



Sr. No.: 27830

Date: 11-03-2025



## Expression of Interest (EOI)

**For Hiring Agency to mobilize Educational Sponsorship,  
Image Branding, Media Management and Social Media  
Reach for  
“Pratyusha-2025 Annual Function”  
(from 28<sup>th</sup> March to 30<sup>th</sup> March, 2025)**

**Important dates for downloading and submitting the EOI are as follows:-**

Opening date for Submitting the document in Universtiy Campus	11/03/2025
Last date and time of Submitting the document in Universtiy Campus	17/03/25 (03:00 PM)
Date and time of opening of the Technical Bid	17/03/25 (03:00 PM)
Date and time of Presentation in the office of Registrar, Pandit Deendayal Upadhyaya Shekhawati University, Sikar	Technically qualified firms will have to give their presentation on 17.03.2025 at 4:15 PM

नोट: तकनीकी रूप से योग्य फर्मों का विश्वविद्यालय परिसर में Presentation किया जायेगा, जिसमें चयनित सफल फर्म के साथ अनुबंध किया जायेगा।

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## **EOI Notice**

1. Pandit Deendayal Upadhyaya Shekhawati University, Sikar invites proposal for “**For Hiring Agency to mobilize Educational Sponsorship, Image Branding, Media Management and Social Media Reach for “Pratyusha-2025 Annual Function” (from 28<sup>th</sup> March to 30<sup>th</sup> March, 2025)**” through this EOI.
2. The content of this EOI enlists the requirements of the Pandit Deendayal Upadhyaya Shekhawati University, Sikar. It includes the Bidding Terms which details out all that may be needed by the potential bidders to understand the terms and bidding process and explain the contractual terms that the University wish to specify at this stage.
3. After the submission of the Technical Bids according to the instructions provided in the sections below, the bids will be evaluated through a two-stage process.
4. The Documents to be submitted:

<b>Sr. No.</b>	<b>Particular</b>
1.	Covering letter with the Proposal in response to EOI Notice
2.	Relevant Project Experience
3.	Details of responding organization
4.	Technical Bid including Supporting Documents for Pre-qualification Criteria
5.	Financial Proposal

5. The Technical Bids and Financial proposals may be submitted at the following address on or before 17<sup>th</sup> March, 2025 by 3.00 P.M. via post or by hand to:  
Registrar, Pandit Deendayal Upadhyaya Shekhawati University  
Nawalgarh Road, Katrathal, Sikar (Rajasthan) 332024

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The objective of the document is to hire an agency for “Pratyusha-2025 Annual Function” (from 28th March to 30th March, 2025) that would facilitate and coordinate in successful management of mobilize Educational Sponsorship, Image Branding, Media Management and Social Media Reach for Pandit Deendayal Upadhyaya Shekhawati University, Sikar.

## **1. SCOPE OF WORK**

The agency shall be responsible for conceptualising the said plan based on venue and the requirements of PDUSU, Sikar. The event is supposed to be presided over by High Dignitaries. The Agency shall plan and execute as per the event brief provided. An event of this magnitude requires concerted efforts, coordination and liaison on parallel multiple fronts. It requires the services of agency having prior experience in management of similar events. The agency is required to be well versed with protocols, guidelines and systems of organising such events. The agency is expected to proactively work in the following areas:

1. Hiring/engaging with multiple local/state/central educational sponsors and mobilize funds for proper and successful implementation of the said event.
2. Social Media Management from concept to execution and post event follow ups.
3. Media & Publicity activities (Print advertisement, Audio Visual advertisement, Newspaper advertisement, Magazine advertisement, Domestic & International branding of the Event, Press conferences, Social media promotion, digital wall displays etc).
4. Printing of relevant documents, collaterals and publicity materials.

**The selected Bidder will have to provide requisite competent manpower and services as below in addition to any other activity for successful implementation of this event:**

### **I. Pre-Event Responsibilities:**

#### **A. Conceptualisation and Planning for the event**

- i. Conceptualize the plan, its scope, objectives and deliverables based on the venue and PDUSU requirements and maintain a universal theme for all aspects of the responsibilities.
- ii. Coordinate with multiple groups for educational sponsorship and brief them about outline of the programme and branding locations.
- iii. Coordinate with Media Partners and give inputs on the ways and means for promoting & smooth execution of the event.

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## 2. PRE-QUALIFICATION CRITERIA:

S. No	Basic Requirements	Specific Requirements	Documents Required
a.	Form of Organisation	The applicant shall be a single entity, registered as a Company under the Companies Act 2013 or Companies Act, 1956 or any other previous companies act, Partnership Firm registered under the Indian Partnership Act, 1932, LLP registered under the Limited Liability Partnership Act, 2008 or a Society registered under the Societies Registration Act, 1860.	Certificate of Registration /Incorporation under the respective Acts in India or the respective Memorandum of Association/Partnership Deed.
b.	Solvency	Certificate from schedule commercial bank indicating current solvency status of the agency	Signed and Stamped Certificate
c.	Technical Capability & Experience	The applicant must have experience in similar events and have completed at least one project with any organisations.	Work order/ Work Completion Certificates and the valid empanelment letter from the client(s)
d.	Blacklisting	The applicant shall not have been blacklisted by any central or state government agency, PSU etc.	Undertaking in this regard to be submitted.
e.	Regional Presence	The applicant should have a local office in Rajasthan/Delhi/NCR region	Documentary evidence

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### 3. METHOD OF SELECTION:

Based on the proposals received for this EOI (Stage 1), the technical evaluation will be carried out by the Selection Committee. The presentation and financial bid will be reviewed only for the successful firms.

The final evaluation (Stage 2) will be based on the presentation of the successful agency from the technical evaluation, which is scheduled for 17.03.2025 at 4:15 PM at the University Campus.

### 4. DISCLAIMER:

- a. PDUSU shall not be responsible for any late receipt of applications for any reasons whatsoever. The applications received late will not be considered.
- b. PDUSU reserves the right
  - i. To terminate the EOI process at any time, without assigning any reasons thereof;
  - ii. To reject any/all applications without assigning any reasons thereof;
  - iii. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the PDUSU without assigning any reasons thereof;
  - iv. To include any other item in the Scope of work at any time after consultation with applicants or otherwise;
  - v. To select multiple organizations for the project for allocation of work if it meets the essential criteria for qualification.

### 5. VALIDITY:

The proposals shall remain valid for **“Pratyusha-2025 Annual Function” (from 28th March to 30th March, 2025)** only. In exceptional circumstances, PDUSU may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. A bidder consenting to such request will not be required nor permitted to modify its Proposal.

### 6. SUBMISSION OF PROPOSAL

The technical proposal must contain the following:

- 6.1. All the necessary supporting documents mentioned in the pre-qualification criteria
- 6.2. Form A: Covering letter with the Proposal in response to EOI Notice
- 6.3. Form B: Relevant Project Experience
- 6.4. Form C: Details of the responding organization
- 6.5. Proposed Conceptualization and execution of the proposed activities along with the timelines.
- 6.6. Details of the past projects undertaken relating to the mentioned scope of work highlighting the required scope of work.
- 6.7. Details of the resources proposed to be deployed for the project including educational qualification, experience and skill set.
- 6.8. Any other details that the bidder may like to provide.

**Submission Guidelines:**

- All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bid.
- All pages of the bid including the duplicate copies, shall be signed and stamped by the authorised signatory.
- Please Note that Prices must not be indicated anywhere in the Technical Bid.

Interested parties may send the technical bid & their financial proposals in a sealed envelope super-scribing "Proposal for Hiring Agency to mobilize Educational Sponsorship, Image Branding, Media Management and Social Media Reach for "Pratyusha-2025 Annual Function" (from 28th March to 30th March, 2025) to Registrar, Pandit Deendayal Upadhyaya Shekhawati University, Nawalgarh Road, Katrathal, Sikar (Rajasthan) 332024 latest by 17.03.2025 03.00 PM. For further queries, you may please contact to registrar@shekhauni.ac.in

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(To be submitted on the Letterhead of the responding firm)

{Place}

{Date}

To,

Registrar

Pandit Deendayal Upadhyaya Shekhawati University,  
Nawalgarh Road, Katrathal, Sikar (Rajasthan) 332024

Subject: Submission of proposal in response to the EOI for **“For Hiring Agency to mobilize Educational Sponsorship, Image Branding, Media Management and Social Media Reach for “Pratyusha-2025 Annual Function” (from 28<sup>th</sup> March to 30<sup>th</sup> March, 2025)”**

Dear Sir,

1. Having examined the EOI document, we, the undersigned, herewith submit our proposal in response to your EOI dated <dd/mm/yy> for Proposal for Selection of a media management agency.
2. We undertake, if our proposal is accepted, to adhere to assign a team dedicate to this project.
3. We have read the provisions of EOI and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
4. We undertake, if our proposal is accepted, to adhere to the scope of engagement or such modified plan as may subsequently be mutually agreed between us and PDUSU or its appointed representatives.
5. We agree to unconditionally accept all the terms and conditions set out in the EOI document and it shall remain binding upon us with full force and virtue, until within this period a formal contract is prepared and executed, this Proposal response, together with your written acceptance thereof in your notification of award, shall constitute a binding contract between us and PDUSU.
6. We affirm that the information contained in this proposal or any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to through this proposal is true, accurate, and complete.
7. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead the PDUSU as to any material fact. We agree that PDUSU is not bound to accept the lowest or any Proposal response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the products/ service specified in the Proposal response without assigning any reason whatsoever.

It is hereby confirmed that I/We are entitled to act on behalf of our corporation/company/firm/organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Dated this Day of 2025

(Signature) (In the capacity of)

Duly authorized to sign the Proposal Response for and on behalf of:

(Name and Address of Company) Seal/Stamp of Vendor