

जयपुर विकास प्राधिकरण

कमरा नम्बर-32 एम.बी. राम किशोर व्यास भवन इन्दिरा सर्किल,
जवाहर लाल नेहरू मार्ग, जयपुर-302004

क्रमांक: प-2 () जविप्रा/जनसम्पर्क /2025

दिनांक:- यथाहस्ताक्षरित

बोली आमंत्रण सूचना

जयपुर विकास प्राधिकरण द्वारा एजेंसी के माध्यम से हाईक्वालिटी ऑडियो-वीडियो प्रोडक्शन एवं सोशल मीडिया मैनेजमेंट के कार्य हेतु खुली बोली, जिसकी अनुमानित लागत राशि रुपये **100.00 लाख** के वार्षिक अनुबंध हेतु विज्ञापन एजेंसियों से दिनांक 08.09.25 तक ऑनलाइन आमंत्रित की जाती है। विस्तृत विवरण, जो कि बोली प्रपत्र में उपलब्ध है, अद्योहस्ताक्षरकर्ता के कार्यालय में अथवा राजस्थान सरकार के उपापन पोर्टल www.sppp.raj.nic.in व www.eproc.rajasthan.gov.in एवं जयपुर विकास प्राधिकरण की वेबसाइट <https://jda.rajasthan.gov.in> पर देखा जा सकता है।

बोलीदाता को बोली में भाग लेने हेतु आवश्यक है कि :-

- 1 जयपुर विकास प्राधिकरण की वेबसाइट <https://jda.rajasthan.gov.in> पर पंजीकृत हो। बोली में भाग लेने के लिए बोलीदाता को आवेदन हेतु दस्तावेज शुल्क, आर.आई.एस.एल. प्रक्रिया शुल्क एवं बोली प्रतिभूति राशि ऑनलाइन जमा करानी होगी।
- 2 ऑनलाइन बोली प्रस्तुत करने के लिए बोलीदाता को राजस्थान सरकार के ई-प्रोक्यूरमेंट पोर्टल www.eproc.rajasthan.gov.in पर पंजीकृत हो।

UBN No.

जनसंपर्क अधिकारी
जयपुर विकास प्राधिकरण,
जयपुर

Signature Not Verified

Digitally signed by Naval Kishore Meena
Designation : Deputy Registrar
Date: 2025.08.25 12:18:38 IST
Reason: Approved

RajKaj Ref No.:
17356612

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JAIPUR DEVELOPMENT AUTHORITY

Room No. MB-32, Ram Kishore Vyas bhavan, Indira Circle,
JawaharLal Nehru Marg, Jaipur- 302004

No:- JDA/PRO/2025

Date: as signed

NOTICE INVITING BID

Online Bids Are Invited For The Work Of High Quality Audio-Video Production & Social Media Management On Rates to be Approved Through agencies. Estimated cost of the bid is Rs. 100.00 Lakh. The last date for Applying Bid and making online payment on JDA portal on 08.09.25 . Details may be seen in the Bidding Document at JDA office or on the State Public Procurement Portal website www.sppp.rajasthan.gov.in, www.eproc.rajasthan.gov.in and www.jda.rajasthan.gov.in.

To participate in the bid, bidder has to be :

1. Registered on JDA website <https://jda.rajasthan.gov.in>,

For Participating in the bid, the bidder has to apply for the bid and pay the Bidding Document Fee, RISL Processing Fee and Bid Security Deposit online only.

2. Bidder should be registered on e-Procurement Portal of Government of Rajasthan www.eproc.rajasthan.gov.in for online e-Bid submission.

UBN No. —.....

**Public Relation Officer,
Jaipur development Authority,
Jaipur**

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JAIPUR DEVELOPMENT AUTHORITY

Room No. MB-32, Ram Kishore Vyas bhavan, Indira Circle, JawaharLal Nehru Marg, Jaipur- 302004

No:- JDA/PRO/2025/D-

Date:-

NOTICE INVITING BID

Name & Address of the Procuring Entity	<ul style="list-style-type: none">Name: Jaipur Development AuthorityAddress: PRO, Room No. 32 Main Block, Ram Kishore Vyas bhavan, Indira Circle, JawaharLal Nehru Marg, Jaipur- 302004
Subject Matter of Procurement	<ul style="list-style-type: none">Open tender for the The Work Of High Quality Audio-Video Production & Social Media Management On Rates to be Approved Through agencies.
Period	<ul style="list-style-type: none">For one year
Bid Procedure	<ul style="list-style-type: none">Two Stage Method Tender open competitive eBid procedure at http://eproc.rajasthan.gov.in
Bid Evaluation Criteria (Selection method)	<ul style="list-style-type: none">Quality cost based selection (QCBS)-H1
Websites for downloading Bidding Document, Corrigendum's, Addendums, etc.	<ul style="list-style-type: none">Website: www.sppp.rajasthan.gov.in www.eproc.rajasthan.gov.in www.jda.Rajasthan.gov.in
Website for online Bid application and payment *	<ul style="list-style-type: none">Website: www.jda.Rajasthan.gov.inFor participating in the Bid, the Bidder has to apply for this Bid and pay the Bidding Document fee, RISL processing fee and Bid Security deposit online only.<ul style="list-style-type: none">Bidding document fee: Rs. 2000/- (Rupees Two Thousand only) (@50% cost for SSI units)RISL Processing Fee: Rs. 1500/- (Rupees One Thousand Five Hundred only)Requisite Bid Security Deposit - Amount (INR) : 2% of Estimated Procurement Cost, 0.50% of S.S.I. of Rajasthan, 1% for Bidder registered as contractor in JDA, 1% for Sick Industries, other than S.S.I., whose cases are pending with Board of Industrial & Financial Reconstruction<ul style="list-style-type: none">In case of Departments' of the State Government and Undertakings, Corporations, Autonomous bodies, Registered Societies, Cooperative Societies which are owned or controlled or managed by the State Government and Government Undertakings of the Central Government shall submit a bid securing declaration in lieu of bid security.
Estimated Procurement Cost	<ul style="list-style-type: none">INR 1,00,00,000.00
Bid Security Deposit	<ul style="list-style-type: none">Requisite Bid Security Deposit - Amount (INR) : 2% of Estimated Procurement Cost, 0.50% of S.S.I. of Rajasthan, 1% for Bidder registered as contractor in JDA, 1% for Sick Industries, other than S.S.I., whose cases are pending with Board of Industrial & Financial ReconstructionIn case of Departments' of the State Government and Undertakings, Corporations, Autonomous bodies, Registered Societies, Cooperative Societies which are owned or controlled or managed by the State Government and Government Undertakings of the Central Government shall submit a bid securing declaration in lieu of bid security.
Applying Bid and Making Online Payment On JDA Portal www.jda.Rajasthan.gov.in	<ul style="list-style-type: none">start Date:- 26.08.25 at 12:00 pm onwardsEnd Date:- 08.09.25 at 5:00 pm
Bid Submission on e-procurement Portal of GOR (www.eproc.rajasthan.gov.in)	<ul style="list-style-type: none">start Date:- 26.08.25 at 12:00 pm onwardsEnd Date:- 08.09.25 at 5:00 pm
Date/Time/Place of Technical Bid Opening	<ul style="list-style-type: none">Date:- 09.09.25 3:30 PMPRO, Room No.32, Main building, JDA, Jaipur.
Date/Time/Place of Financial Bid Opening	Will be intimated later to the technically qualified bidders
Bid Validity	<ul style="list-style-type: none">120 days from the bid submission deadline

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*** Process for Participation & Depositing Payment Online**

Jaipur Development Authority has decided to receive Earnest Money Deposit (EMD) (Bid Security), Tender Fee and RISL processing fee online through JDA Portal. The bid security options available in tender for participants are as mentioned below:

A. To participate in the bid, bidder has to be:

- Registered on JDA website <https://jda.rajasthan.gov.in> (by depositing Rs. 500.00 online, the validity of which remains 3 (three) years).
- For participating in the Bid, the Bidder has to apply for this Bid and pay the Bid Document Fee, RISL Processing Fee and Bid Security Deposit, online only.
- Registered on e-Procurement Portal of Government of Rajasthan www.eproc.rajasthan.gov.in for online e-Bid submission.

B. Payment Options:

Option-1: Bank Guarantee (BG) against EMD / Bid Security

Bidder may opt Bank Guarantee (BG) against EMD (Bid Security), for which bidder requires to prepare BG before applying in the tender. The details of BG requires to be fed on JDA portal before paying balance amount (Tender Fee + RISL Processing Fee). This amount will be paid through **Payment Gateway only**, option to make balance payment through EFT (RTGS/NEFT) will not be available.

If bidder does not opt for BG against EMD, options of making complete payment through Payment Gateway or through EFT (NEFT / RTGS) will be available.

Option-2: Electronic Fund Transfer (EFT: NEFT/RTGS)

If the bidder selects payment mode as EFT (NEFT/RTGS), “**Paying Slip for EFT (NEFT/RTGS)**” will be generated by the system for the complete amount. The payment can be made from **any Bank any Branch** using this Paying Slip through NEFT/RTGS (Claim against payment made through EFT in any other JDA bank account will not be acceptable and bidder stands disqualified from participation in the bid applied for). After successful transaction through NEFT/RTGS, as per the standard procedures it may take 4 to 24 hours in process of confirmation of EFT through Auto-Process depending on the time of EFT done. Therefore, option to make payment through EFT (NEFT/RTGS) will be available till 48 hours prior to closing date of bid participation.

Option-3: Payment Gateway (Aggregator)

The facility to make payment through Debit Card, Credit Card, Net banking etc., will be available. User can use this facility from **anywhere any time** till the closing date & time of bid participation.

C. Bid Participation Receipt

After confirming payment, the bidder will get Bid Participation Receipt on the basis of which user will get the payment details along with other details for bidding on e-Procurement portal of GOR.

- In case of BG as the remaining payment will be done through Payment Gateway, on successful transaction the “**Bid Participation Receipt**” will be generated on real time basis.
- In case complete payment is done through Payment Gateway, on successful transaction the “**Bid Participation Receipt**” will be generated on real time basis.
- In case complete payment is done through EFT (NEFT/RTGS), on confirmation of payment from ICICI Bank (Auto Process) “**Bid Participation Receipt**” will be available on Login of Bidder on JDA portal.

1. Bidder (authorised signatory) shall submit their offer on-line in Electronic formats both for technical and financial proposal.
2. In case, any of the bidders fails to pay the Tender Fee, BSD, and RISL Processing Fee, online (subject to confirmation), its Bid shall not be accepted.
3. To participate in online bidding process, Bidders must procure a Digital Signature Certificate (Type III) as per Information Technology Act-2000 using which they can digitally sign their electronic bids. Bidders can procure the same from any CCA approved certifying agency, i.e. TCS, Safecrypt, Ncode etc. Bidders who already have a valid Digital Signature Certificate (DSC) need not procure a new DSC. Also, bidders must register on <http://eproc.rajasthan.gov.in> (bidders already registered on <http://eproc.rajasthan.gov.in> before 30-09-2011 must register again).
4. JDA will not be responsible for delay in online submission due to any reason. For this, bidders are requested to upload the complete bid well advance in time so as to avoid 11th hour issues like slow speed; choking of web site due to heavy load or any other unforeseen problems.
5. Bidders are also advised to refer "Bidders Manual Kit" available at eProc website for further details about the e-Tendering process.
6. Training for the bidders on the usage of e-Tendering System (eProcurement) is also being arranged by DoIT&C, GoR on a regular basis. Bidders interested for training may contact e-Procurement Cell, DoIT&C for booking the training slot. Contact No: 0141-4022688 (Help desk 10 am to 6 pm on all working days) e-mail: eproc@rajasthan.gov.in Address : e-Procurement Cell, JDA, Yojana Bhawan, Tilak Marg, C-Scheme, Jaipur
7. The procuring entity reserves the complete right to cancel the bid process and reject any or all of the Bids.
8. No contractual obligation whatsoever shall arise from the bidding document/ bidding process unless and until a formal contract is signed and executed between the procuring entity and the successful bidder.
9. Procurement entity disclaims any factual/ or other errors in the bidding document (the onus is purely on the individual bidders to verify such information) and the information provided therein are intended only to help the bidders to prepare a logical bid-proposal.
10. The provisions of RTPP Act 2012 and Rules, 2013 thereto shall be applicable for this procurement. Furthermore, in case of any inconsistency in any of the provisions of this bidding document with the RTPP Act 2012 and Rules, 2013 thereto, the provision of RTPP Act 2012 and Rules 2013 shall prevail.

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Public Relation Officer,
Jaipur development Authority,
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Process for Participation & Depositing Payment Online

JAIPUR DEVELOPMENT AUTHORITY, has decided to receive Bidding document fee, RISL Processing Fee and Bid Security Deposit through online mode only for which the bidder has to get registered himself on JDA portal

<https://jda.rajasthan.gov.in> .

To participate in the bid, bidder has to be:

1. Registered on JDA website <https://jda.rajasthan.gov.in> (by depositing Rs. 500.00 online, the validity of which remains 3 (three) years).
For participating in the Bid, the Bidder has to apply for this Bid and pay the Bid Document Fee, RISL Processing Fee online only.
2. Registered on e-Procurement Portal of Government of Rajasthan www.eproc.rajasthan.gov.in for online e-Bid submission.

Methods for depositing on line amount

Option-1:

Tender Fee + RISL Processing Fee amount will be paid through Payment Gateway only.

Options of making complete payment through Payment Gateway or through EFT (NEFT / RTGS) will be available.

Option-2: Electronic Fund Transfer (EFT: NEFT/RTGS)

If the bidder selects payment mode as EFT (NEFT/RTGS), "Paying Slip for EFT (NEFT/RTGS)" will be generated by the system for the complete amount. The payment can be made from any Bank any Branch using this Paying Slip through NEFT/RTGS (Claim against payment made through EFT in any other JDA bank account will not be acceptable and bidder stands disqualified from participation in the bid applied for). After successful transaction through NEFT/RTGS, as per the standard procedures it may take 4 to 24 hours in process of confirmation of EFT through Auto-Process depending on the time of EFT done. Therefore, option to make payment through EFT (NEFT/RTGS) will be available till 48 hours prior to closing date of bid participation.

Option-3: Payment Gateway (Aggregator)

The facility to make payment through Debit Card, Credit Card, Net banking etc., will be available. User can use this facility from anywhere any time till the closing date & time of bid participation.

Bid Participation Receipt

After confirming payment, the bidder will get Bid Participation Receipt on the basis of which user will get the payment details along with other details for bidding on e-Procurement portal of GOR.

- In case complete payment is done through Payment Gateway, on successful transaction the "Bid Participation Receipt" will be generated on real time basis.

In case complete payment is done through EFT (NEFT/RTGS), on confirmation of payment from ICICI Bank (Auto Process) "Bid Participation Receipt" will be available on Login of Bidder on JDA portal.

While participation in the bid, a receipt will be generated through the system showing the submission details as per Bid Participation Receipt (Sample Enclosed). The bidder is required to fill the instrument numbers for various heads on e-Procurement portal www.eproc.rajasthan.gov.in as mentioned in the receipt.

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Bid Participation Receipt

Date & Time :..... AM/PM

Bid Detail

Bid Id:	Procurement Entity : XXXXXXXXXXXXXXXXXXXX
Bid Title:	
Bid Value:	
Bid Opening Place : Room No. 15, Main Block Jaipur Development Authority	

Bidder Detail

Name of Entity:	XXXXXXXXXX	Mobile No.:	XXXXXXX
Registration Type:	Individual	Instrument Amount:
Payment Mode:	Online UTR	Payment Channel:	Payment Gateway ICICI Branch-JDA
Instrument No.:	Instrument Date:

Dates Detail

Sr. No.	Event Name	Event Date
1	Publishing Date 03:00 PM
2	Bid Opening Date 03:30 PM

Specific Instrument for eProc Rajasthan

Instrument Type	Head Name	Amount	Date
Instrument Number			
10000	Tender Fee	1000.00
10001	RISL Processing Fee
10002	Earnest Money Deposit (EMD) (Bid Security)
Issuer Detail: Jaipur Development Authority		Challan Number:	

More details about Registration Process, Terms and Conditions and FAQ along with contact details is available on JDA website <https://jda.rajasthan.gov.in>

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Template of Online Receipt as part of NIB Document

Bidder has to submitted as proof of deposited amount against the Bid on eProcurement Protal			
Jaipur Development Authority, Jaipur.			
Bid Participation Receipt			
		Date & Time	
Bid Detail			
Bid ID:		Procurement Entity:-	
Bid Title:			
Bid Value:		Bid Opening Place:	
Bidder Detail			
Name of Entity:		Mobile No.:	
Registration Type:		Instrument Amount:	
Payment Mode:		Payment Channel:	
Instrument No.:		Instrument Date:	
Dates Detail			
Sr. No.	Event Name		Event Date
1	Publishing Date		
2	Bid Opening Date		
Specific Instrument for eProc Rajasthan			
Instrument Type			
Instrument Number	Head Name	Amount	Date
	Tender Fee		
	RISL Processing Fee		
	Bid Earnest Money		
	Deposit		
Issuer Detail: Jaipur Development Authority		Challan Number:	

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HIGH QUALITY AUDIO-VIDEO PRODUCTION ON RATES TO BE APPROVED

Instruction to Bidders and Bid Data

Important Instruction:- The Bidders are advised to acquaint themselves with the provision of the RTPP Act and the RTPP Rules before participating in the Bidding process.
Scope of services for the work of High Quality Audio-Video Production.

The Specifications and Special Conditions of the Services are as follows :-

1. This tender for selection of Agencies/firms for production of very good quality audio and video creative.
2. The Video creative's will be of 4K H.D. quality or latest technology.
3. preference during the work allotment will be given to the agency/firm on good quality performance basis. The departmental screening committee will be able to issue work order keeping in mind the subject matter.
4. It will be investigated how many minutes of content creation took place throughout the year. How many minutes of film was made for the government and for the private sector.
5. Agency will be open throughout the year and reviewed on monthly basis.
6. A team of officers will visit the premises of the firm/agency to counter verify the Man Power and Infrastructure as declared in the tender document.
7. At the time of final submission of Video Production agency will have to submit the raw footage of the Camera as per the 4K resolution.
8. The selection of the Agency will be done by Qualification Conditions as provided in the Bidding Document and a Contract will be entered into with the selected Agency.
9. Bills will be submitted by firm on deliverable based & monthly basis. bills of the work done by firm will be paid as per rules only after the verification/approved by the PRO.

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SOCIAL MEDIA MANAGAMENT SCOPE OF WORK

1.0 SCOPE OF WORK

The scope of work of the selected agency shall be, but not limited to, the following:

a) The agency will be responsible for handling, managing and maintenance of all official social media handles/accounts (Facebook, Twitter, Instagram, YouTube Channel of JDA or if any prominent social media comes during work tenure. The agency will study the activities of existing JDA sections and simultaneously prepare documentation and submit it within 2 days with social media coverage of Jaipur JDA, especially focusing on events & programs organize every month.

b) At least 2 qualified and experienced professionals (one designer and one project manager cum media consultant) must be engaged for JDA in Jda office, Jaipur and on need basis these would be available at JDA . Good communication skills in English & Hindi is essential requirement.

- One project manager cum Consultant - for content writing for social media, interviews with JDA officials, project-based feature stories for social platform etc.
- One professional Designer - with expertise in social media (Twitter/ Facebook/ YouTube/ Instagram/ etc.) management, content writing on regular day to day basis. Graphic designers with field experience in Conceptualizing, graphic designing, web designing and publishing tools. Content writers (both in Hindi and English)
- Additional supportive onsite/offsite manpower shall be provided by the agency as and when necessary for time bound activities without any further financial assistance, like additional manpower needed to create creatives for event like – inauguration & foundations programs, colony camps, social camps, visits etc.

c) Setup a digital command center for regular updates of JDA activities, initiatives and address people concerns at Agency's office in Jaipur city.

d) Management and growth strategy of all social channels.

e) Work to be done on social media will include, but not limited to:

- The agency shall prepare a social media communication strategy for effective dissemination of all the JDA activities on all social media channels (Twitter/Facebook/Instagram/YouTube).
- The social media management will consist of post creation, posting and driving of innovative outreach campaigns. The agency needs to provide a detailed plan of campaign ideas & timing.
- The agency shall make prompt and proper updating of Facebook/Twitter/ Instagram/ Blogs/etc. and other social

activities of the department through its onsite and offsite support team in consultation with JDA .

- Posting and filtering of user comments, providing responses to all official social media handles & profiles, and creation of relevant tagging & linkages.
- Repackaging of the content (videos and photographs) into suitable formats (video packages and others).
- Giving new & colorful look to all social media handles in form of artwork, creative, themes, etc.
- The bidder shall be responsible for posting and filtering of user comments, providing responses to all the official social media handles/profiles, and creation of relevant tagging & linkages of the content on all the platforms.
- The agency shall set up a complete social networking management system for JDA and manage the various social media platforms of JDA in English, Hindi languages.
- The agency shall be responsible for round the clock moderation of all social media platforms to address spam, unauthorized and inappropriate content, etc.
- The agency shall manage live events through Facebook, Twitter, YouTube, etc.
- The agency shall publicize all the events, seminars and workshops as suggested by JDA through these social media platforms.
- All queries received on all the platforms which need not require inputs from JDA must be replied to within 24 hours and all queries which require a consultation with JDA should be answered within two working days.
- The agency shall use a good industry standard monitoring tool for analyzing comments/remarks about JDA in various media like newspapers, magazines, blogs, social media platforms, etc., both offline and online, state level, national and international.
- The agency would be responsible for storage of content and data by means of Online/Offline archival support including cloud-based servers (online) and servers at JDA premises (offline). The archival system should have back up storage with long- term retention. The content shall be available for minimum one year.
- The agency shall be responsible for enhancement of the reach of the messages on various social media platforms through organic means so that the content would reach to the last mile on internet domain on near real time basis. The bidder shall be able to multiply the reach of content and promote content organically on various social media platforms following fair and legitimate methods.
- The agency shall enhance audience engagement on all social media channels through designing and implementing contests, campaigns, promotions, etc. for generating awareness on JDA activities and related fields among people and for engaging citizens in JDA 's initiatives.
- The agency shall ensure that significant posts made by the public on the JDA 's social networking sites are monitored.

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and are brought to the notice of the designated JDA 's officials through daily e-mail & hardcopy reports.

- The agency shall have credible contingency plan to effectively handle crisis and emergencies.
- The agency will be responsible for creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, storyboards etc. without any infringement of Intellectual Property Rights (IPR).
- The agency shall be responsible for information gathering, material collection, documentation and validation with concerned users for creative content writing and social media/other media management.
- The agency shall be responsible for uploading of news, events, schemes and achievements related information, images and videos on daily basis in coordination with JDA officials on social media and JDA website/web portal.
- The agency shall assist JDA , as and when required, during the inauguration/foundation/Mega Events by JDA for digital publicity with ideas and suggestions.
- The agency shall design and provide creative inputs for presentations being made by JDA .
- The agency shall have the responsibility of ensuring that all content featured/published on the basis of this assignment is free of legal encumbrances including copyright issues. JDA will not have any responsibility in this matter. The bidder shall submit a suggested process of Performance Review on a quarterly basis before signing of contract. This will be appropriately and suitably amended (if required) by JDA and implemented
- The bidder shall submit fortnightly, “Effectiveness Analysis and MIS Reports “to JDA on the effectiveness of the social media strategy for JDA 's activities on the social media platforms and the results achieved.
- The bidder should suggest the number of reports eliciting periodicity, format and content of such reports which should help JDA to know the exact position of the efforts undertaken.
- A predefined fortnightly content calendar for each of the social media platform to be shared with JDA , a week in advance for approval. The same cycle to be followed for approval of the content calendar throughout the year.
- Content could pertain to the projects in progress and on the anvil, schemes, auction program, camp program, meeting, events, funding opportunities etc. Outdated information will be periodically archived to reduce information loads. These messages will be complimented with visual pictures, animation. Video clips and graphics to assist information transfer and attention.
- Conceptualizing, designing and supervise the jobs like e-brochures, & leaflets/filer, posters, led backdrop designs etc.
- Design and creative inputs in the presentations being made by the JDA .

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- The Bidder has to share information/documents whenever asked for by any authorized committee of JDA .
- Monitor the social media accounts in one place.
- Developing creative units like digital banners / posters / fliers and video content of up to one-minute duration on campaigns, festivals, events, achievements, etc. for posting on social media handles / blogs / websites, as and when may be required.
- Procuring photographs, music and videos as may be required. The expenses for the same would be paid by the Selected Agency, including third party image/audio/video libraries, without any financial implications for the Procuring Entity.

The scope of work includes, but is not limited to, the following key areas:

1. Content Creation and Dissemination

- Develop, create, and post regular, high-quality content across all assigned JDA social media handles.
- Content formats will include, but are not limited to, videos, infographics, written articles, static creatives, and artwork.
- Content themes will be developed in coordination with JDA and will focus on:
 - Increasing awareness of JDA schemes and new initiatives.
 - Highlighting improvements in service delivery.
 - Disseminating advisories and educational content for citizens.
- All content themes, scripts, and creative concepts must be submitted to and approved by JDA prior to publication.

2. Social Media Management and Growth

- Implement a strategic approach to gain followership and increase engagement across all JDA social media handles.
- Apply Search Engine Optimization (SEO) best practices to improve the visibility and reach of JDA's digital content.
- Actively manage and moderate all comments and grievances, providing timely and appropriate replies as per JDA's guidelines.
- Proactively neutralize negative comments, false information, and misinformation, based on discussions and direction from JDA officials.

3. Online Reputation Management and Social Listening

- Monitor online conversations and trends related to JDA through dedicated software and tools (e.g., trend and brand monitoring).
- Conduct social listening to identify key public sentiments, concerns, and conversations.
- Provide real-time reports on brand mentions and public perception to JDA for a proactive communication strategy.

Performance Metrics and Reporting

The agency's performance will be assessed on a comprehensive and sustained growth across all assigned social media handles. The following metrics will be a critical part of the evaluation:

1. Key Performance Indicators (KPIs)

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- Followership: Continuous and measurable growth in the number of followers across all platforms.
- Engagement: Increase in likes, shares, comments, and other forms of user interaction.
- Reach: Expanding the organic and paid reach of JDA's social media content.
- Engagement Rate: The agency is expected to grow the engagement rate by 2-5% every month, in comparison to the previous month. This will be a key metric for performance assessment.

2. Content and Strategy Metrics

- Content Strategy: Quality and effectiveness of the content plan in achieving communication objectives.
- Textual/Visual Creativity: Innovation and quality of visual and written content.
- Digital Best Practices: Adherence to contemporary digital marketing trends and best practices.
- Data Mining and Translation: The ability to analyze performance data and translate it into actionable insights for future content strategy.

3. Innovation and Reporting

- The agency is encouraged to propose and implement new and innovative ways to disseminate content and engage users, such as podcasts, audio/video-based tools, and live events. The success of these initiatives will be part of the performance assessment.
- Reporting: The agency must provide all performance metrics in the form of a detailed weekly dashboard. This dashboard should be comprehensive, data-driven, and easy to interpret, offering insights into growth, engagement, and content performance.

2.0 Key Deliverables

Graphics

- ✓ Graphics of e-flyers/posters/brochures/pamphlets: **Tentatively 20-25 per year**
- ✓ Graphics of Booklet on Annual/Quarterly/Monthly achievements: **10-12 per year**
- ✓ New programme/events or existing product redesign: **25 per year**

Creative social media videos

- ✓ 1–2 minute audio/video bites: **2 per week**
- ✓ Scripts/creative for 1-3 min small videos covering various program/events/schemes of JDA : **1 per month**

Broadcasting/Promotions

(A) Facebook:

1. Monthly updation of Facebook cover image
2. At least 25 posts every month
3. Nature of posts: Image/graphic/infographic-based static creative, clippings of media coverage, micro/nano videos, etc. take by agency

4. Nature of Content: Achievements, facts, relevant tips/suggestions, testimonials/bytes, information, greetings, etc collecting by agency to concerned officers of JDA
5. Follow relevant pages
6. Page promotion and boosting of posts to increase engagement/traffic
7. Monthly report

(B) Instagram:

1. Monthly updation of Instagram cover image
2. At least 25 posts every month
3. Nature of posts: Image/graphic/infographic-based static creative, clippings of media coverage, micro/nano videos, GIFs take by agency
4. Nature of Content: Achievements, facts, relevant tips/suggestions, testimonials/bytes, information, greetings, etc collecting by agency to concerned officers of JDA
5. Follow relevant pages
6. Page promotion and boosting of posts to increase engagement/traffic
7. Monthly report

(C) YouTube :

1. 25 video content (with shoot videos) posted on Department's channel every month
2. Nature of Content: Interesting facts, relevant tips/suggestions, testimonials/bytes, relevant existing videos shoot by the agency for offline activities/promotion, etc collecting by agency to concerned officers of JDA
3. Page promotion and boosting video to increase engagement
4. Monthly report

(D) Twitter:

1. Monthly updation of cover image
2. At least 25 tweets every month
3. Relevant re-tweeting
4. Nature of Content: Achievements, facts, testimonials/bytes, information, greetings, etc collecting by agency to concerned officers of JDA
5. Follow relevant handles
6. Monthly report

- ✓ Creation of graphics on JDA 's activities on other social media (e.g. Whatsapp Channel): **25 per month**
- ✓ Shall submit monthly, "Effectiveness Analysis and MIS Reports" to JDA on the effectiveness of the social media strategy and the results achieved (providing information on insights/reach/number of followers increased/number of animated videos created/graphics created/gifs/etc.): **per month**

3.0 Note

- ✓ Content Information Collecting to Concerned Officers of JDA and Content Photo take and Video Shoot by Agency. After this Process agency Modify to Make it for social media and released after approval of PRO JDA.
- ✓ Agency to develop infographics and image/ graphic

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social media and blogs as and Instructed by PRO JDA and Higher Authority of JDA.

- ✓ The agency must have the Jaipur based team of personnel as required by Qualification criteria to work on the assigned task.
- ✓ The agency needs to proactively manage for prompt communication strategies in contact with a single point of contact within JDA.
- ✓ Above key deliverables are tentative, 20-25% increase or decrease in above scope of work would have no impact in cost provided by bidder.
- ✓ Content publishes after approval of PRO or Higher Authority of JDA.

4.0 PENALTY, LIQUIDITY DAMAGES AND TERMINATION

4.1 PENALTY

The firm has to complete the job assigned / as listed in the Key Deliverables section, within agreed time and if the job is not completed within the stipulated time, a warning letter will be given followed by penalty @ 1% of the contract value for any uncompleted job as per the key deliverables will be imposed on the firm.

4.2 LIQUIDITY DAMAGES

1) In case of extension in delivery period with liquidated damages the recovery will be based on following percentage of value of services, which the bidder has failed to supply/install/complete -

- a. 2.5% of the respective monthly amount in case of delay upto one quarter of the stipulated delivery period
- b. 5.0% of the respective monthly amount in case of delay exceeding one quarter but not exceeding half of the stipulated period
- c. 7.5% of the respective monthly amount in case of delay exceeding one quarter but not exceeding half of the stipulated period
- d. 10% of the respective monthly amount in case of delay exceeding three quarters of the stipulated period

2) Maximum amount of liquidated damages shall be 10% of the work order value.

4.3 TERMINATION

JDA has right to terminate the contract at any time in case of selected vendor failing to meet performance expectations, contract breach or any foreseen reasons circumstances outside the control of JDA.

4.4 PAYMENT

Bills will be submitted by firm on deliverable based & monthly basis. bills of the work done by firm will be paid as per rules only after the verification/approved by the PRO.

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जयपुर विकास प्राधिकरण, जयपुर।

भाग-(अ) तकनीकी योग्यता सम्बन्धी शर्तें

हाईक्वालिटी ऑडियो-वीडियो प्रोडक्शन एवं सोशल मीडिया मैनेजमेंट के कार्य हेतु खुली बोली हेतु बोलीदाता की तकनीकी योग्यताएँ:

क्र. सं.	तकनीकी योग्यताएँ	वांछित प्रपत्र
1.	A Proprietorship firm duly registered, a company registered in India under the Companies Act 1956 or a Partnership Firm registered under Indian Partnership Act, 1932 and operating for the last 7 years in Designing of Communication Material which includes Publication design, advertising design, Web/multimedia-design, Event design, Social media management & promotion, Audio-visual/films production, etc. as on March 31, 2025.	Incorporation / Registration Certificate Certification by Authorized signatory on letter head regarding the years in Designing of Communication Material
2.	संलग्न Annexure- A, B, C & D के अनुसार घोषणा पत्र।	हस्ताक्षरित घोषणा पत्र संलग्न किया जाना है।
3.	The firm should have a minimum annual average turnover of Rs. 75.00 Lakh in the last 3 financial years (2022-23, 2023-24, 2024-25) from communication design activities/social media management	Certificate from CA/Audited Balance sheet for the three previous financial years with CA's Registration Number / Seal. (Firms may provide Provisional Turnover for the year 2024-25 certified by statutory auditor with CA's Registration number/seal (UDIN NO. should be mentioned) in case statutory audit is not conducted/completed) (annexure-1)
4.	बोलीदाता का पेन नम्बर होना आवश्यक है।	पेनकार्ड की स्व-प्रमाणित छाया प्रति संलग्न की जानी है।
5.	The bidder should not be in last 3 Years blacklisted by Center/ State Government Department/ PSU/Corporation/ Board/ Autonomous Body	बोलीदाता द्वारा इस सम्बन्ध में संलग्न Annexure-3 में वर्णितानुसार राशि रुपये 100.00 के नॉन-ज्यूडिशियल स्टाम्प पर स्व-प्रमाणित सहमति का शपथ-पत्र प्रस्तुत करना है।
6.	बोलीदाता Joint Ventures or Consortiums नहीं होने चाहिये।	कम्पनी/ फर्म के लेटरपेड पर इस बाबत स्वघोषणा प्रस्तुत की जानी है।
7.	बोलीदाता का जी.एस.टी. पंजीकरण होना अनिवार्य है।	बोलीदाता को जी.एस.टी. रजिस्ट्रेशन एवं शर्तानुसार स्वप्रमाणित वांछित प्रति संलग्न करनी होगी।
8.	The firm must have the following persons in its team: <ul style="list-style-type: none">Project Manager/Client Servicing Executive - OneGraphic designers - TwoCopy/ content writer -OneSocial Media Expert -OneWeb Designer - OneWeb Developer - OneVideo Editor - One	A self - declaration by the firm with details of the team members including Name, Age, Qualification, Date of joining the firm, work experience. (annexure-2)
9.	Office in Jaipur with infrastructure and manpower located at Jaipur	Registration Certificate or related document to be submitted

नोट:- उक्त तकनीकी योग्यताओं को पूर्ण करने वाले बोलीदाताओं का ही Technial Bid Evaluation & Financial Bid Evaluation किया जायेगा।

मैं.....पुत्र श्री.....सत्यापित करता हूँ कि उपरोक्त अंकित/संलग्न विवरण सत्य हैं तथा बोली प्रपत्र की सभी शर्तें स्वीकार है।

बोलीदाता के हस्ताक्षर
फर्म का नाम व पता.....
दूरभाष एवं मो.नं.....

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Minimum Key Personnel Requirement

S No.	Designation	Number of Resources (all full time)	Qualification Requirement	Annexure
1	Project Manager/Client Servicing Executive: Project Manager/Client Relationship Manager will be responsible for overseeing the development and execution of all creative campaigns and materials.	1	The Person should be an MBA Marketing or equivalent. Maximum 5 years' experience in leading and managing creative teams in a creative agency or similar organization.	A self – declaration by the firm with details of the team members including Name, Age, Qualification, Date of joining the firm, work experience. (annexure-2)
2	Graphic Designer: The graphic Designer/illustrator will design and produce promotional materials, both in print and digital formats, such as brochures, posters, flyers, social media, panels, etc.	2	3 years of experience in a creative agency or similar organisation. The person should be Degree/Diploma in Visual Arts, Applied Arts, Graphic Design, or Multimedia.	
3	Copy/Content/Script Writer: The copy writer will be responsible for developing content for print, social media and films	1	5 years of experience in content writing. The person should be a Diploma/Graduate/ PG in mass communication/MBA or equivalent	
4	Video Editor: The video Editor will be responsible for editing and post production of all video content required for creative and social media campaigns and materials.	1	3 years of experience in video editing The person should be Degree/Diploma in multimedia, video editing, motion graphics, or equivalent.	
5	Social Media Expert: The Social Media Expert/Manager will be responsible for the development of social media content strategy including content ideation, creation and distribution to achieve social media goals and objectives.	1	The person should have 3 years' experience in Social Media. The person should be a diploma/graduate/ post graduate in Mass com/MBA Marketing or equivalent.	
6	Website Designer: The person will be responsible for website design and UI/UX design and meet required quality standards.	1	The website designer should have a Bachelor's or master's degree with at least 5 years of experience in managing website development projects. The person should be a diploma/ graduate/ post graduate in Visual Arts, Applied Arts, Multimedia or equivalent.	
7	Website Developer: The person will be responsible for website development/coding/programming and meet required quality standards.	1	The website developer should have a Bachelor's or master's degree with at least 5 years of experience in website development projects. The person should be Degree/Diploma in Computer Science/ Computer Applications/ Application Development	

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Terms of Reference

1. Scope of Work: JDA, Jaipur invites tender in two cover system for selection of AGENCY as per the prescribed specifications.
2. Selection process: QCBS Method (Quality and Cost Based Selection method) will be used for selection of bidder out of the technically qualified bidders. Bidders meeting the required minimum technical bid qualifications mentioned in tender document] would be eligible for the technical bid evaluation process. The evaluation would be on the basis of "Evaluation Criterion mentioned in the tender document.

In the Second Stage, the financial bid of all bidders, who have attained minimum 70 marks in the technical evaluation, will be opened and compared.

Technical Evaluation: marks

S.N .	Heading	Criteria for point allotment	Max. Points
1	Turnover	<p>Annual average turnover from Design and communication works/social media management in last three financial years (2022-23, 2023-24, 2024-25)</p> <ul style="list-style-type: none"> • rs. 75 Lakh - 10 marks • Above rs. 75 Lakh to 3 cr. – 15 marks • Above rs. 3 cr. – 25 marks <p>Enclose Certificate from statutory auditor /audited balance sheet for the three previous financial years with CA's Registration Number / Seal.) (Firms may provide Provisional Turnover for the year 2024-2025 certified by statutory auditor with CA's Registration number/seal in case statutory audit is not conducted/completed)</p>	25
2	No of Years of Operation	<p>No. of Years of operation in social media management/design & communication services in Centre/State/Govt. Department/ PSU/ Corporation/board/autonomous body in last 7 years India till 31st March 2025</p> <ul style="list-style-type: none"> • 7 years: 15 marks • Above 7-15 years: 20 marks • More than 15 years: 25 marks <p>Enclose Certificate of incorporation issued by the Registrar of companies along with Memorandum of Articles of Association or authentic proof</p>	25
3	Experience in Social Media Management/design of communication/Pr omotional material for Information, Education and Communication for Center/ State Government Department/ PSU/Corporation/ Board/ Autonomo us Body in last 7 years	<p>Integrated IEC communication assignment including Press ad design, Radio spot, Outdoor design, Flyer/Handout design, Short/Documentary film and Animation video: 1 assignment: 5 Marks 2 assignments: 10 Marks</p> <p>Social media management: 1 assignment: 5 Marks 2 assignments: 10 Marks</p> <p>TV commercials: 1 assignment: 5 Marks 2 assignment: 10 Marks</p> <p>(Enclosed the copy of work order/Satisfactory completion)</p>	30

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	Certificate)	
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Technical Presentation (marks) to be presented to the committee as per the schedule to be intimated by Jda.

Presentation to include the following:

S.N.	Criteria for point allotment	Max. Points
1	Presentation on: <ul style="list-style-type: none"> • Experience of the firm & past work in designing communication material for Government • Communication strategy & recommendation for JDA IEC • Two Sample IEC videos for any govt. department 	20

Evaluation of the bids:

- The financial bid of the firms scoring 70 marks out of 100 under the technical evaluation (technical evaluation and technical presentation) will be opened.
- The firm will be selected as per Quality and Cost Based Selection (QCBS) procedure. Weighting of technical score to financial score will be 70:30 and shall be ranked from highest to the lowest on the basis of their technical score (ST),
- In the second stage, the financial evaluation will be carried out as per the Each Financial Proposal will be assigned a financial score (SF)
- The lowest Financial Proposal (FM) will be given a financial score (SF) of 100 points. The financial scores of other proposals will be computed as follows:
- $SF = 100 \times FM/F$ (F amount of Financial Proposal)
- Combined and final evaluation: Proposals will finally be ranked according to their combined technical (ST) and financial (SF) scores as follows:
- $S = ST \times Tw + SF \times Fw$
- Note: Where S is the combined score, and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal that shall be 0.70 and 0.30 respectively
- The Selected Applicant shall be the first ranked Applicant (having the highest combined score). The second ranked Applicant shall be kept in reserve and may be invited for negotiations in case the first ranked Applicant withdraws, or fails to comply with the requirements specified in the RFP
- The bidder scoring Maximum Total Marks would be recommended for selection and will be called for negotiations. During negotiations the consultant must be prepared to furnish the detail cost breakup and other clarifications on the proposal submitted by them, as may be required to adjudge the reasonability of his financial proposal. If the negotiations with this consultant are successful, the award will be made to him. If negotiations fail, and if it is concluded that the contract with reasonable terms cannot be concluded with this consultant, the consultant with second highest score may be invited for negotiations. This process may be repeated until an agreed contract is concluded.

Financial Bid Evaluation:

Proposal with the lowest cost (L1 bidder) will be given a final score of 100 and other proposal given financial scores that are inversely proportional to their prices- Example:

Bidder	Total amount quoted (Rs.) of Financial Bid	Financial Score
(1)	(2)	(3)
A	80	$80/80 \times 100 = 100.00$
B	100	$80/100 \times 100 = 80.00$

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C	150	80/150x100=53.33
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Overall Evaluations & Identification of successful bidder:

Total/Final Score as per criteria Technical Quality Score X Technical Weightage in % i.e. 70% + Financial Score X Financial Weightage i.e. 30%.

The Bidder who obtains maximum Total/Final Score will be declared as successful bidder.

Example:

Bidder Name	Technical/Quality Score obtained	Financial Score obtained	Calculation	Final Score	Rank of the Bidder
1	2	3	4	5	6
A	85	100	(85*70%+(100*30%))	59.50+30.0=89.50	H2
B	97	80	(97*70%+(80*30%))	67.39+24.0=91.39	H1
C	90	53.33	(90*7%+(53.33*30%))	63.0+15.99=78.99	H3

Here Bidder B will be declared as successful bidder

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जयपुर विकास प्राधिकरण, जयपुर

हाईक्वालिटी ऑडियो-वीडियो प्रोडक्शन एवं सोशल मीडिया मैनेजमेंट कार्य हेतु खुली बोली हेतु बोलीदाता के वित्तीय प्रस्ताव।

वित्तीय बोली प्रपत्र वर्ष 2025

S.No	Item	Duration/Size	Total Qty	Rated quoted by bidder (without GST)	Total amt (4x5)
1	2	3	4	5	6
1	TVC	Upto 60 Sec	2		
		2-5 minute HD/4K	7		
		5-15 minute HD/4K	3		
2	Video/Film	2-5 minute ultra wide	5		
		5-15 minute ultra wide	5		
3	2D Animation using still images, music, without voice-over	Per 60 sec	5		
4	2D Animation using still images, music, with voice-over	Per 60 sec	5		
5	Film Re-voice over		5		
6	Film Re-editing		5		
7	Website design & development Design of responsive website upto 15 pages incl. planning of structure, features, functions, content development in English/Hindi, design of home page and all GUIs (front-end and back-end) using CSS, CMS, etc. with multiple browser compatibility		1		
7.1	Addition of new pages to the website	Per page	12		
8	SEO				
8.1	On/Off-page Optimisation	Per month	12		
9	Poster design		5		
10	Event backdrop display Design		12		
10.1	Static Digital Display		12		
10.2	3D Installation Design		3		
11	Social Media (Posts creation and posting, Meta & YouTube paid promotion & management, posts boosting) : 25 posts, 2-3 short videos	Per month	12		
12	WhatsApp/SMS Messages (min. 5k)	Per month	12		
13	powerpoint presentation	per slide	200		

- कार्य करने की राशि का उल्लेख बोलीदाता द्वारा उल्लेखित कॉलम में आवश्यक रूप से करना होगा। राशि अंको में अंकित करनी होगी। दरों में अन्तर, कौट-छॉट या ओवरराइटिंग मान्य नहीं होगी।
- जीएसटी का भुगतान नियमानुसार पृथक से देय होगा।
- बोली के साथ संलग्न शर्तों एवं कार्य विवरण के अनुसार कार्य करने हेतु सहमति देता हूँ।

बोलीदाता के हस्ताक्षर

फर्म का नाम व पता.....

दूरभाष एवं मो.नं.....

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जयपुर विकास प्राधिकरण, जयपुर

अनुबंध की शर्तें:-

1. एजेन्सी को प्राधिकरण के अनुमोदन के पश्चात् प्राधिकरण की आवश्यकतानुसार हिन्दी एवं अंग्रेजी भाषा के अलावा अन्य किसी भी क्षेत्रीय भाषा में अनुवाद करना होगा।
2. प्राधिकरण द्वारा कार्यालय समय के अतिरिक्त रात्रिकालीन एवं अवकाश के दिन एवं देर रात तक कार्य करवाया जा सकता है।
3. किसी भी निविदा को स्वीकार या अस्वीकार करने का अधिकार जविप्रा को होगा।
4. निविदा के सभी पृष्ठों पर हस्ताक्षर मय सील लगाना अनिवार्य होगा।
5. सफल निविदादाता द्वारा नियमानुसार कार्य सम्पादन प्रतिभूति राशि जमा करानी होगी जिसमें बोली प्रतिभूति को समायोजित कर लिया जावेगा। यह राशि अनुबन्ध समाप्त होने पर लिखित आवेदन प्रस्तुत करने पर लौटा दी जावेगी तथा उक्त राशि पर ब्याज देय नहीं होगा।
6. अनुबन्ध निष्पादित करने की तिथि से एक वर्ष की अवधि के लिए मान्य होगा। उक्त अवधि आवश्यकता होने पर आगामी तीन माह या नियमानुसार इन्हीं शर्तों एवं नियमों पर बढ़ायी जा सकेगी।
7. अनुबन्ध की शर्तों का उल्लंघन होने पर अथवा एजेन्सी की सेवाएं सन्तोषप्रद नहीं होने पर बिना कोई सूचना/नोटिस दिये प्राधिकरण अनुबन्ध समाप्त करने के लिए स्वतंत्र है।
8. एजेन्सी को राजकीय विभागों/निगमों/बोर्डों/पीएसयू/प्राधिकरणों में गत 7 वर्ष का कार्यानुभव अतिआवश्यक है। अनुभव की पुष्टि हेतु उल्लेखित अवधि में सन्तोषप्रद कार्यपूर्णता प्रमाण-पत्र और कार्यादेशों की प्रति संलग्न की जानी है। बोली के साथ सन्तोषप्रद कार्यपूर्णता प्रमाण-पत्र/कार्यादेशों की छायाप्रतियाँ संलग्न करना अनिवार्य है। सन्तोषप्रद कार्यपूर्णता प्रमाण-पत्र/कार्यादेशों की छायाप्रतियाँ प्रस्तुत/अपलोड नहीं करने की दशा में बोली अस्वीकार्य होगी।
9. सभी एजेन्सीयों को उपरोक्त शर्तों के अनुसार ही कार्य करना होगा तथा उनके द्वारा दी गई कोई भी शर्त मान्य नहीं होगी।
10. अनुबन्धकर्ता अनुबन्ध को किसी अन्य को सबलेट नहीं करेगा। सब-लेट करने की दशा में अनुबन्ध को निरस्त करने का अधिकार सचिव जविप्रा को होगा।
11. कार्य सन्तोषजनक नहीं होने की दशा में अनुबन्ध किसी भी समय निरस्त किया जा सकता है तथा फर्म की प्रतिभूति राशि जब्त कर ली जावेगी एवं फर्म को ब्लैक लिस्ट घोषित कर दिया जायेगा।
12. निविदादाता सामान्य वित्तीय एवं लेखा नियम के संबंधित प्रावधानों एवं सामान्य वित्तीय एवं लेखा नियम के एस.आर. 16 की शर्तों तथा राजस्थान लोक उपापन में पारदर्शिता अधिनियम-2012 एवं नियम-2013 मानने को बाध्य होगा।
13. किसी प्रकार की कानूनी कार्यवाही का क्षेत्र जयपुर में स्थित न्यायालय होगा।
14. एम्पेनल्ड एजेन्सी को आदेश जारी होने की तिथि से रुपये 500/- के स्टाम्प पेपर पर 15 दिवस में अनुबन्ध निष्पादन करना होगा।
15. यदि कोई निविदादाता द्वारा कोई तथ्य छुपाया जाता है जो कि अनुबन्ध अवधि में सामने आता है तो अनुबन्ध निरस्त कर धरोहर राशि/सिक्वोरिटी राशि जब्त कर ली जायेगी।
16. विशेष परिस्थिति उत्पन्न होने पर अनुबन्ध की शर्तों में कोई शर्त जोड़ने/घटाने का संपूर्ण अधिकार जविप्रा को होगा।
17. निर्धारित अवधि के बाद प्रस्तुत/अपलोड किये गये निविदा प्रपत्र पर विचार नहीं किया जायेगा।
18. निविदादाता फर्म को जीएसटी नं. एवं फर्म की गत जीएसटीआर - 1 एवं फर्म की जीएसटीआर - 3 की प्रति प्रस्तुत करनी होगी। अधिनियम में वर्णित प्रावधान एवं उसमें जारी समय-समय पर संशोधन एवं दिशा-निर्देश/आदेश, जो इस निविदा हेतु प्रासंगिक हो, लागू होंगे। नियमानुसार देय होगा।
19. निविदादाता को इस बोली आमंत्रण प्रपत्र के साथ संलग्न एनेक्सर ए, बी, सी एवं डी अनिवार्य रूप से पूर्ण भरकर हस्ताक्षर कर संलग्न करने होंगे। अपील की दशा में एनेक्सर सी के अनुरूप अपील प्रक्रिया एवं फार्म नं.-1 प्रस्तुत करना होगा।
20. अनुबन्ध अवधि के दौरान दरों में वृद्धि स्वीकार्य नहीं होगी परन्तु दरों में कमी के संबंध में राजस्थान उपापन में पारदर्शिता नियम 2013 का नियम 29 (2-ज) प्रभावी होगा।
21. सचिव, जविप्रा को अधिकार होगा कि अनुबन्ध की अवधि के दौरान किसी भी समय 30 दिवस का अग्रिम नोटिस जारी कर अनुबन्ध को समाप्त कर सकेंगे। इस बारे में अनुबन्धकर्ता किसी भी हर्जे-खर्चे की मांग नहीं कर सकेगा।
22. बोली पूर्व स्पष्टीकरण के संबंध में किसी प्रकार की जानकारी/स्पष्टीकरण जनसम्पर्क शाखा से प्राप्त किया जा सकता है। लिखित में स्पष्टीकरण प्राप्ति हेतु निविदा सूचना प्रकाशित होने/पोर्टल पर अपलोड करने के चार दिवस के अन्दर लिखित प्रार्थना पत्र सदस्य सचिव कय समिति कमरा नं.-32, मुख्य भवन, जविप्रा को प्रस्तुत करना होगा जिसका प्रत्युत्तर प्रार्थी को प्रार्थना पत्र प्रस्तुत करने की दिनांक से तीन दिवस में दे दिया जावेगा। प्रार्थी को दिया गया स्पष्टीकरण एवं बोली प्रपत्र में किसी प्रकार का परिवर्तन www.sppp.raj.nic.in व www.eproc.rajasthan.gov.in एवं <https://jda.rajasthan.gov.in> पोर्टल पर प्रदर्शित कर दिया जावेगा (नियम 46 एवं 47)।
23. Rajasthan Transparency in Public Procurement Act-2012 के प्रावधानों के अनुसार निविदाकर्ता संस्था के अधिकारियों/कार्मिकों द्वारा सत्यनिष्ठा संहिता की पालना किया जाना अनिवार्य होगा।
24. Rajasthan Transparency in Public Procurement Act-2012 की धारा 38 के तहत कोई भी Bidder अथवा Proposed Bidder जिसे यह प्रतीत होता है, इस Bid का कोई प्रावधान या कृत्य इस अधिनियम के प्रतिकूल है, तो वह प्रथम अपील अधिकारी आयुक्त, जविप्रा के समक्ष अपील कर सकता है। साथ ही समान उद्देश्य (अपील) के लिए प्रावधान अनुसार द्वितीय अपील अधिकारी कार्यकारी समिति, जविप्रा है।
25. अधिनियम में वर्णित अनुसार प्रथम अपील अधिकारी के समक्ष अपील करने हेतु निर्धारित फीस रुपये 2500/- है, जो अपीलकर्ता को अपील के साथ बैंक ड्राफ्ट के रूप में (जो सचिव, जविप्रा, जयपुर के नाम देय हो) संलग्न करनी होगी। द्वितीय अपील अधिकारी के समक्ष अपील करने हेतु फीस रुपये 10000/- निर्धारित है। उक्त दोनों फीस अप्रतिदेय होगी।

Signature Not Verified

Digitally signed by Naval Kishore Meena
Designation : Deputy Registrar
Date: 2025.08.25 12:18:38 IST
Reason: Approved

RajKaj Ref No.:
17356612

eSign 1.0

26. निविदादाताओं को राजस्थान लोक उपापन में पारदर्शिता नियम-2013 के नियम 80 (2) में वर्णित सत्यनिष्ठा संहिता का पालन करना होगा।
27. किसी भी निविदादाता द्वारा राजस्थान लोक उपापन में पारदर्शिता नियम-2013 के नियम 81 (3) में वर्णित हित का विरोध की स्थिति में नहीं होना चाहिए। इस संबंध में संलग्न Annexure-A पर हस्ताक्षर कर बोली के साथ प्रस्तुत करना होगा।
28. निविदादाता को संलग्न Annexure-B के अनुसार एक घोषणा पत्र बोली के साथ सादा कागज पर प्रस्तुत करना होगा।
29. राजस्थान उपापन में पारदर्शिता अधिनियम-2012 एवं नियम-2013 में वर्णित प्रावधान एवं राज्य सरकार एवं प्राधिकरण द्वारा समय-समय पर जारी किये जाने वाले दिशा-निर्देश/आदेश, जो इस निविदा हेतु प्रासंगिक हो, जविप्रा एवं सफल निविदादाता द्वारा मान्य होंगे।
30. प्राधिकरण द्वारा न्यूनतम कार्य करवाए जाने की कोई प्रतिबद्धता नहीं होगी।
31. हाईक्वालिटी ऑडियो-वीडियो प्रोडक्शन कार्य का भुगतान डीएवीपी, भारत सरकार द्वारा अनुमोदित दरों से अधिक दरों पर नहीं किया जायेगा।

बोलीदाता के हस्ताक्षर (मय मोहर)

जनसंपर्क अधिकारी,
जविप्रा, जयपुर।

Annexure-1

(Annual Turnover Certificate) (To be executed on Chartered Accountant Firm's letter head-self attested)

The average gross turnover of M/s

address For the 3 audited years viz. **2022-23, 2023-24 & 2024-25** are given below and certified that the statement is true and correct as per the book of records of the above-mentioned firm and through online certificate number**[Mention certificate number]**

Annual Turnover for the financial years 2022-23, 2023-24 & 2024-25	
Year	Turnover in INR Lakhs
2022-23	
2023-24	
2024-25	

Registration No. of Chartered Accountant/ Firm shall be mentioned here

Date

Signature of the Bidder

Signature of Chartered Accountant with seal

Chartered Accountant (Name and address):**[insert complete name and**

address of Chartered Accountant/ Firm}

UDIN

Telephone Number:

Mobile Number:

Signature Not Verified

Digitally signed by Naval Kishore Meena
Designation : Deputy Registrar
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RajKaj Ref No.:
17356612

eSign 1.0

TECHNICAL PERSONNEL WORKING ON PAY ROLL OF THE BIDDER

(Please provide here the details of the composition of the Team of Key Personnel proposed to be deputed for the Work)

S.no.	Title of the position in team and number	Name of the key person & age	Qualification & date of joining	Work Experience
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				

DECLARATION

The above information given is true and we understand that any false declaration may lead to disqualification of the tender.

Authorized Signature

Signature Not Verified

Digitally signed by Naval Kishore Meena
Designation : Deputy Registrar
Date: 2025.08.25 12:18:38 IST
Reason: Approved

annexure 3

ब्लैक लिस्ट एवं डिबार नहीं किए जाने सम्बन्धी शपथ-पत्र बोलीदाता द्वारा स्वयं हस्ताक्षरित कर राशि रुपये 100/- के गैर न्यायिक मुद्रांक पेपर पर दिया जाना है।

शपथ-पत्र

जयपुर विकास प्राधिकरण में हाईक्वालिटी ऑडियो-वीडियो प्रोडक्शन एवं सोशल मीडिया मैनेजमेंट के कार्य हेतु आमंत्रित की गई बोली संख्या के क्रम में मैं प्रोपराइटर/निदेशक (बोलीदाता संस्था का नाम), पता (बोलीदाता संस्था का पता) सशपथ बयान करता हूँ कि बोलीदाता संस्था को गत 3 वर्षों की अवधि में Center/ State Government Department/ PSU/Corporation/ Board/ Autonomous Body द्वारा ब्लैक लिस्टेड नहीं किया गया है एवं ना ही Center/ State Government Department/ PSU/Corporation/ Board/ Autonomous Body द्वारा डिबार किया गया है।

(हस्ताक्षरकर्ता शपथगृहीता)
मय संस्था की सील

सत्यापन

उपर्युक्त वर्णित कथन मेरी जानकारी में सत्य में यदि उपर्युक्त वर्णित कथन असत्य पाया जाता है तो हमारी संस्था द्वारा प्रस्तुत बोली को किसी भी समय निरस्त किया जा सकता है एवं संस्था के विरुद्ध यदि कोई कार्रवाई की जाती है तो बोलीदाता संस्था/कंपनी को कोई आपत्ति नहीं होगी।

(हस्ताक्षरकर्ता सत्यापनकर्ता)
मय संस्था की सील

Signature Not Verified

Digitally signed by Naval Kishore Meena
Designation : Deputy Registrar
Date: 2025.08.25 12:18:38 IST
Reason: Approved

Annexure A: Compliance with the Code of Integrity and No Conflict of Interest

Any person participating in a procurement process shall-

- (a) Not offer any bribe, reward or gift or any material benefit either directly or indirectly in exchange for an unfair advantage in procurement process or to otherwise influence the procurement process;
- (b) Not misrepresent or omit that misleads or attempts to mislead so as to obtain a financial or other benefit or avoid an obligation;
- (c) Not indulge in any collusion, Bid rigging or anticompetitive behavior to impair the transparency, fairness and progress of the procurement process;
- (d) Not misuse any information shared between the procuring entity and the bidders with an intent to gain unfair advantage the procurement process;
- (e) Not indulge in any coercion including impairing or harming or threatening to do the same, directly or indirectly, to any party or to its property to influence the procurement process;
- (f) Not obstruct any investigation or audit of a procurement process;
- (g) Disclose conflict of interest, if any; and
- (h) Disclose any previous transgressions with any entity in India or any other country during the last three years or any debarment by any other procuring entity.

Conflict of interest. -

The Bidder participating in a bidding process must not have a Conflict of Interest.

A Conflict of interest is considered to be a situation in which a party has interests that could improperly influence that party's performance of official duties or responsibilities, contractual obligation, or compliance with applicable laws and regulations.

- (i) A bidder may be considered to be in conflict of interest with one or more parties in the bidding process if, including but not limited to :
 - (a) Have controlling partners/shareholders in common; or
 - (b) Receive or have received any direct or indirect subsidy from any them; or
 - (c) Have the same legal representative for purposes of the bid; or
 - (d) Have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the bid of another bidder, or influence the decisions of the procuring Entity regarding the bidding process; or
 - (e) The bidder participates in more than one bid in a bidding process. Participation by a bidder in more than one bid will result in the disqualification of all bids in which the bidder is involved. However, this does not limit the inclusion of the same subcontractor, not otherwise participating as a bidder, in more than one bid; or
 - (f) The bidder or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the goods, works or service that subject of the bid; or
 - (g) Bidder or any of its affiliates has been hired (or proposed to be hired) by the procuring entity as engineer-in-charge/ consultant for the contract.

PRO

JDA, Jaipur

Signature of Bidder

Signature Not Verified

Digitally signed by Naval Kishore Meena
Designation : Deputy Registrar
Date: 2025.08.25 12:18:38 IST
Reason: Approved

Annexure B: Declaration by the Bidder regarding Qualifications

Declaration by the Bidder

In relation to my / our Bid submitted to for procurement or in response to their Notice inviting Bids No..... dated.....

I/we hereby declare under section 7 of Rajasthan Transparency in Public Procurement Act, 2012 that:

1. I/we possess the necessary professional, technical, financial and managerial resources and competence required by the Bidding Document issued by the Procuring Entry;
2. I/we have fulfilled my/our obligation to pay such of the taxes payable to the union and the state government or any local authority as specified in the Bidding Document.
3. I/we are not insolvent, in receivership, bankrupt or being wound up, not have my/our affairs administered by a court or a judicial officer] not have my/our business activities suspended and not the subject of legal proceeding for any of the foregoing reasons;
4. I/we do not have, and our directors and officers not have, been convicted of any criminal offence related to my/our professional conduct or the making of false statements or misrepresentations as to my/our qualifications to enter into a procurement contract within a period of three years preceding the commencement of this procurement process, or not have been otherwise disqualified pursuant to debarment proceedings;
5. I/we do not have a conflict of interest as specified in the Act, Rules and the Bidding Document, which materially affects fair competition;

Date :

Signature of Bidder

Place :

Name :

Designation :

Address :

PRO

JDA,Jaipur

Note: Annexure “B” is mandatory to be fulfilled and signed with seal by the bidder failing which the bid shall summarily be rejected without asking any clarification.

Signature Not Verified

Digitally signed by Naval Kishore Meena
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Annexure C : Grievance Redressal during Procurement Process

The designation and address of the first Appellate Authority is.....

The designation and address of the Second Appellate Authority is

(1) Filing an appeal :-

If any bidder or prospective bidder is aggrieved that any decision, action or omission of the procuring entity is in contravention to the provisions of the Act or the rules or the guidelines issued there under, he may file an appeal to First Appellate authority, as specified in the Bidding document within a period of ten days from the date of such decision or action, omission, as the case may be, clearly giving the specific ground or grounds on which he feels aggrieved:

Provided that after the declaration of a bidder as successful the appeal may be filed only by a bidder who has participated in procurement proceedings:

Provided further that in case a procuring entity evaluates the technical bids before the opening of the financial bids, whose technical bid is found to be acceptable.

(2) The officer to whom an appeal is filed under Para (1) shall deal with the appeal as expeditiously as possible and shall Endeavour to dispose it of within thirty days from the date of the appeal.

(3) If the officer designated under Para (1) fails of the appeal filed within the period specified in Para (2), or if the bidder or prospective bidder or the procuring entity is aggrieved by the order passed by the first appellate authority, the bidder or prospective bidder or the procuring entity, as the case may be, may file a second appeal to second appellate authority specified in the bidding document in this behalf within fifteen days from the expiry of the period specified in Para (2) or of the date of receipt of the order passed by the first appellate authority, as the case may be.

(4) Appeals not to lie in certain cases :-

No appeal shall lie against any decision of the procuring entity relating to the following matters, namely :-

- (a) Determination of need of procurement
- (b) Provisions Limiting participation of bidders in the bid process
- (c) The decision of whether or not to enter into negotiations
- (d) Cancellation of a procurement process
- (e) Applicability of the provisions of confidentiality

(5) From of Appeals :-

- (a) An appeal under Para (1) or (3) above shall be in the annexed from along with as many copies as there are respondents in the appeal.
- (b) Every appeal shall be accompanied by an order appealed against, if any, affidavit verifying the facts stated in the appeal and proof of payment of fee.
- (c) Every appeal may be presented to first appellate authority or second appellate authority, as the case may be, in person or through registered post or authorized representative.

(6) Fee for filing Appeal :-

- (a) Fee for first appeal shall be rupees two thousand five hundred and for second appeal shall be rupees ten thousand, which shall be non-refundable.
- (b) The fee shall be paid in the form of bank demand draft or banker's cheque of a scheduled bank in India payable in the name of appellate authority concerned.

(7) Procedure for disposal of appeal :-

- (a) The first appellate authority or second appellate authority as the case may be, upon filing of appeal, shall issue notice accompanied by copy of appeal, affidavit and documents, if any, to the respondents and fix date of hearing
- (b) On the date fixed for hearing, the first appellate authority or second appellate authority, as the case may be shall-
 - (i) Hear all the parties to appeal present before him; and
 - (ii) Peruse or inspect documents, relevant records or copies thereof relating to the matter.
- (c) After hearing the parties, perusal or inspection of documents and relevant record or copies thereof relating to the matter, the appellate authority concerned shall pass an order in writing and provide the copy of order to the parties to appeal free of cost.
- (d) The order passed under sub-clause © above shall also be placed on the state public procurement portal.

PRO
appeal)
JDA, Jaipur

Signature of Bidder(in case of

Signature Not Verified

Digitally signed by Naval Kishore Meena
Designation : Deputy Registrar
Date: 2025.08.25 12:18:38 IST
Reason: Approved

RajKaj Ref No.:
17356612
eSign 1.0

Annexure D : Additional Conditions of contract

1. Correction of arithmetical errors

Provided that a Financial Bid is substantially responsive, the Procuring Entity will correct arithmetical errors during evaluation of Financial Bids on the following basis :

- i. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected, unless in the opinion of the Procuring Entity there is an obvious misplacement of the decimal point in the unit price, in which case the total price as quoted shall govern and the unit price shall be corrected;
- ii. If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and
- iii. If there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to (i) and (ii) above.

If the Bidder that submitted the lowest evaluated Bid does not accept the correction of errors, its Bid shall be disqualified and its Bid Security shall be forfeited or its Bid Securing Declaration shall be executed.

2. Procuring Entity's Right to Vary Quantities

- (1) If the Procuring Entity does not procure any subject matter of procurement or procures less than the quantity specified in the Bidding Document due to change in circumstances, the Bidder shall not be entitled for any claim or compensation except otherwise provided in the bidding document.
- (2) In case of procurement of Goods or service, additional quantity may be procured by placing a repeat order on the rates and conditions of the original order. However, the additional quantity shall not be more than 50% of the value of Goods/services of the original contract and shall be within one month from the date of expiry of last supply. If the supplier fails to do so, the Procuring Entity shall be free to arrange for the balance supply by limited Bidding or otherwise and the extra cost incurred shall be recovered from the supplier.

3. Dividing Quantities among more than one bidder

JDA will inform the approved L-1 rate to the other bidders who qualified for Price Bid opening for willing to submit their consent to match with the L-1 rate for the items within 03 days. The bidders who agree to match L-1 rate, will be considered as matched L-1.

The bid quantity shall be fixed in following manner:-

1. L-1 100% (if single bidder or no other bidder agreed to match the L-1 rate)
2. Between L-1 and rate matched Firm-1 in the ratio of 60:40 (if only one other bidder agree to match L-1 Rate)
3. Among L-1 and Rate Matched Firm-1 and 2 in the ratio of 50:25:25 (if two other bidder agree to match L-1 Rate)
4. Among L-1 and rate matched Firms if number is 3 or more, the ratio shall be 40% for L-1 and remaining equal among other rate matched firms.

The Supply orders for quantity fixed as above may be issued as and when required. JDA has full rights to increase and decrease the bid quantity as per rule during the contract period. Security deposit shall be taken as per above ratio.

PRO
JDA, Jaipur

Signature of Bidder

Signature Not Verified

Digitally signed by Naval Kishore Meena
Designation : Deputy Registrar
Date: 2025.08.25 12:18:38 IST
Reason: Approved

**Memorandum of Appeal under the Rajasthan Transparency in
Public Procurement Act, 2012**

FORM No. 1

[See rule 83]

**Memorandum of Appeal under the Rajasthan Transparency in Public
Procurement Act, 2012**

Appeal No _____ of _____
Before the _____

(First / Second Appellate Authority)

1. Particulars of appellant: (i) Name of the appellant: (ii) Official address, if any: (iii) Residential address:	
2. Name and address of the respondent(s): (i) (ii) (iii)	
3. Number and date of the order appealed against and name and designation of the officer / authority who passed the order (enclose copy), or a statement of a decision, action or omission of the Procuring Entity in contravention to the provisions of the Act by which the appellant is aggrieved:	
4. If the Appellant proposes to be represented by a representative, the name and postal address of the representative:	
5. Number of affidavits and documents enclosed with the appeal:	
6. Grounds of appeal: _____ _____ _____(Supported by an affidavit)	
7. Prayer: _____ _____	
Place : _____ Date : _____	
Appellant's Signature	

Signature Not Verified

Digitally signed by Naval Kishore Meena
Designation : Deputy Registrar
Date: 2025.08.25 12:18:38 IST
Reason: Approved

**RajKaj Ref No.:
17356612**

eSign 1.0

[Validate](#)[Print](#)[Help](#)

Item Rate BoQ

Tender Inviting Authority: JAIPUR DEVELOPMENT AUTHORITY, JAIPUR

Name of Work: The Work Of High Quality Audio-Video Production & Social Media Management On Rates to be Approved Through agencies

Contract No: JDA/PRO/2025

Name of the Bidder/ Bidding Firm/ Company :						
<div>PRICE SCHEDULE</div> <div>(This BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filling the relevent columns, else the bidder is liable to be rejected for this tender. Bidders are allowed to enter the Bidder Name and Values only)</div>						
Sl. No.	Item Description And Duration/Size	Quantity	Units	Rated quoted by bidder (without GST)	TOTAL AMOUNT	TOTAL AMOUNT In Words
1	2	3	4	5	6	7
1	TVC					
1.1	Upto 60 Sec	2.000			0.00	INR Zero Only
1.2	2-5 minute HD/4K	7.000			0.00	INR Zero Only
1.3	5-15 minute HD/4K	3.000			0.00	INR Zero Only
2	Video/Film					
2.1	2-5 minute ultra wide	5.000			0.00	INR Zero Only
2.2	5-15 minute ultra wide	5.000			0.00	INR Zero Only
3	2D Animation using still images, music, without voice-over					
3.1	Per 60 sec	5.000			0.00	INR Zero Only
4	2D Animation using still images, music, with voice-over					
4.1	Per 60 sec	5.000			0.00	INR Zero Only
5	Film Re-voice over	5.000			0.00	INR Zero Only
6	Film Re-editing	5.000			0.00	INR Zero Only
7	Website design & development Design of responsive website upto 15 pages incl. planning of structure, features, functions, content	1.000			0.00	INR Zero Only
7.1	Addition of new pages to the website	12.000	Per Page		0.00	INR Zero Only

Sl. No.	Item Description And Duration/Size	Quantity	Units	Rated quoted by bidder (without GST)	TOTAL AMOUNT	TOTAL AMOUNT In Words
1	2	3	4	5	6	7
8	SEO					
8.1	On/Off-page Optimisation	12.000	Per Month		0.00	INR Zero Only
9	Poster design	5.000			0.00	INR Zero Only
10	Event backdrop display Design					
10.1	Static Digital Display	12.000			0.00	INR Zero Only
10.2	3D Installation Design	12.000			0.00	INR Zero Only
11	Social Media (Posts creation and posting, Meta & YouTube paid promotion & management, posts boosting) : 25 posts, 2-3 short videos	12.000	Per Month		0.00	INR Zero Only
12	WhatsApp/SMS Messages (min. 5k)	12.000	Per Month		0.00	INR Zero Only
13	powerpoint presentation	200.000	Per Slide		0.00	INR Zero Only
	<p>1. कार्य करने की राशि का उल्लेख बोलीदाता द्वारा उल्लेखित कॉलम में आवश्यक रूप से करना होगा। राशि अंको में अंकित करनी होगी। दसों में अन्तर, कॉट-छॉट या ओवरराइटिंग मान्य नहीं होगी।</p> <p>2. जीएसटी का भुगतान नियमानुसार पृथक से देय होगा।</p> <p>3. बोली के साथ संलग्न शर्तों एवं कार्य विवरण के अनुसार कार्य करने हेतु सहमति देता हूँ।</p>					
Total in Figures					0.00	INR Zero Only
Quoted Rate in Words		INR Zero Only				