

FORE School of Management, New Delhi

Guidelines for submitting quotation for Creation of Digital Content for FORE School of Management

Date of Opening: 02nd May, 2024

Date of Closure: 15th May, 2024

FORE School of Management is inviting tender for Digital Content Agencies for creation of Digital Content for FORE School of Management (Delhi & Gurugram Campuses) that will focus on highlighting the legacy and enhancing visibility. The Quotation must be made in **two parts** – each part sealed separately and marked appropriately for identification.

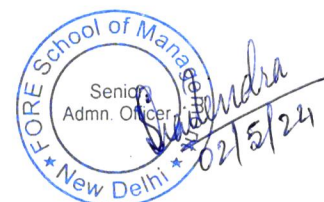
Part 1 of each quotation must contain the following-

- a. **Details of your organization** – Area of specialization, size/turnover, previous experiences with similar assignments /clients along with any key initiatives that you may have done with them, testimonials of your clients (Need at least 2 references) (As per the attached “Agency Information Sheet”)
 - b. Specific Quotations covering all activities covered in the “**Scope of Work**” pertaining to the group
 - c. Additional proposed activities
 - d. Your viewpoints on the similar activities done by the Institution- what as per you have worked out and what has not worked out
 - e. Special terms/conditions/constraints/exceptions
 - f. Social Media Followers
 - g. Views
 - h. Duration of Video to be shot
- B. **Part 2** of the quotation must contain the **price and commercial terms**.
- C. The **last date** for submitting the Quotation is **15th May 2024 by 16:00 Hrs.**
- D. Please note that you may submit the **hard copy** of the quotation (both Part 1 & 2) (**duly stamped and signed**) **via post/hand delivered** within stipulated timelines.

Address for sending the quotation-

**Senior Administrative Officer
FORE School of Management
“Adhitam Kendra”
B-18, Qutub Institutional Area,
New Delhi- 110016**

For any further clarifications, you may reach out to the **Communication and Branding Office** over call on **011- 46485519** or via mail on **cbo@fsm.ac.in**.



"Adhitam Kendra"

**B-18, Qutub Institutional Area, New Delhi-110016
Phone: +91-11-41242424 to 33, 46485500 to 30
E-mail: fore@fsm.ac.in Website: www.fsm.ac.in**

Agency Information Sheet

Name of the Agency	
Legal Name of the Agency	
Year of Establishment	
Name of the Director/Promoter	
Head Office and Branch Offices (if any)	
Address	
Email ID	
Contact Number	
Name of the Contact Person	
Number of Employees	
Number of Employees to be engaged for the specific activity	
Total Turnover	
Number of Prominent Clients	
Enlist some of the successful campaigns done	
Awards won (if any)	
Reference 1 (Name, Designation, Company Name and Contact Number)	
Reference 2 (Name, Designation, Company Name and Contact Number)	


For FORE School of Management