

SAMAGRA SHIKSHA
Department of School Education
Government of Tripura
3rd Floor, Shiksha Bhawan, Office Lane, Agartala

File No.1(4-5)SE/Samagra/Pub/2019/8133

Dated 22/10/2019

NOTICE INVITING QUOTATION

School Education Department, Government of Tripura, invites rate Quotations from reputed Local Media Agencies/Firms for providing a Media Consultant on Part-Time basis for the Directorates of Elementary Education, Secondary Education, SCERT and Samagra Shiksha, Tripura for the following Works:

- Set up, monitor and manage social media contents on Facebook on daily basis in consultation with the Department of School Education.
- Create minimum 10 nos. audio & visual content per month of duration 2-5 minutes as per the subjects specified by the Department.
- Agency/ Firm shall coordinate with the Department on a daily basis for inputs related to any programs/trainings/workshops/meetings etc.
- Coverage of various programs/trainings/workshops/meetings etc. of the Directorates as specified above and preparation of Press Release/Note and to make necessary arrangements for publishing in newspapers and also for telecast/broadcast in TV & Radio.
- Coordinate with the Department for organizing Press Conference as and when required and coverage of the same.
- Preparation of rejoinder against the false or malicious media reports.
- Submit fortnightly reports regarding all activities performed.
- Provide a Nodal point of contact (Media Consultant) with following Eligibility to coordinate the above activities;
 - 1) The Nodal Point of contact should have academic qualification of Post-Graduate Diploma in Mass Communication/Journalism from a Government recognized University/Institute with at least 10 years' experience in audio and video production handling, content writing and also having minimum 2 years experience in social media management.
 - 2) The Agency/Firm should have a **registered office in the State of Tripura** for last 10 years (Copy of Trade License to be submitted).
 - 3) The Agency/Firm should be an empanelled agency under Information & Cultural Affairs Department, Government of Tripura for the last 5 years (Copy of empanelment to be submitted).

Tenure of Engagement:

- The Agency/Firm will be initially engaged for a period of **3 (three) months**, which may be extended at the **discretion of the Department**.

Interested Agencies/Firms fulfilling the criteria as mentioned above may submit their quotation in the given format for **3 (three) months** along with self attested supporting documents by **2nd November, 2019** with in Office hours in the office of the undersigned. The date, time, venue etc. of opening of quotations will be communicated later on. The undersigned reserves the right to cancel any or all quotation(s) or the entire quotation process without showing any reason.

Rate Quotation Format for three Months

Sl. No.	Items	Rate (INR)
1.	Making of 10 (ten) films per month of 2-5 minutes duration	
2.	Other Coordination Support	
	TOTAL	

Sd/-

(Tanusree Deb Barma, IAS)
State Project Director, Samagra
(Director, Elementary Education)