

**DELHI JAL BOARD  
PUBLIC RELATIONS OFFICE  
ROOM NO. 306, VARUNALYA PH-II  
KAROL BAGH, NEW DELHI -110005  
prodjb114@gmail.com**

**Inviting Expression of Interest**

Applications are invited from renowned and professional Social Media Agencies to assist DJB in Compilation, Creation and Dissemination of information and creation of informative videos and posts for social media pages is required in managing and improving the perception of the Organization by publicizing its activities, policies and programs to the public at large. The board spectrum of activities will include:

- Designing and Maintaining social media portals like Facebook, Twitter, Instagram, Youtube
- Increase in followers on all the social media portals per month
- Frequent posting of creative contents and videos on all social media portals
- Verification of all Delhi Jal Boards handles

**There will be three stages required for an agency to qualify and come on the panel of Delhi Jal Board:-**

1. Technical Portfolio
2. Creative Portfolio
3. Financial Bids

**Technical Portfolio:**

- *Pan Card Number*
- *GST Number*
- *Authentic Address Proof* (either the Head Quarter or the Agency itself should be stationed in Delhi)
- *Documentary proof of works undertaken for various clients* preferably Govt. Sector/ Undertakings/ Defence/ Autonomous Bodies/ PSUs/ Navratnas in last TWO years.
- Copy of Balance sheet and Profit and Loss account of last two years

**Creative Portfolio:**

After being short listed on technical grounds, the agency will be given a topic to present the plan of action within stipulated time period in the form of a presentation in front of the approved committee.



### **Financial Bids:**

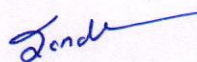
After being short listed on Creative grounds, the agency will be asked to submit to below given cost:-

- Quotes for pushing messages on Whatsapp to the below given targeted groups:
  - a) 1000
  - b) 10,000
  - c) 50,000
  - d) 10 Lac.
  - e) 50 Lac.
  - f) 1Cr.
  - g) 2.5 Cr.
- Quotes for pushing content and videos/Gifs on Facebook/Instagram/Twitter to the below given targeted groups:
  - a) 1000
  - b) 10,000
  - c) 50,000
  - d) 10 Lac.
  - e) 50 Lac.
  - f) 1Cr.
  - g) 2.5 Cr.
- Proof of quantifiable number reached out in every campaign i.e. Unique numbers in case of Whatsapp and Unique ids in case of Facebook, Instagram and twitter.

### **Terms & Conditions:-**

1. The selection committee reserves the right to verify the particulars furnished by the agencies independently.
2. The department also reserves the right to reject any application without assigning any reason thereof in the interests of work.

**The application form duly filled alongwith documents required under Technical Portfolio (Hard Copy compulsory) must reach in PR Office: Delhi Jal Board, Room No. 306 Varunalaya Phase II, Karol Bagh, New Delhi latest by 18:00 hrs 10.07.2019 positively.**

  
Dy. Director (PR)



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**APPLICATION FORM**

Sl. No.	Particulars	
01.	Name of the Agency/Firm	
02.	Office Address	
03.	Contact Number/Landline Number	
04.	PAN Card Number	
05.	GST Number	
06.	Authentic Documents of all the pointers under Technical Portfolio to be attached with Form.	

**UNDERTAKING**

"I, \_\_\_\_\_, \_\_\_\_\_, am authorized to give  
(Name) (Designation)

this undertaking on behalf of M/S \_\_\_\_\_, hereby declare that the details given in the application are true and correct to the best of my knowledge and belief.