in cash in account at The Institute on all working days from **10.30 a.m. to 03.00 p.m. from 17/3/2017 to 23/3/2017**.

The tender duly completed in all respects along with the necessary documents (Technical and Commercial) as specified in the enclosures and the 3 % Earnest Money Deposit on cost of supply through Demand Draft of the Bank Drawn in Favor of **Garware Institute of Career Education and Development** Vidyanagari, Kalina, Santacruz-East, Mumbai – 400 098 during the working hours dates by 024/03/2017 till 04.00 p.m.

For detail information, kindly contact the Senior Administrator Mrs. Sana Ansari, System Officer Mr. Yogesh Ghanekar and Jr. Administrator Mr. Sunil Mudgal on 022-26530258/59 during the office hours on any working days. The tender received for the purpose shall be opened in presence of Vice Chancellor (VC) nominees. The date for tender opening will be convey to all Tenders.

The Garware has reserved all the rights either to accept or reject any one or all the tenders received for the purpose, without assigning any reasons whatsoever.

MUMBAI – 400 098.
Date: 16/03/2017

Dr. Anil Karnik
I/C. DIRECTOR

**UNIVERSITY OF MUMBAI'S
GARWARE INSTITUTE OF CAREER EDUCATION AND DEVELOPMENT**

No Transferable

Tender Form No:

Tender Form for Submitting of rates for the Facebook and Instagram Institute – 2017-2018

(Tender Notice No. GICED/2917/2017 dated 16/3/2017)

Price Rs. 500/-

Receipt No.: _____

Date: _____

Name of the Tenderer _____

Address: _____

Phone No: _____ VAT Registration No: _____

*Registers Printers/Agencies
(Please strike out whichever is not relevant)*

To,
The Director,
Garware Institute of Career Education and Development,
Vidyanagari, Kalina, Santacruz – East, Mumbai-400 098.

Sir,

With reference to your tender notice published in the _____ dated _____ I am to submit herewith sealed envelope as per specified in an enclosed chart of particulars/nature of work.

Undertaking:

I am to enclose herewith Demand Draft/Pay Order No _____ date _____ for Rs. _____ Rupees (In letter) _____ Drawn on _____ towards the Earnest Money Deposit. We also enclosed attested Xerox copies of PAN card, Shop establishment Certificate, VAT Registration Certificate and VAT clearance Certificate for your records.

We have read the Terms and Conditions etc. of the tender and I/We hereby agree to abide by the same.

Seal of the Tender, if any

Signature of the Tenderer
With Rubber Stamp