



नाशिक महानगरपालिका नाशिक  
माहिती व तंत्रज्ञान विभाग,  
दर पत्रक नोटिस क्र. ११(सन २०२४-२५)(मुदतवाढ)



**कामाचे नाव :-** नामनपा मार्फत राबविण्यात येणारे विविध उपक्रम/ उपाययोजनांची नागरिकांना माहिती देणे Social Outreach मोहीम राबविणेकामी तज्ञ संस्थेची नियुक्ती करणे बाबत.

**दर सादर करण्याचे ठिकाण :-** ज्या कोणास सदरचे दरपत्रक द्यायचे असल्यास त्यांचेकरीता दरपत्रक फॉर्म मनपा संकेतस्थळ [www.nmc.gov.in](http://www.nmc.gov.in) यांवर विनामुल्य उपलब्ध आहेत. (प्राकलन तयार करणेकामी)

**कोटेशन फॉर्म मिळण्याची तारीख :-** ०६/०३/२०२५ ते १०/०३/२०२५

**कोटेशन फॉर्म जमा करण्याची अंतिम तारीख :-** १०/०३/२०२५ रोजी दुपारी ३.०० वाजेपर्यंत

**कोटेशन फॉर्म जमा करण्याचे ठिकाण :-** मा.उपआयुक्त सो., यांचे कार्यालय,  
माहिती व तंत्रज्ञान विभाग, ३ रा मजला,  
राजीव गांधी भवन, शरणपुर रोड, नाशिक

Sd/-  
उपआयुक्त,  
माहिती व तंत्रज्ञान विभाग,  
नाशिक महानगरपालिका, नाशिक

**Nashik Municipal Corporation, Nashik**  
**Information & Technology Department**  
E-Quotation Notice No. 11 (Year 2024-25) (Short Period)



**Quotation Form**

**Name of Work :- Appointment of agency for campaign management services (social outreach) NMC Citizen outreach Communication operations and management**

**Scope Of Work :-** As a part of the citizen outreach program the service provider shall create content including Textual, Audio, Animated Video, Posters, Banners, etc for various citizen engagement touch points used by NMC. The various citizen engagement touch points currently being used by NMC include:-

- 1) NMC E-Connect mobile application
- 2) Social Media
  - a. Facebook
  - b. Instagram
  - c. Whatsapp
  - d. Twitter
  - e. YouTube
  - f. LinkedIn
- 3) SMS
- 4) Hoardings
- 5) Ghantagadi

As a part of scope, the service provider shall have to conceptualize, create, design & deliver communications content in format as per requirement of the channel of communication and publish it to each of the channels indicated above. Following section further articulated the scope to be delivered by the service provider as a part of this contract:-

• **Communication Management:-** Coordinate and work with various departments within NMC to identify their communication requirement and collect raw data as required to conceptualize and create the content to be published. List of various municipal departments with whom daily coordination for content has to be done is:-

- 1) Solid waste Department
- 2) Medical Department
- 3) Tax Department
- 4) Information Technology
- 5) Town Planning
- 6) Water Department
- 7) Electricity Department.
- 8) Social Welfare
- 9) Garden Department
- 10) General Administration
- 11) Encroachment department
- 12) Project Department

• **Content Creation & Management:-** Conceptualize, Create, Design, update and publish content that is media rich, original, engaging and factually & grammatically correct. The content may be derived from the existing portal and associated sites; however, the solution provider shall be responsible for the delivery of overall content, including any new content that may be desired. Content is medium-agnostic and thus may be text, photo, video, audio, diagram, scanned document etc. The Content shall be in Marathi or English or both English & Marathi as per requirement of the communication. Any tool, license, hardware or software required to design the content shall be managed by the service provider at its own cost.

- Social Media Handle Management- Strategize, plan and continuously improvise the Social Media Strategy for NMC. This includes how to optimize social media as a platform to strengthen NMC as a brand. Proactively engage with NMC to validate the strategy. Furthermore, leverage social media analytics to feedback into the overall strategy. Assess and target key influencers (seeds and drivers of popularity) in the overall strategy. Current the social media handles of NMC are on:-
  - Facebook
  - Instagram
  - Whatsapp
  - Twitter
  - YouTube
  - LinkedIn
- Social Customer Relationship Management:-Provide accurate, complete and prompt feedback to user interactions or user queries on NMC's social media sites. The service provider shall seek input from NMC where the feedback requires such information. User interactions shall be replied in the originating language of the user (limited to Marathi and English languages only); in all other cases, reply in English language shall be provided.
  - Analytics:- The Service provider shall have to create an Communication analytics dashboard for NMC. The KPIs to be monitored on the dashboard shall be communicated to the service provider. The dashboard shall be graphical, web based with authentication based login and shall also be mobile responsive. The Service provider shall update the dashboard on daily basis. The Service provider is permitted to use any underlying analytics framework such as Tableau, Power BI, Etc. The Licensing & Hosting cost shall be managed by the service provider.
  - Communication Campaign Management:- Work with NMC to conceptualize, create, Design & Deliver communication campaigns as per themes, messaging finalized by NMC. A single campaign may include creation of content in multiple formats as per the communication channel to be used and might include periodic cycles of content creation.
  - Collateral Design Creation:- Periodically, and as per requirement of NMC, the service provider shall also have to design specific messaging content & collaterals which shall be used by NMC has flyers, banners, hoarding, etc. The design may have to be created in one or more formats and printing sizes as per the requirement of NMC. Printing & Hoarding of such collaterals is not included in Service provider's scope.
  - Content Development for Non Social Media channels:- These are essentially communication channels being operated by NMC directly or its vendors. These include:-
    - NMC E-Connect Mobile App:- The service provider shall have to create content (textual or visual) as per communication requirement and submit to NMC. Sending the Push notification shall be managed by NMC or its selected vendor.
    - SMS:- The service provider shall have to create content (textual) as per communication requirement and submit to NMC. Sending the SMS using NMC's SMS gateway/SMS service shall be managed by NMC or its selected vendor.
    - Hoardings/News paper:- The service provider has to create content (Textual or visual) as per communication requirement and handover to NMC. Its printing & publishing shall be managed by NMC or its selected vendor.
    - Ghantagadi:- NMC collects it city waste from citizens through Ghantagadis which move all across the city to enable door to door collection of waste. These Ghantagadis can be used as a mechanism to communicate with citizens. The service provider has to create, design and record audio jingles for Ghantagadis. The Audio jingles should contain lyrics in sync with the messaging that NMC wishes to communicate to its citizens. All costs associated with creation & recording of the audio jingles, is to be borne by the service provider.
  - Citizen Surveys:- Planning, Creation & Publishing of multi channel digital Surveys and promotions of the same to ensure maximum citizen participation

in the surveys. Any cost associated with the survey tools shall be borne by the Service provider. Features of the survey tool (that needs to be provided as a service is as under:-

- Admin should be able to design surveys on the fly
- Survey tool must have a mobile app/mobile responsive web page.
- Admin must have access to a live dashboard which must in real time show the survey status and survey responses.
- Survey tools must have options to create different type of surveys including text box, check box, radio button, etc.
- Admin must have option to define the decision work flow from the survey tool.
- Citizen Response management:- Collection of citizen feedback, surveys responses, complaints, etc received on all digital communication channels of NMC and preparing customized reports for NMC.
- Deployment of a Blood & Plasma Donation & requisition Application (Mobile responsive web application) which shall allow Prospective Blood & plasma donors to nominate themselves for plasma donation by allowing them to fill their critical details. Similarly, prospective recipients should also have the option to register themselves and share their blood/plasma requirement. Recipients shall also be able to check the status of their requests. The application shall have an ecosystem to verify the donors as well as Recipients via OTP. . A separate Admin panel with login/password shall also be created for the admin. The application shall also have an analytics module where analytics defined in consultation with NMC will be provided. Changes to the analytics dashboard shall be included as scope of work for the duration of the contract. Infrastructure to host the application along with SMS gateway (for OTP verifications) as required shall be provided by NMC. The deployment of the application shall be done by the service provider on SaaS basis with no additional cost for any licensing to NMC. EULA if required shall be signed by NMC.
- Infrastructure management (L2) support for all the Infrastructure that would be provided by NMC to manage various application under this contract.
- Updation&Governance:- NMC & the service provider shall have monthly steering review meetings to discuss the project progress & project outcomes. These meeting shall be held at NMC and shall include physical presence of the Projects team as well as top management at the service provider end.
- Tentative quarterly deliverables:-

Sr No	Content Head	Tentative Quarterly Deliverables
1	Social Media posts	450+ Posts
2	Image Designs	450+ Images
3	Text Messages	350+ Messages
4	Audio Jingles	6 Audio jingle
5	NMC Message/Updates/ advisory/ Best Practices Video	20 videos
6	Live Citizen interactions/Webcast/Facebook Live	10 -15 sessions
7	Customized campaigns (includes creation on posters, videos, etc depending on message to be communicated and relevant target group)	6 campaigns
8	Digital Surveys	3 Surveys
9	Meeting with Municipal Departments	Min 45 Minutized meeting with various municipal departments to understand their communication needs, promote their services, advisories, etc.
10	Citizen Response Reports	3 category wise reports (1 per month)
11	Communication Analytics for various communication channels of NMC	12 reports (1 report per week)
12.	Interview/Meeting event	interview of renowned person's (3 camera Setup with wireless microphone & Audio video mixer unit)
13.	Video's	Videos for posting across Social Media Platforms like Facebook, Twitter, Instagram, WhatsApp, website, etc. or any other portal asdirected by Director, I.T Department, NMC

Goals and Objectives

- ❖ To raise awareness about Nashik Municipal Corporation's daily Activities and all its sphere of activities.
- ❖ Widening Nashik Municipal Corporation reaches among different communities on social media and other effective platforms.
- ❖ To create a simple and user-friendly system for exchanging ideas and feedback on services online.
- ❖ To disseminate information online about engagement opportunities at grassroots, workshops and conferences and in public consultation meetings.

**Date of Issue of Blank Quotation Form:** - 06/03/2025 to 10/03/2025

**Date of Submission Quotation Form:** - 10/03/2025 upto 3.00 P.M.

**- ABSTRACT -**

<b>Sr. No.</b>	<b>Item Description</b>	<b>Quantity</b>	<b>Unit</b>	<b>Rate</b>	<b>Amount</b>
1.	Appointment of agency for campaign management services (social outreach )NMC Citizen outreach Communication operations and management				
<b>TOTAL (Inclusive of all Taxes)</b>					

(Rs. \_\_\_\_\_ In \_\_\_\_\_ Words: \_\_\_\_\_ )

Quotation Will be Opened on / /2025 at 3.30 P.M (If Possible) in the Office of Deputy Commissioner, Information & Technology Dept 3 rd Floor, Rajiv Gandhi Bhavan, NMC, Nashik

**Sd/-**  
**Deputy Commissioner,**  
**Information & Technology Dept.**  
**Nashik Municipal Corporation, Nashik**

**Sign & Seal of Agency**

**नाशिक महानगरपालिका, नाशिक**  
**माहिती व तंत्रज्ञान विभाग**  
**सर्व साधारण अटी शर्ती (कोटेशन)**

१. कोटेशन सोबतची कोटेशनधारकाची कोणतीही अट मान्य करता येणार नाही. सशर्त कोटेशन तात्काळ रद्द करण्यात येईल.
२. कोटेशन नोटिस मध्ये नमुद केलेली संख्या ही अंदाजे असून त्यामध्ये कमी जास्त होण्याची शक्यता आहे.
३. दिलेल्या मुदतीमध्ये संपूर्ण काम पूर्ण करणे / काम करणे / सेवा पुरविणे आवश्यक आहे काही अपरिहार्य कारणास्तव काम पूर्ण करणे शक्य नसल्यास तशी मुदतवाढ मिळणे बाबतचा आगाऊ अर्ज करणे आवश्यक तथापी मुदतवाढ द्यावयाची किंवा कशी या बाबत महापालिकेचा निर्णय अंतिम राहिल.
४. ज्यांची संपूर्ण किंवा भागशः कोटेशन दर मंजूर होईल त्या कोटेशनधारकास महानगरपालिकेचे लाभात रु.५००/- चे जनरल स्टंप पेपर वर रितसर करारनामा करून द्यावा लागेल. तसेच एक सक्षम जामीनदार द्यावा लागेल.
५. जी.एस.टी करसह कोटेशन दर नमुद करावयाचे आहे. कोणत्याही टॅक्सची जबाबदारी महानगरपालिकेवर नाही.
६. मुदतीत काम पूर्ण न केल्यास / काम न केल्यास / सेवा न पुरविल्यास अशा उशिरा प्राप्त झालेल्या कामावर / सेवा पुरविण्याच्या रकमेवर दर हजारी दर दिवसाला रु १ याप्रमाणे दंड आकारणी करण्यात येईल व सदरची रक्कम कोटेशनधारकाकडून वसूल करण्यात येईल.
७. सदरचे मंजूर दराने कराराचे मुदतीपर्यंत वेळोवेळी गरजेनुसार काम पूर्ण करणे बंधनकारक राहिल.
८. एकुण बिलाच्या रक्कमेतून कामाचे स्वरूप विचारात घेता आवश्यकतेनुसार २ टक्के सुरक्षा अनामत रक्कम करण्यात येईल. काम पूर्ण झाल्यानंतर सहा महिन्यांपर्यंत मालाच्या दर्जाबाबत काही तक्रार न आल्यास प्रयोजनाचा हेतु पूर्ण झाल्यानंतर मागणीनुसार सदरची रक्कम परत करण्यात येईल.
९. मुदतीत कामाची पूर्तता न झाल्यास / मुदतीत काम पूर्ण न केल्यास सदरचे काम / काम कोटेशनधार जबाबदारीवर इतर ठिकाणाहून करून घेण्यात येईल आणि त्या कामी महानगरपालिकेस मंजूर दरापेक्षा जास्त खर्च आल्यास तो कोटेशनधारकाकडून वसूल करण्यात येईल.
१०. मंजूर नमुन्याप्रमाणे / स्पेशिफिकेशनप्रमाणे काम पूर्ण न झाल्यास / कामची पूर्तता न झाल्यास/ अथवा सेवा नाकारण्यात येईल व त्याबाबतचा महानगरपालिकेचा निर्णय अंतिम राहिल.
११. कोणताही काम मंजूर केलेल्या दराने कोटेशनधारकाकडून खरेदी करण्याची महानगरपालिकेवर सक्ती नाही. याबाबत कोटेशनधारकास नुकसानभरपाई मागता येणार नाही.
१२. अटी शर्तीमधील एखाद्या शर्तीबाबत काही सवलत देणे अथवा आवश्यक अशा काही जादा अटी घालण्याबाबत महानगरपालिकेस अधिकार राहिल.
१३. कोटेशन दर मंजूर झालेनंतर सदरच्या कामाच्या दरात/सेवेच्या दरात काही वाढ झाल्यास वाढलेल्या दराप्रमाणे कोटेशनधारकास जादा पैसे मिळणार नाही.
१४. पुरवठा धारकाने अटिशर्तीचा भंग केल्यास त्यांचे बिलातून रक्कम जप्त करण्यात येईल.
१५. काही अपरिहार्य कारणास्तव देयके अदा करणेस उशिर झाल्यास त्यावर व्याज अनुदेय राहणार नाही.

**Sd/-**  
**उपआयुक्त**  
**माहिती व तंत्रज्ञान विभाग**  
**नाशिक महानगरपालिका, नाशिक**

सदरचे अटीशर्ती मी वाचल्या असून सदरच्या अटी शर्ती मान्य व कबुल असून त्याप्रमाणे माल पुरविण्यास / सेवा पुरविण्यास / काम करण्यास मी तयार आहे. त्यासाठी स्वाक्षरी करत आहे.

निविदाधारकाची सही व शिक्का