



**राजस्थान केन्द्रीय विश्वविद्यालय**  
**Central University of Rajasthan**



## **TENDER FOR ENGAGING SERVICES OF PUBLIC RELATIONS AGENCY**

Tender No. : CURAJ/R/F.171/2026/3305

Tender date: 06 January 2026

Last Date of submission of bids: 27 January 2026 at 02.00 PM

Date of opening of bids: 28 January 2026 at 03.00 PM

**Registrar,  
Central University of Rajasthan  
NH-8, Jaipur Ajmer Highway, Bandarsindri  
Tehsil- Kishangarh, District- Ajmer, Raj -305817  
Email: [registrar@curaj.ac.in](mailto:registrar@curaj.ac.in)**

# CENTRAL UNIVERSITY OF RAJASTHAN

(Established under the Central Universities Act 2009)

Bandarsindri – 305817, Distt.: Ajmer, Rajasthan.

Website: [www.curaj.ac.in](http://www.curaj.ac.in)

## I-Schedule of Tender:

Tender Document for “**Empanelment of Public Relations Agency at Central University of Rajasthan.**” Sealed tenders are invited from the reputed PR Agencies with “Part A” as Technical Bids and “Part B” as Financial Bids. The details are as follows:

S. No.	Particulars	Amount of E.M.D (Rs.)	Tender Fee(Rs.)
1.	Empanelment with the University to act as Public Relations Agency at Central University of Rajasthan.	₹ 1,00,000/-	₹1000/-

**Tender Document upload (publish) date:** 06.01.2026

**Pre-Bid Meeting** : 13.01.2026, 11 AM onwards  
(Venue: Conference Room, First Floor, Admin Block)

**Last Date of Submission of Tender** : 27.01.2026 up to 2.00 P.M.

**Date of opening of Tender (Technical Bid)** : 28.01.2026 at 3.00 P.M.

**Type of Tender:** Two Bid Systems. (Rule 163 GFR 2017)

**Estimated cost of Tender:** ₹ 24 Lakhs per annum.

**Mode of EMD and Tender fee:** Bidders should send separate Account Payee Demand Draft/Fixed deposit receipt/Banker's Cheque for Tender Fee (if applicable). For EMD, Account Payee Demand Draft/Fixed deposit receipt/Banker's Cheque/ Bank Guarantee from any of the Commercial Banks/payment online in an acceptable form in favour of “Central University of Rajasthan” payable at Kishangarh/ Bandarsindri, Distt. Ajmer.

### University Bank Account details

Account Name: Central University of Rajasthan

Name of Bank: Bank of India

Account Number: 666110210000003

IFSC: BKID0006667

### **NOTE:**

1. If the tender is not opened on the above notified date, (due to any unforeseen circumstances), then the next working day will be considered as tender opening date.
2. The bidders who fail to submit the required tender fee, (if applicable) and EMD, their bids will not be considered for opening.
3. **All documents uploaded on CPP should be sealed and signed by the authorized person.**

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**TENDER NOTICE**

राजस्थान केन्द्रीय विश्वविद्यालय में जनसंपर्क एजेन्सी के रूप में कार्य करने के लिये पी0आर0एजेन्सियों से निविदा आमंत्रित करने हेतु निविदा सूचना

			
<b>राजस्थान केंद्रीय विश्वविद्यालय, किशनगढ़</b>			
विज्ञापन: सीयूराज/टेण्डर/एफ171/2026/3305		दिनांक: 02.01.2026	
<b>निविदा सूचना</b>			
<p>विश्वविद्यालय में जनसंपर्क एजेंसी के रूप में कार्य करने हेतु पी.आर. एजेंसियों से मुहरबंद निविदाएँ आमंत्रित हैं।</p> <p>संबंधित फर्म/निविदाकर्ता अपनी पूर्ण रूप से भरी हुई निविदा दिनांक 27.01.2026 को या उससे पूर्व अपराह्न 02:00 बजे तक CPP पोर्टल पर अपलोड कर दें। प्राप्त निविदाएँ 28.01.2026 को अपराह्न 03:00 बजे खोली जाएंगी।</p> <p>निविदा सूचना एवं विस्तृत विवरण <a href="http://www.curaj.ac.in">www.curaj.ac.in</a> तथा CPP Portal (<a href="https://eprocure.gov.in">https://eprocure.gov.in</a>) पर उपलब्ध हैं।</p> <p style="text-align: right;">कुलसचिव</p>			

Tender Notice for Empanelment with the University to act as Public Relations Agency, at Central University of Rajasthan

			
<b>CENTRAL UNIVERSITY OF RAJASTHAN</b>			
Advt. No. CURAJ/Tender/F171/2026/3305		Dt. 02.01.2026	
<b>TENDER NOTICE</b>			
<p>Sealed quotations are invited from <b>PR AGENCIES</b> to act as Public Relations Agency at Central University of Rajasthan.</p> <p>Quotations completed in all respects to be uploaded on CPP Portal on or before 27.01.2026 up to 02.00 P.M. Technical Bids will be opened on 28.01.2026 at 03.00 P.M.</p> <p>For further details, please visit <a href="http://www.curaj.ac.in">www.curaj.ac.in</a> and CPP Portal i.e. <a href="https://eprocure.gov.in">https://eprocure.gov.in</a></p> <p style="text-align: right;">Registrar</p>			

Central University of Rajasthan, invites online bids from the prospective reputed PR agencies for the **Empanelment with the University to act as Public Relations Agency**. Tender document can be downloaded from the CPP Portal or from the University website ([www.curaj.ac.in](http://www.curaj.ac.in)). Bids received in other means shall not be considered and will be rejected out rightly and no communication shall be made / entertained in this regard.

The prospective bidders are requested to read the entire tender document with its terms very carefully and ensure compliance with all information /instructions contained therein. Non-compliance with any of the instructions of the tender document may lead to disqualification of the bidders from the tender process. The Competent Authority, CU Rajasthan reserves the right to select or to reject, any bid or all bids wholly or partly or to cancel the tender without assigning any reason thereof. Incomplete bids will be treated as non-responsive and shall be rejected.

## **II- Instructions for Bidders:**

1. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents – including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
2. Bidder should take into account any corrigendum published on the tender document before submitting their bids.
3. Queries should be submitted before 24 hours for Pre Bid Meeting.

## **III-Instructions for preparation and submission of Bids:**

1. Central University of Rajasthan, Bandarsindri, invites tenders under “2 Bid system” for engaging services of Public Relations Agency.
2. Tender document can be downloaded from the University website at URL Link: <http://www.curaj.ac.in/tenders> or Central Public Procurement Portal (CPPP) at [www.eprocure.gov.in](http://www.eprocure.gov.in).
3. The bidders are requested to read the tender document carefully and ensure all the compliance with instructions there in. Non-compliance of the instructions contained in this document, may disqualify the bidders from the tender process.
4. All offers should be written in the English and price should be written in both, figures and words. The offer should be typed or written in pen ink or ball pen. Offer in pencil will be ignored. The tenderer shall certify that the rates being quoted are not higher than those quoted for any Govt. Deptt. or Institution or GEM or any organization and that if during the years at any time, the tenderer has quoted rates lower than those quoted against this tender, the University would be given the benefit of Lower rates by the tenderer. The relevant documents should be enclosed with technical bid.
  - a) Envelope containing Earnest Money Deposit (EMD) in favour of CENTRAL UNIVERSITY OF RAJASTHAN payable at Bandarsindri, Kishangarh/Madanganj should be submitted at

The Registrar  
Central University of Rajasthan  
N.H.-8 Road, Jaipur-Ajmer Highway,  
Bandarsindri, Kishangarh, Distt. Ajmer,  
Rajasthan- 305817

5. The complete tender document is to be sealed & signed by authorized official of bidder & is to be uploaded along with the necessary required documents.

6. Bidders are required to upload copy of cheque & NEFT Bank Details with tender /quotation to enable us to making payment through on line transfer for refund of EMD.
7. All bids must be uploaded on CPP portal up to the date and time indicated above. In the event of the specified date for bid receipt and opening being declared as a closed holiday for University, the due date for submission of bids and opening of bids will be next working day or as announced by the University in the appropriate manner.
8. The Bidders must submit all queries 24 hours before the pre bid meeting through email id: registrar@curaj.ac.in. The Bidders or their authorized representatives may attend the pre bid meeting.
9. Please note that the tender document is subjected to verification with the original document, and if any discrepancy is found, the tender would be rejected.

#### **IV-General Terms & Conditions:**

1. While sending rates, the firm shall give an undertaking to the effect that “the terms/conditions mentioned in the enquiry letter/Tender Notice against which the rates are being given are acceptable to the firm.” in .pdf/Excel format. In case the firms do not give this undertaking, their rates may not be considered.
2. All offers should be written in the English and price should be written in both, figures and words. The tenderer shall certify that the rates being quoted are not higher than those quoted for any Govt. Department or Institution or any organization during last one year. If during the last one year at any time the tenderer has quoted rates lower than those quoted against this tender, the University would be given the benefit of Lower rates by the tenderer. The relevant documents should be enclosed with technical bid.
3. The Technical Bids will be opened on 28<sup>th</sup> January 2026 at 03:00 P.M on CPP Portal. The date & time for opening of Financial Bids will be informed later on to the technically qualified bidders.
4. **Arbitration Clause:** In the event of any dispute or difference(s) between the C U Rajasthan and the vendor(s) arising out of non-supply of services or the services not found according to requirements or any other cause whatsoever relating to the purchase order before or after it has been executed, shall be referred to “The Vice Chancellor, C U Rajasthan, Bandarsindri” who may decide the matter himself or may appoint arbitrator(s) under the arbitration and conciliation Act, 1996. The decision of the arbitrator shall be final and binding on both the parties.
  - a) The venue of the arbitration shall be the place from where the order is issued.
  - b) The place of arbitration and the language to be used in arbitral proceedings shall be decided by the arbitrator.
  - c) All disputes shall be subject to Ajmer Jurisdiction only.
5. All tenders in which any of the prescribed conditions is not fulfilled or any condition is put forth by the bidder shall be summarily rejected.

**Note:** Price bids of only those bidders will be opened whose technical bids are found suitable by the committee appointed for the purpose. Date and time of opening of price bids will be decided after technical bids have been evaluated by the committee. In exceptional situation, an authorized committee may negotiate price with the qualified bidder quoting the lowest price before awarding the contract.

**6. Clarifications:** In case the bidders require any clarification regarding the tender document, they are requested to submit their queries on the e-mail registrar@curaj.ac.in 24 hours before the pre-bid meeting.

**7. Assistance to bidders:** Any queries relating to the tender document and the terms & conditions contained therein should be addressed to tender Inviting Authority for a tender or relevant contact person indicated in the tender.

**8. Bid Validity:** The bid should be valid for acceptance up to a period of 180 Days. The Bidders should be ready to extend the validity, if required without any additional financial implications.

**9. Withdrawal of bids:** No bidder will be allowed to withdraw its bid in the interval between the deadline of submission of bids and expiration of period of bid validity. Withdrawal of bid during this period will result in forfeiture of the bidder's bid security (EMD) and other sanctions.

**10. Tender expenses and documents:** All costs incurred by the bidder in the preparation of the tender shall be at the entire expense of the bidder.

**11. Tender Evaluation Criteria:** The technical bids will be opened and evaluated by a duly constituted committee. After evaluation of the technical bid, the financial bid for only those offers which have qualified in the evaluation of technical bid will be opened. The committee will also reserve the right to revise or alter the specifications before acceptance of any tender with prior notice on the University website and Central Public Procurement Portal (CPPP).

**12. Changes/Amendment:** At any time prior to the deadline for submission of tender, the University may amend the tender documents issuing addendum/corrigendum. The University shall have the right at any time, by written notice, in the form of an amendment order, to make any changes, if deems necessary.

**13.** Bidders should go through the tender terms, conditions and specifications carefully and fill in the attached compliance statement accurately and unambiguously. They should ensure that all the required documents are furnished along with the bid.

## **V-Terms for the service of Public Relations Agency**

### **C U Rajasthan seeks the services of Public Relations Agency to meet out the following objectives.**

- Improvement in public perception of the University
- Positioning C U Rajasthan as the "CU of choice" among prospective students, guardians and parents
- Highlighting the multicultural campus of C U Rajasthan
- Showcasing the cutting edge R&D work being done on campus
- Positioning C U Rajasthan as top University for International Collaborations – highlighting industry-friendliness of campus
- Highlighting entrepreneurship opportunities fostered by C U Rajasthan
- Highlighting C U Rajasthan contribution towards societal development
- Catalyzing Industry-Academia Collaboration
- Other efforts desired to the interest of C U Rajasthan

## VI-Target audience of the Public Relations Agency would be:

- Students and potential students (JEE and GATE/Post-graduate)
- Academia and potential faculty candidates from India and abroad
- Industry
- R&D organizations
- Government – policy makers, Ministry of HRD and Ministry of Science & Technology
- State Government officials
- Public at large

## VII- Eligibility Criteria of the Public Relation Agency:

S.No.	Criteria	Documents to be submitted
1	Minimum 3 contracts, <b>the value of each contract worth ₹ 20 lakh each in last 3 years</b> in the field of public relation services with higher educational/research institutions/Institute of eminence like IITs/NITs/CSIR/IISER/ISC/Govt. Institute/Govt. University etc. as clients. Project completion or Contract award copy to be submitted for claiming the experience.	<b>Format enclosed as Annexure-II</b>
2	The agency should have at least 10 permanent technically qualified employees on the agency's payroll for the last three consecutive years (2022-23, 2023-24 and 2024-25), as on Bid submission date. Details of the deployed/engaged manpower/employees to be provided along with their CV's.	<b>To be provided on the company's letterhead/other format (for CV's)</b>
3	The agency should have had an average annual turnover of minimum ₹ 50 lakhs in the past three Consecutive years (FY -2022-23, 2023-24 and 2024-25) from PR Business. Certificate from CA may be enclosed.	<b>Format enclosed as Annexure-III</b>
4	The agency should have at least five years of work experience in rendering support & services for providing PR support & services in Govt. Organization / Autonomous Institutes / Universities etc. Details must be provided separately on the firm letterhead along with self-attested copies of the work order / satisfactory work completion certificate issued by the client for rendering of the services provided. Services rendered for other than PR agency will not be considered for the experience criteria.	<b>Format enclosed as Annexure-II</b>

### NOTE:

- The agency is expected to give a technical presentation including the company registration detail, client data base, the on-going/completed project details and plan of action to achieve the desired objectives.
- The eligibility criteria mentioned above are the minimum requirements and bidders with credentials below these criteria will not be considered for further evaluation.

### **VIII-Other Important Information:**

- C U Rajasthan reserves the right to reject any offer without assigning any reason whatsoever.
- C U Rajasthan reserves the right to cancel the tender at any stage without assigning any reason. Also, C U Rajasthan reserves the right to change the condition at any later stage.
- The proposals should be complete in all respects. Conditional / incomplete proposals are liable to be rejected.
- C U Rajasthan may enter into a parallel rate contract with more than one agency for the said purposes. Empanelment with this University does not ensure business of any quantum, whatsoever. University reserves the right to place an order for similar requirements on any other firm. Any deviation from the Terms & Conditions mentioned above will imply disqualification for the firm.
- The agency empanelled will have to execute an agreement with the C U Rajasthan in the format approved by the C U Rajasthan. The same will be provided after finalization of empanelment. If the selected Agency differs/does not agree on any conditions/terms of the contract, if not persuaded, C U Rajasthan has the right to appoint the next ranked agency without any obligation or without assigning any reasons to anyone and shall not be held liable for any losses or damages caused by such action.

### **IX-Method of Evaluation of Bid:**

C U Rajasthan has decided to evaluate the bids submitted by the various prospective agencies through the Quality & Cost Based Selection (QCBS) Method. Under QCBS, both the technical and financial proposals will be weighted proportionately to determine the winning PR Agency. The following weights will be assigned to the proposals:

- Weight assigned for technical evaluation (T) = 70%
- Weight assigned for financial evaluation (F) = 30%

#### **(a) Technical Proposal (T)**

The bidder shall be required to get at least 60% marks to qualify for next stage i.e. opening of the financial bids. The technical score would be normalized on a scale of 100, with highest score being normalized to 100 and the rest being awarded on a pro-rata basis. Such normalized scores would be considered for the purpose of QCBS based evaluation.

The individual bidder's technical scores will be normalized as per the formula below:

$$T_n = T_b / T_{max} * 100$$

Where,  $T_n$  = normalized technical score for the bidder under consideration

$T_b$  = absolute technical score for the bidder under consideration

$T_{max}$  = maximum absolute technical score obtained by any bidder



**Table-I**

The technical parameters, considering a total score of 100, are bifurcated below:

S.No.	Evaluation Parameter	Max Marks	Method of marks allocation	Proof Required to be submitted
1	No. of contracts	20	No. of contracts with higher educational/ research institutions/ Institute of eminence like IITs/NITs/ CSIR/IISER/ISC/Govt. Institute/Govt. University to work as PR agency with them (i) $\geq 7$ (20 marks) (ii) Between 4-6 (15 marks) (iii) at least 3 (10 marks)	Performance Certificates / copy of ongoing contract issued by the respective existing/ previous clients to be provided
2	Employee Details	20	Total No. of technically qualified Employees on agency's payroll for the last three consecutive years (2022-23, 2023-24 and 2024-25), as on Bid Submission Date (i) at least 10 (10 marks) Between 11-15 (15marks) (ii) More than 16 (20 marks)	Details of the deployed/ engaged manpower/ employees to be provided on the firm's letterhead duly signed by the authorized signatory, along with CV's of the respective employee
3	Financial Capacity	20	Average Annual turnover for last three consecutive financial years (i.e. (2022-23, 2023-24 and 2024-25), (i) $>$ INR 04 Cr. (20 marks) (i) More than 1 Cr but up to 04 Cr. (15 marks) (ii) at least INR 50 Lakh up to 1 Cr (10 marks)	Applicants must provide audited financial statements (Balance Sheet, P&L Statement etc.) for financial years (i.e. (2022-23, 2023-24 and 2024-25), duly certified by their CA
4	Years of operation	15	No. of years PR Agency is involved in providing PR services: (i) $>10$ (15 marks) (ii) Between 6-10(10 marks) (iii) From 5 years to below 6 years (5 marks)	Relevant Supporting documents be provided
5	Technical Presentation understanding on the work along with details given in the eligibility criteria	25	Committee will decide the score on the spot after the presentation	Power point presentation along with a detailed report on the understanding of the project and execution plan to be brought at the time of technical presentation. The date and time shall be informed later to the prospective participants shortlisted by the University

## **Financial Proposal (F)**

The financial bids of all the bidders will be opened, who get 60% marks in the Technical evaluation stage. The Bidder with lowest qualifying Financial bid (L1) will be awarded 100% score (amongst the Bidders which did not get disqualified on the basis of mandatory technical qualifying score). Financial Scores for other than L1 Bidders will be evaluated using the following formula:

**Financial Score of a Bidder (Fn) = {(Commercial Bid of L1 ÷ Commercial Bid of the Bidder) × 100} (Adjusted up to two decimal places)**

## **FINAL EVALUATION**

The bids will be evaluated on a Quality and Cost Based Selection [QCBS] basis. The QCBS is a system enumerated in clause Number 192 of General Financial Rules 2017, Ministry of Finance, Government of India.

Proposals will be ranked according to their combined technical and financial scores using the weights (T=0.60 the weight given to the Technical bid and P=0.40, the weight given to the Financial Proposal. The final evaluation will be based on Final Score which shall be calculated as shown below:

$$\text{Final Score (S)} = T_n \times T + F_n \times P$$

The bidder achieving the highest combined technical and financial score will be invited for negotiations for awarding the contract. In case of a tie where two or more bidders achieve the same highest combined technical and financial score, the bidder with the higher normalized technical score will be invited first for negotiations for awarding the contract.

### **Important Note:**

- The Bidders scoring less than 40 marks (cut-off score) out of 100 marks in the technical evaluation (70% the technical weightage), the bid shall not be shortlisted for next stage of Commercial Bid evaluation process.
- In case, less than two participating Bidders qualify on technical criteria and reach or exceed the cut-off score of 40, then C U Rajasthan at its sole discretion, may qualify maximum three (total) Bidders on the basis of the top three scores (but not less than 30 marks).
- Bidders should go through the tender terms, conditions and specifications carefully and fill in the attached compliance statement accurately and unambiguously. They should ensure that all the required documents are furnished along with the bid.

## **X-Selection Process and Assigning of Work**

Assessment of the proposal will be carried out by a Committee/Team constituted for this purpose. Those agencies that have submitted all necessary enclosures and fulfill eligibility criteria; their profile track record, and quality of work done will be evaluated by the Committee. The agencies that have submitted proposal may be asked to make a brief presentation on the plan of action and execution of work. After considering all the parameters the firms will be selected for empanelment. The shortlisted firms will only be called for opening of financial offers. Mere fulfilling the eligibility criteria does not lead to the empanelment.

## XI-Contract Duration

Empanelment will be for a period of one year extendable on a yearly basis with mutual consent of both the parties on the existing rates and terms, if the services are found satisfactory.

## XII-Scope of Work:

	<b>ACTIVITIES AND KEY FUNCTIONS FOR THE FIRM/ AGENCY</b>
<b>a) Media Support</b>	The agency will be responsible for liaising with media houses on behalf of Central University of Rajasthan.
<b>b)Expected media coverage</b>	The coverage should include print (national, local, regional), electronic (national, local, regional), local media and online media, including international media outreach. The media languages covered should include English, Hindi, and other regional languages.
<b>c)Deliverables</b>	15 media coverage per month in Tier 1 publications of national daily along with online portals and social media.
<b>d)Content Deliverables</b>	<ul style="list-style-type: none"><li>• Strong content team who can write stories for science and technology, humanities and social sciences</li><li>• Pitch Note: Agency will create pitch notes for the media houses to make them aware of the research happening in the institute</li><li>• Press Releases: Agency will create Pre- and Post-event press release documents and disseminate it to all the media houses</li><li>• Article Writing: Developing articles and stories around talk points for dissemination to publications and newspapers</li><li>• Authored Articles: Developing articles ideas which our faculty can write for the authored columns</li><li>• At least two authored articles per quarter from Vice Chancellor and faculty in the University in mainline national media. The agency should assist in developing the draft into a good article for publication.</li><li>• On an average meeting 10 faculty per month in rotation, for possible news articles related to research and other achievements.</li></ul>
<b>e)Relationship Building Meetings (RBM)</b>	<ul style="list-style-type: none"><li>• 1-2 RBM monthly with editors and senior journalists of reputed media bi-annually and the University spokesperson to introduce the University to media and develop top of mind recall amongst the media people</li><li>• The agency must also organize one visit of a senior journalist to campus from a national daily / magazine / TV to highlight the high-end research happening on campus in various areas once in a month.</li></ul>
<b>f)Media monitoring</b>	<ul style="list-style-type: none"><li>• The staff deputed on campus should monitor the print, online and electronic media on a daily basis, keep records of news/articles that are of interest to the University.</li><li>• Send the University a daily monitoring report of all news clips.</li><li>• The agency must submit a dossier of coverage along with analysis of the coverage on a monthly basis.</li></ul>

	<ul style="list-style-type: none"> <li>The agency must submit monthly dossier with the key innovation news and send to the reputed relevant industries and ministries.</li> </ul>
<b>g)Media Invite</b>	<ul style="list-style-type: none"> <li>PR Team will draft and share media invite to the media at editorial level post client's approval for major events happening at C U Raj.</li> <li>On an average, about three large events per quarter and about three small events per quarter will be held on campus for which media has to be invited and coverage to be ensured.</li> </ul>
<b>h)Photography and Videography Responsibilities</b>	<ul style="list-style-type: none"> <li>Capture high-quality photographs and videos of university events, conferences, seminars, workshops, and other activities for promotional and archival purposes.</li> <li>Provide real-time coverage during events for social media and press releases.</li> <li>Create short clips, interviews, and reels suitable for social media platforms like Instagram, Facebook, and LinkedIn.</li> <li>Design photo and video content aligned with the university's brand identity.</li> <li>Document campus infrastructure, student activities, and facilities for use in brochures, websites, and promotional campaigns.</li> <li>Highlight success stories, achievements, and initiatives through visually compelling narratives.</li> <li>Perform professional editing for photos and videos, including colour correction, sound optimization, and special effects as needed.</li> <li>Deliver finalized content in various formats suitable for print, digital platforms, and broadcast.</li> <li>Maintain an organized database of all photographs and videos for easy retrieval.</li> </ul> <p><i>Optional Add-Ons:</i></p> <ul style="list-style-type: none"> <li>Drone photography/videography for unique and aerial shots.</li> </ul>
<b>i)Press Releases dissemination</b>	<ul style="list-style-type: none"> <li>Agency will share the event press release along with the pictures to the media houses, post approval from the University. Minimum 3-5 every month.</li> </ul>
<b>j)Online Media</b>	<ul style="list-style-type: none"> <li>At least 2 Interviews per month of the Vice Chancellor, faculty and researchers with online news portals like Quint, First post, Wire and other A line websites</li> </ul>
<b>k)Crisis Management/Communications</b>	<ul style="list-style-type: none"> <li>Alertness in media monitoring and preparing media statements and responses to media queries and coming up with a general strategy for crisis communication.</li> </ul>
<b>l)Improving University's perception</b>	<ul style="list-style-type: none"> <li>Campus and its multicultural diversity</li> <li>Campus/Research facilities</li> <li>Research by faculty and students</li> <li>Achievements of University and campus community</li> <li>Events and workshops</li> <li>Placement details</li> <li>Startup opportunities and success stories</li> <li>Social contributions of the University</li> </ul>
<b>m)Panel invitation</b>	The agency should source/explore opportunities for interested faculty of the Institute to be invited as panelist for discussions in

	national/regional TV channels, online platforms, major events etc.
<b>n)Placement cell activities</b>	The agency should work with the placement cell of the University to highlight the success stories of students during every placement season of the campus.
<b>o)Translation</b>	The agency should take care of the translation of news articles for media from English to Hindi or other regional languages
<b>p)Societal activities of the Institute</b>	The agency shall help showcasing C U Rajasthan's contributions towards societal development
<b>q)Digital Media</b>	<ul style="list-style-type: none"> <li>• Social Media Optimization /Search Engine Optimization</li> <li>• To effectively manage, develop and use the Social Media and SMO Marketing (Unique) Campaign integrated with Social Media- YouTube, Facebook, Twitter, LinkedIn, Blogs, Instagram, etc. of C U Rajasthan to communicate with the social media audience, providing them with satisfactory resolutions.</li> <li>• Designing the landing page</li> <li>• Advertising on all social media</li> <li>• Creating leads &amp; pursuing till appropriate leads achieved</li> <li>• Domain specific targeting</li> <li>• Hashtag research and adoption</li> <li>• Creative Website content generation for Campaign</li> <li>• Google Business Page</li> <li>• Info graphics/Graphics Support for social media contents</li> <li>• Web contents (website/podcast/emagazines, digital documents etc.</li> <li>• Blogs for the web and assist in web-based PR strategies</li> <li>• Research, Google Analytics &amp; Social Media Support</li> <li>• Dissemination of C U Rajasthan related information, including press communication in digital space</li> <li>• 24x7 handling and managing for social media accounts of C U Rajasthan on various platforms and maintaining a major presence in the social media</li> <li>• Develop and implement effective social media strategy for each social media vehicles</li> <li>• Live streaming of key events on social media or other digital platforms.</li> </ul>

### **XIII-Outdoor Branding\*:**

Pricing for outdoor branding initiatives will be determined based on the scope of work. Agency will work with us to finalize outdoor branding design and display. Cost for branding will be given separately based on need and work.

### **XIV-Film Making\*:**

The agency will produce documentaries or films based on research, innovation, institute legacy, and events. Costs will be determined as per project requirements or as per DAVP existing rates.

\*The task of outdoor branding and film making will be decided on case to case basis and University reserves the right for the same.

**XV-Agency reporting and monitoring / measuring outcomes**

- The agency will work with the University on a day-to-day basis for the above activities.
- The agency will submit a weekly report on activities in progress, a monthly report, a monthly plan and conduct monthly reviews with the authorities as and when required.
- The agency will submit a detailed analysis of the coverage garnered for the University in national media and its impact on a monthly, quarterly and annual basis. This will include statistics of the progress such as the News items per month, coverage of events etc.
- The agency will be required to submit the action plans for the coming quarter in advance for approval.
- The measurement of the success of the communication strategy will be based on achieving key objectives mentioned above.

**XVI-Agency resources:**

The agency must have a senior team with minimum 8 years of experience in public relations, corporate communications or marketing with a proven track record in strategy development and team leadership counselling the University on the communication strategy. An on-site resource person with about 3-5 years of experience should be placed on campus as an exclusive resource for C U Rajasthan from the agency. Resources must be made available always for execution of strategy for C U Rajasthan at national level.

**XVII-Terms of Payment**

No advance payment will be considered. Payment for work awarded will be made to the agency on monthly basis, after completion of work to the satisfaction of C U Rajasthan. The Empanelled PR Agency will submit pre-receipted bills in triplicate for settlement.

**XVIII-Performance security**

A successful bidder should submit performance Security, 5% of Contract value to the Central University of Rajasthan.

**XIX-Review of Performance and right to withdraw the empanelment**

C U Rajasthan will review the performance of the selected agency periodically and reserves its right to withdraw the empanelment at any time.

**XX-Approval before Sending to any external party**

The Agency will have to work in coordination with the representatives of the C U Rajasthan for each assignment. The entire document or any sort of information which goes to the media or any other external party has to be approved by the C U Rajasthan representative.

**XXI-Termination by Default:**

C U Rajasthan reserves its right to terminate the contract of agency in case of unsatisfactory services with one month notice.

**XXII-Force Majeure**

Neither party will be liable in respect of failure to fulfil its obligations if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. The party affected by an event of Force Majeure will immediately notify the other party of such an event and will also notify the unaffected party on cessation of disability resulting from such Force Majeure act.

The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender. In case of any conflict, decision of Vice Chancellor, C U Raj will be final and binding to both.

**XXIII-Rights in Intellectual Property and Material**

All rights relating to the Trade Marks and Copy Rights in respect of publicity work generated by the Agency on behalf C U Rajasthan & paid for by C U Rajasthan shall vest with C U Rajasthan. Provided that C U Rajasthan would reimburse the Agency for any sums of money paid for the

assignment / licensing of the copyright by way of fees, charges, or otherwise as provided by the guidelines, regulations, rules or policies of any professional body or association, with prior approval from C U Rajasthan. All concepts, communications etc. created or conceived by Agency on behalf of C U Rajasthan and involving name of C U Rajasthan shall not form part of any award or competition or promotion unless prior written consent of C U Rajasthan has been obtained.

**Registrar**

**COMMERCIAL BID**

<b>Sl. NO</b>	<b>Details</b>	<b>Charges in INR</b>
1	Public Relation Services for Central University of Rajasthan as per scope of work of the contract for a period of one month and one year from the date of acknowledgement of the work order.	
<b>Total</b>		
<b>GST@_ %</b>		
<b>Total price for a month (Inclusive all taxes)</b>		
<b>Total price for one year (Inclusive all taxes)</b>		

**(Note: - Commercial terms and conditions in Excel format must also be uploaded)**

**Tentative Estimate for the following per month:**

<b>S.No.</b>	<b>Activity</b>	<b>Tentative Cost</b>
1	Deployment of Resources at University	
2	15 media coverage per month & media monitoring/Dissemination	
3	Photography and Videography	
4	Digital Media	
5	Content Deliverables	
6	Other items not covered above	

Date:

Signature\_\_\_\_\_

Name & Address of the Firm\_\_\_\_\_

Mobile No.\_\_\_\_\_

**Note:**

- A suitable penalty will be levied from the monthly bill as decided by the competent authority in case of any deficiency found in any part of the service provided/in case of poor services.
- L1 will be decided based on the overall quoted rate.



## **Annexure-II**

### **CLIENT DETAILS**

(On Company/firm's Letterhead)

Date:

To,

The Registrar  
Central University of Rajasthan  
NH 8, Jaipur Ajmer Highway,  
Teh- Kishangarh, Dist - Ajmer  
Pincode 305817 Rajasthan.

Reference: Tender for Empanelment of Public Relations Agency at Central University of Rajasthan.

I/We hereby mention the following list of our clients which mentions successfully completed rate contracts / ongoing contracts in the IITS/NITS/CSIR/IISER/ISC/Govt. Institute/Govt. University for the PR services. Copies of performance certificate /rate contracts are enclosed with the offer and details are as under:

S. No.	Name of Client	Contact details	Period	Amount of order

**Note:**

1. **At least 3 contracts worth ₹ 20 lakh each in last 3 years.**
2. **Satisfactory work completion certificates may also be provided.**

Yours Faithfully,

Date:

(Signature of the Bidder)

Name & Designation with Seal.....

Address:.....

Encl: As above

**DECLARATION OF ANNUAL TURNOVER**

(On Company/firm's Letterhead)

To,  
The Registrar  
Central University of Rajasthan  
NH 8 Jaipur Ajmer Highway,  
Teh- Kishangarh, Dist- Ajmer  
Pincode 305817 Rajasthan

Sir,  
**Ref : Tender for Empanelment of Public Relations Agency at Central University of Rajasthan**

I/We hereby declare that, our firm's Annual Turnover for similar/subjected services is more than **Rs. 50 Lakh**, and I/we have also supported an Audited Accounts for your references:

Year	F.Y. 2022-23	F.Y.2023-24	F.Y. 2024-25
Annual Turnover			

**Note: Certificate from CA to be enclosed as a supporting proof along with certified Income Expenditure account for the year.**

Yours Faithfully,

Date:

(Signature of the Bidder)

Name & Designation with Seal.....

Address:.....

Encl : Documents with respect to proof of turnover

**Income Tax Returns**

To,  
The Registrar  
Central University of Rajasthan  
NH 8 Jaipur Ajmer Highway,  
Teh- Kishangarh, Dist- Ajmer  
Pincode 305817 Rajasthan

Sir,

**Ref : Tender for Empanelment of Public Relations Agency at Central University of Rajasthan**

I/We hereby declare that, our firm had filed Income Tax Returns for the last three year's ie. F.Y. 2022-23, 2023-24 & 2024-25 and the same is supported with copies of ITR of the mentioned years.

F.Y. 2022-23	F.Y.2023-24	F.Y.2024-25

**Note: Supporting documents to be attached.**

Yours Faithfully,

Date:

(Signature of the Bidder)

Name & Designation with Seal.....

Address:.....

Encl : Copies of three year's ITR

**DECLARATION REGARDING BLACKLISTING / DEBARRING  
FOR TAKING PART IN TENDER.**

(To be executed & Attested by Public Notary / Executive Magistrate on Rs. 100/- non judicial Stamp paper by the bidder)

I / We..... Manufacture / Partner(s)/ Authorized Distributor /agent of M/s.....hereby declare that the firm/company namely M/s.....has not been blacklisted or debarred in the past by Union / State Government or organization from taking part in Government tenders in India.

Or

I / We.....Manufacture / Partner(s)/ Authorized Distributor / agent of M/s.....hereby declare that the Firm/ company namely M/s..... was blacklisted or debarred by Union / State Government or any Organization from taking part in Government tenders for a period of .....years w.e.f to.....

The period is over on.....and now the firm/company is entitled to take part in Government tenders.

In case the above information found false I / we are fully aware that the tender / contract will be rejected / cancelled by the Central University of Rajasthan, and EMD / SD shall be forfeited.

Name:.....

Address:.....

.....

Attested:

(Public Notary / Executive Magistrate)

### Check list for Terms and Conditions:

To be filled by the bidder and submitted along with the Technical Bid.

S. No.	Technical Information	Page No.	Remarks
1.	Tender Fee, if applicable		
2.	EMD		
3.	Company/ Firm registration details		
4.	Authorization Certificate		
5.	Average Annual turnover of the bidder, for the last three successive years should be 50 lakhs, duly certified by the Chartered Accountants.		
6.	Experience (Last three years)		
7.	Income tax return (Last Three Years)		
8.	Audited balance sheet (Last Three Years)		
9.	Self-declaration for not black listed		
10.	Clientele list (list of users), attach couple of orders without any alteration/modification		
11.	Performance certificate of the same / service from clients		
12.	Acceptance of all terms /conditions towards services as mentioned in the bidding document.		
13.	Certificate, to the effect that the bidder is not providing services to any other Govt. / Pvt. Organizations / Institutions at the rate lower than the rate quoted against this tender.		

**End of Tender Document**