



# MUMBAI DISTRICTS AIDS CONTROL SOCIETY

Established by

**BRIHANMUMBAI MUNICIPAL CORPORATION**



Regd. No. 891/980

MDACS / Quo / 39 / PO – IEC

Date: 02.02.2026

To,

Dear Sir,

**Sub: Invitation of Quotation for appointment of Social media agency for a period of 12 months to create awareness about routes of transmission, HIV/AIDS testing, ART treatment, HIV/AIDS helpline no. 1097 and work of Mumbai Districts AIDS Control Society.**

You are invited to submit your most competitive Quotation for appointment of Social media agency for a period of 12 months to create awareness about routes of transmission, HIV/AIDS testing, ART treatment, HIV/AIDS helpline no. 1097 and work of Mumbai Districts AIDS Control Society.

| Social Media Platform                    | Scope of Work  | Contract Period                     |
|--|--|-------------------------------------|
| Facebook, Instagram, Twitter and YouTube | <ol style="list-style-type: none"><li>1. Manage social media handles (Facebook, X, Instagram, You tube &amp; LinkedIn)</li><li>2. Make LinkedIn profile of Mumbai DACS.</li><li>3. Involve social Media Influencers for making of Reels on HIV awareness - 10 influencers who have around 1 Lakh followers. (Minimum 2 reels from each influencer.</li><li>4. Post content in text and videos on all social media handles (20 posts per month)</li><li>5. Increase post count up to 30 posts per month at the time of NACO suggested campaign for the 2 months.</li><li>6. Increase page followers and create awareness of AIDS society (Page followers up to 3000)</li><li>7. Increase user engagement &amp; reach on social media posts minimum 10000 audience per month</li><li>8. Create social media management and content communication strategy every month</li><li>9. Design creative strategy for attractive posts and videos as per social media calendar &amp; NACO guideline.</li><li>10. Create content for social media handles in English, Marathi and Hindi</li><li>11. Social Media Marketing through promotions to increase awareness, followers and engagement</li><li>12. Interaction with users and replying to comments on social media platforms</li><li>13. Agency will monitor sites on a real time basis, manage and moderate social media pages through prompt replies to comments under the supervision of designated MDACS official.</li><li>14. Provide monthly analytical reports as per defined social media strategy</li><li>15. All complaints/ grievances made on social media must be documented, escalated to the responsible authorities</li><li>16. Increase user engagement and brand awareness by social media marketing</li></ol> | 12 months from issue of Work order. |

Acworth Complex, R. A. Kidwai Marg, Wadala (West), Mumbai – 400 031.  
Tel No. 24100246/47 Telefax: 24100250 Email: mumbaimacs@gmail.com,



**Life is precious ... .. Stop HIV/AIDS**  
**Keep the Promise**

**1. Bid Price**

- a. The contract shall be for the full quantity as described above. Corrections, if any, shall be made by crossing out
- b. All duties, taxes and other Levis payable on the raw materials and components shall be included in the total price.
- c. GST in connection with the sale shall be shown separately.
- d. The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
- e. The Prices shall be quoted in Indian Rupees only.

2. Each bidder shall submit only one quotation.

**3. Validity of Quotation**

Quotation shall remain valid for a period not less than 45 days after the deadline date specified for submission. The withdrawal of the offer before validity period will entail forfeiture of EMD.

**4. Evaluation of Quotations**

The Purchaser will evaluate and compare the quotations determined to be substantially responsive i.e. which

- a) are properly signed; and
- b) confirm to the terms and conditions and specifications

The quotations would be evaluated for each item separately.

GST in connection with sale of goods shall be taken into account in evaluation.

**5. Award of Contract**

The Purchaser will award the contract to the bidder whose quotation has been determined to be substantially responsive and who has offered the lowest evaluated quotation price.

- 5.1. Notwithstanding the above, the Purchaser reserves the right to accept or reject any quotations and to cancel the bidding process and reject all quotations at any time prior to the award of contract.
- 5.2. The bidder whose bid is accepted will be notified of the award of contract by the Purchaser prior to expiration of the quotation validity period. The terms of the accepted offer shall be incorporated in the purchase order.

6. Payment shall be made within 30 days from the receipt of bill in duplicate along with stamp and signature of authorized person as acknowledgement.

7. As per prevailing rules TDS / SGST / CGST will deducted at source towards income tax / SGST / CGST from all the bills submitted to the department. The TDS / SGST / CGST certificate shall be generated on line by Finance section of Mumbai Districts AIDS Control Society.

8. Purchaser reserves the right at the time of contract award to increase or decrease the quantities indicated above by 25% without any change in the unit price or any other terms and conditions.

9. The quotation should be sealed with wax.

10. **Incomplete, irregular, unsealed, unsigned and quotations received after the due date and time will not be considered.**
11. The Quotationer must submit the **EMD of Rs. 29,600/- by Demand Draft or Banker's cheque or bank guarantee from any bank payment online in an acceptable form. The Demand Draft should be drawn in favor of Mumbai Districts AIDS Control Society.** The withdrawal of the offer before validity period will entail forfeiture of EMD. The EMD should be paid upto 3.00 p.m. one day prior to the opening of the Quotation. A copy the EMD Receipt should be kept along with quotation. EMD Receipt no. should be mentioned on the Envelope.
12. The quotationer must fill up the rates in the format given along with the quotations notice. **If it is filled up in any other format, the same shall be rejected outright.**
13. Copy of GST Certificate & PAN card should be submitted.
14. The Quotationers must paginate the quotation properly.
15. **Performance Security**  
The successful bidder will have to pay 5% as Security Deposit by Demand Draft, Banker's cheque or bank guarantee from any bank or payment online in on acceptable form only within 15 days on receipt of the purchase order. If they fail to pay the Security Deposit within stipulated period, the contractor will be charged extra Rs. 100/- as a penalty.  
Security Deposit will be refunded after 2 months after completion of satisfactory period of work order.
16. The agency team should have their office in Mumbai & a team of graphic designer, Web designer, content writer & Creative artist.
17. The agency team should submit documentary evidence that they have requisite qualification, experience and capacity to complete the job successfully on time for the offered quotation.
18. **Penalty**
  - a. For delay submission – ½ % per week or part thereof after the expiry of the delivery period subject to maximum 10%.
  - b. Failure of the digital media campaign art work—contract deposit will be forfeited and the designing / Art work will be purchased at the risk and cost of the suppliers.
  - c. Variation in specification – designing / Art work will be rejected and cost of the said designing / Art work will be recovered from the supplier.
19. **Last Date and time of receipt of quotations:**  
Quotationers should submit their sealed quotation duly super-scribed on the envelope as **"Quotation for appointment of Social media agency for a period of 12 months to create awareness about routes of transmission, HIV/AIDS testing, ART treatment, HIV/AIDS helpline no. 1097 and work of Mumbai Districts AIDS Control Society."** due on 13.02 **.2026** latest by 1.00 p.m. which will be opened on the due date at 3.00 p.m.
20. Quotations will be opened in the presence of the bidders or their representative who choose to attend at 3.00 pm on 13.02 .2026 in the office of the Mumbai Districts AIDS Control Society, Wadala, Mumbai – 400 031

21. We look forward to receiving your quotations and thank you for your interest in this project.

*Caluige*  
29/01/2026.

Dy. Director (IEC)  
MDACS

*Baala*  
02/04/2026

Dy. Director (Proc.)  
MDACS

*Shankar*

Addl. Project Director (I/c)  
MDACS

### Specifications & Terms and Conditions

| Social Media Platform                             | Type of Advertise/ Specifications  | Contract Period                         |
|---|--|---|
| Facebook,<br>Instagram,<br>Twitter and<br>YouTube | <ol style="list-style-type: none"><li>1. Manage social media handles (Facebook, X, Instagram, You tube &amp; LinkedIn)</li><li>2. Make LinkedIn profile of Mumbai DACS.</li><li>3. Involve social Media Influencers for making of Reels on HIV awareness - 10 influencers who have around 1 Lakh followers. (Minimum 2 reels from each influencer.</li><li>4. Post content in text and videos on all social media handles (20 posts per month)</li><li>5. Increase post count up to 30 posts per month at the time of NACO suggested campaign for the 2 months.</li><li>6. Increase page followers and create awareness of AIDS society (Page followers up to 3000)</li><li>7. Increase user engagement &amp; reach on social media posts minimum 10000 audience per month</li><li>8. Create social media management and content communication strategy every month</li><li>9. Design creative strategy for attractive posts and videos as per social media calendar &amp; NACO guideline.</li><li>10. Create content for social media handles in English, Marathi and Hindi</li><li>11. Social Media Marketing through promotions to increase awareness, followers and engagement</li><li>12. Interaction with users and replying to comments on social media platforms</li><li>13. Agency will monitor sites on a real time basis, manage and moderate social media pages through prompt replies to comments under the supervision of designated MDACS official.</li><li>14. Provide monthly analytical reports as per defined social media strategy</li><li>15. All complaints/ grievances made on social media must be documented, escalated to the responsible authorities</li><li>16. Increase user engagement and brand awareness by social media marketing</li></ol> | 12 month<br>from issue of<br>work order |

**Note:** Exemption from GST for pure services provided by way of any activity in relation to any function entrusted under Article 243 W of the Constitution of India.

#### **Instructions for quotationers :-**

1. The agency will be appointed for 12 months from issue of Work order.
2. Contents will be provided by MDACS for making of creative for uploading on digital sites.
3. Agency should update daily excel sheet for reporting of views & expressions.
4. The agency should have a team of Web designer & software engineer.
5. The agency team should submit documentary evidence that they have requisite qualification, experience and capacity to complete the job successfully on time for the offered quotation.
6. The agency has to assign a Project Leader of sufficient seniority to take decisions on behalf of the Agency, who shall be a single point contact to MDACS.

  
Dy. Director (IEC)  
MDACS

**FORMAT OF QUOTATION**

| Social Media Platform                    | Type of Advertise/ Specifications  | Contract Period<br><br>a | Amount per month (in Rs.)<br><br>b | Total 12 monthly charges (in Rs.)<br>a X b | Total in Words |
|--|--|--------------------------|------------------------------------|--|----------------|
| Facebook, Instagram, Twitter and YouTube | <ol style="list-style-type: none"> <li>1. Manage social media handles (Facebook, X, Instagram, YouTube &amp; LinkedIn)</li> <li>2. Make LinkedIn profile of Mumbai DACS.</li> <li>3. Involve social Media Influencers for making of Reels on HIV awareness - 10 influencers who have around 1 Lakh followers. (Minimum 2 reels from each influencer.</li> <li>4. Post content in text and videos on all social media handles (20 posts per month)</li> <li>5. Increase post count up to 30 posts per month at the time of NACO suggested campaign for the 2 months.</li> <li>6. Increase page followers and create awareness of AIDS society (Page followers up to 3000)</li> <li>7. Increase user engagement &amp; reach on social media posts minimum 10000 audience per month</li> <li>8. Create social media management and content communication strategy every month</li> <li>9. Design creative strategy for attractive posts and videos as per social media calendar &amp; NACO guideline.</li> <li>10. Create content for social media handles in English, Marathi and Hindi</li> <li>11. Social Media Marketing through promotions to increase awareness, followers and engagement</li> <li>12. Interaction with users and replying to comments on social media platforms</li> <li>13. Agency will monitor sites on a real time basis, manage and moderate social media pages through prompt replies to comments under the supervision of designated MDACS official.</li> <li>14. Provide monthly analytical reports as per defined social media strategy</li> <li>15. All complaints/ grievances made on social media must be documented, escalated to the responsible authorities</li> <li>16. Increase user engagement and brand awareness by social media marketing</li> </ol> | 12 months                |                                    |  |                |
|  | <b>Total...</b>  |                          |                                    |  |                |

**Note:** Exemption from GST for pure services provided by way of any activity in relation to any function entrusted under Article 243 W of the Constitution of India.

We agree to provide the above service in accordance with the specifications, terms & conditions for a total contract price of Rs. \_\_\_\_\_ (amount in figures) Rs. \_\_\_\_\_ (amount in words) within the period specified in the invitation for Quotations.

We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery.

**Signature of Supplier**

**INFORMATION TO BE FILLED IN BY THE QUOTATIONER / TENDERER**

| <b>Sr. No.</b> | <b>Particulars</b>  | <b>To be filled by Quotationer / Tenderer</b> |
|----------------|---|---|
| 1              | Quotation / Tender No and Date  |   |
| 2              | EMD Amount, Receipt no. and date  |   |
| 3              | Quotationer / Tenderer Firm Name  |   |
| 4              | Quotationer / Tenderer Address  |   |
| 5              | Name of Contact Person and Contact No.  |   |
| 6              | E-mail ID   |   |
| 6              | If is proprietary concern if so name of the owner   |   |
| 7              | If it partnership concern<br>Name of Each partner   |   |
| 8              | Partnership deed and copy of registration certificate   |   |
| 9              | If it is company if so the documentary proof to show that the company is registered<br>Name of the Director |   |
| 10             | Details of the bank   |   |
|                | 1) Name of the bank   |   |
|                | 2) Name of the Branch   |   |
|                | 3) Address of the branch  |   |
|                | 4) Type of bank Account   |   |
|                | 5) Bank account No.   |   |
|                | 6) IFC Code   |   |
|                | 7) MICR Code  |   |
| 11             | Registration under GST Act  | <b>Yes / No</b>                               |
| 12             | GST Registration No.  |   |
| 13             | GST Registration Certificate  |   |
| 14             | The Certificate of PAN documents and Photograph   | <b>Self-attested</b>                          |

**Signature of authorized person of concern Company / Quotationer / Tenderer**

**Bank Details for online EMD/SD Payment**  
**MUMBAI DISTRICTS AIDS CONTROL SOCIETY**  
**Ackworth Complex, R.A. KidwaiMarg,**  
**Wadala (W),Mumbai 400031**

|                     |   |   |
|---------------------|---|---|
| Name of the A/c.    | : | MUMBAI DISTRICTS AIDS CONTROL SOCIETY DBS |
| Name of the Bank    | : | BANK OF BARODA                            |
| Name of the Branch  | : | WADALA                                    |
| RTGS Code no.       | : | BARBOWADALA (5th Character is Zero)       |
| NEFT Code no.       | : | BARBOWADALA (5th Character is Zero)       |
| Saving Bank A/C No. | : | 04210100016262                            |

**\* Note:**

Kindly submit the details of Transaction ID to [mdacs.procurement@gmail.com](mailto:mdacs.procurement@gmail.com) & [mdacsfinance@gmail.com](mailto:mdacsfinance@gmail.com) after online transfer of EMD/SD amount for further action.