

**AIC- BAMU FOUNDATION  
(A SECTION-8 COMPANY)  
Dr. Babasaheb Marathwada University Aurangabad**

**Expression of Interest for Empanelment of  
Support Service Agencies by**

AIC- BAMU FOUNDATION, Aurangabad invites expression of interest from the firms dealing in filing and prosecution of Intellectual Property. The selection and empanelment of the IP firm will be based on an internal evaluation process. AIC- BAMU FOUNDATION, Aurangabad, reserves the right to shortlist firms at any point of assessment of their credentials for the empanelment. The advertisement does not constitute and will not be deemed to constitute any commitment on the part of AIC- BAMU FOUNDATION, Aurangabad for the empanelment. AIC- BAMU FOUNDATION, Aurangabad reserves the right to reject any EOI if it is not in the given format, at any time, a material misrepresentation is made or uncovered, or the firm does not respond promptly and thoroughly to requests for supplementary information required for the evaluation of the EOI.

**Interested firms may kindly submit the EOI in the given format in sealed envelopes by Friday, 04<sup>th</sup> September 2026.**

Note: Bidders are required to submit the Technical Bid in (Envelope No.1) along with the Financial Bid at (Envelope No.2). Please do not put the "Financial Bid" (price quote) envelope in the technical bid envelope. If the price quoted is submitted with the technical bid, the tender will be rejected. Both the sealed envelopes should be placed in the third larger envelope, sealed and submitted to AIC- BAMU FOUNDATION, Aurangabad. Clearly mention on the larger envelope "Technical Bid and Financial Bid for Empanelment of Agencies/ Firms".

The EOI may kindly be sent to:  
Chief Executive Officer  
Atal Incubation Centre  
Dr. Babasaheb Ambedkar Marathwada University  
Near Soneri Mahal, Jaisinghpura  
Chhatrapati Sambhajinagar (Aurangabad), MH-431004  
Mobile: +91-9312427592  
Tel: +91-240-2403221, Ext. 021  
Email: ceo.aic@bamu.ac.in

## **Call for Expression of Interest (EOI) for Social & Digital Media Services**

AIC-BAMU Foundation is promoted by Dr. Babasaheb Ambedkar Marathwada University and supported by Maharashtra State Innovation Society, Department of Skill Development and Entrepreneurship, Govt. of Maharashtra & Atal Innovation Mission, NITI Aayog, Govt. of India aims to foster the culture of Innovation and entrepreneurship by supporting technology-based start-ups & developing an ecosystem which is conducive for innovation, where start-ups and new ventures thrive. It also has been providing the essential highly equipped DGX, AI-ML Laboratory, Innovation and Invention Centre (IPR Centre), Co-working spaces, specialized facilities like IOT Fab Lab, sophisticated AR-VR Laboratory, and Central Digital Library Facility. AIC-BAMU Foundation invites innovative ideas in the field of IOT, AR, VR, ML in the areas of Healthcare, Auto-industrial applications and allied areas.

To establish a strong online presence, highlight startup achievements, promote incubator programs, and drive audience engagement through professional digital marketing strategies. Consistent digital media management amplifies brand visibility, attracts prospective startup founders, investors, and mentors, and communicates institutional impact across global incubation networks.

To engage empaneled agencies on a retainer or campaign-specific basis for graphic design, content creation, social media management, performance marketing, and video production for digital channels.

It is proposed to float a Call for Expression of Interest (EOI) to empanel qualified Social & Digital Media agencies for providing comprehensive travel services to AIC BAMU Foundation.

### **The scope of services includes:**

- Social Media Management: End-to-end management of official handles (LinkedIn, Twitter/X, Instagram, Facebook, YouTube), post scheduling, community management, and audience interaction.
- Content Creation & Graphic Design: Creation of high-quality digital creatives, infographics, promotional banners, event teasers, monthly newsletters, and campaign copy.
- Video Content Production: Editing short reels, shorts, startup spotlight videos, event summaries, and animated video posts optimized for social platforms.

### **The Details of the services:**

- Tenure: 3 Years from the date of empanelment.
- Channel Management: End-to-end management of official handles (LinkedIn, Instagram, Twitter/X, Facebook, YouTube).
- Content & Campaigns: Graphic design, video reels, campaign copy, performance marketing, and cohort lead generation.

### **Evaluation Criteria:**

- Technical Evaluation: Assessed on agency registration, portfolio of past campaigns, social media growth track record, creative design standards, and experience with institutional, corporate, or startup clients.
- Financial Evaluation: Assessed on competitive rate charts calculated on a monthly retainer fee basis, per-creative/video cost, or campaign execution package rates.

Kindly send the hard copies of the complete Application along with the necessary documents to the address below through SPEED POST/Registered Post:

Chief Executive Officer  
AIC BAMU Foundation  
Dr. Babasaheb Ambedkar Marathwada University Campus  
Near Soneri Mahal, Jaisinghpura  
Chhatrapati Sambhajinagar (Aurangabad), MH-431004

For any queries, please email to: [info.aic@bamu.ac.in](mailto:info.aic@bamu.ac.in)

Application Form Format (To be submitted by Bidder)

**(On the Official Letterhead of the Applicant)**

To,  
Chief Executive Officer  
AIC BAMU Foundation  
Dr. Babasaheb Ambedkar Marathwada University Campus  
Near Soneri Mahal, Jaisinghpura  
Chhatrapati Sambhajnagar - 431004  
Maharashtra, India.

**Subject: Application for Empanelment of Service Providers under**  
**EOI Ref No:**

Dear Sir,

Having examined the EOI document, we hereby submit our application for empanelment with AIC BAMU Foundation for a period of three (3) years.

**1. General Information of the Applicant:**

- **Name of Agency/Firm:**

\_\_\_\_\_  
\_\_\_\_\_

- **Status:** (Proprietorship / Partnership / Pvt Ltd / LLP):

\_\_\_\_\_

- **Registered Address:**

\_\_\_\_\_  
\_\_\_\_\_

- **Contact Person & Designation:**

\_\_\_\_\_

- **Phone No & Email ID:**

\_\_\_\_\_  
\_\_\_\_\_

- **GST Registration No:**

\_\_\_\_\_  
\_\_\_\_\_

- **PAN Card No:**

\_\_\_\_\_  
\_\_\_\_\_

- **FSSAI License No (if applying for Catering):**

\_\_\_\_\_

**2. Category (ies) Applied For:**

*(Please check the relevant box/boxes)*

- ☐ Category I: Tour & Travels Services
- ☐ Category II: Hotels & Restaurants Agency
- ☐ Category III: Photography & Videography Services
- ☐ Category IV: Flower & Decoration Services
- ☐ Category V: Event Management Agency
- ☐ Category VI: Branding & Promotion Services
- ☐ Category VII: Social & Digital Media Services
- ☐ Category VIII: Catering Services

### **3. Enclosures Attached:**

1. Copy of Business Registration Certificate / GST / PAN
2. Profile of the Agency & Past Experience List
3. Work Orders / Client Completion Certificates (Government/Institutional)
4. Portfolio / Product Samples / Equipment List
5. Technical Bid (Envelope A)
6. Financial Bid / Rate Matrix (Envelope B - Sealed Separately)

### **Declaration:**

I/We, the undersigned, hereby declare and confirm the following in connection with our submission for empanelment under the subject Expression of Interest (EOI):

1. All information, documents, certificates, and statements submitted in this EOI application are true, genuine, and correct to the best of my/our knowledge and belief. If any information is found false or misleading at any stage, AIC BAMU Foundation shall have full right to reject our application or terminate the contract without prior notice.
2. I/We have carefully read, understood, and accepted all the terms, conditions, scope of work, technical specifications, and evaluation criteria outlined in the EOI document. We agree to abide by all the decisions taken by AIC BAMU Foundation regarding vendor empanelment.
3. I/We hereby certify that our agency/firm/company has **NOT** been blacklisted, debarred, or suspended by any Central/State Government Department, Public Sector Undertaking (PSU), Autonomous Body, or Educational Institution in India as of date.
4. Our firm complies with all statutory liabilities, including GST, PAN, Income Tax, Labour Laws, and (where applicable) FSSAI regulations, and we possess all necessary valid licenses to operate the designated services.
5. I/We declare that no officer or employee of AIC BAMU Foundation has any direct or indirect financial interest in our firm, and no conflict of interest exists in participating in this empanelment process.

**Authorized Signatory:** \_\_\_\_\_

**Name & Designation:** \_\_\_\_\_

**Date & Place:** \_\_\_\_\_

(Company Seal/Stamp)

**Minimum eligibility criteria for tender required documents below:**

1. Valid Certificate of Registration under Companies Act, 1956/Partnership deed with proof of registration of firm/Individual Firm, all duly registered under the Maharashtra Shops & Establishment Act the office should be registered from last three years
2. Manufacturer/Distributors /Suppliers having valid Manufacturing or Drug Supply license for the items quoted.
3. Bidder shall submit the OEM Authorization Certificate along with their bid
4. Tenders are being invited for entering into Rate Contract (RC), for a period of One year from the date of issue of Rate Contract.
5. The bidder may be a proprietary firm, partnership firm, Limited Company, Corporation body legally constituted, as per law with valid registration on the last date of submission of the bid
6. Copy of the PAN no, as allotted by the Income Tax Department (Individual PAN for Proprietorship and for Firms/Agency etc. Firm/Company PAN should be submitted).
7. Copies of certificates/allotment letter of Goods & Service tax registration. all three pages
8. Copies of IT RETURNS
9. An affidavit on stating that the applicant is not facing any blacklisting from an establishment of Central Govt. or the State Govt. or the PSU for breach of agreement.
10. BIDDER TO SUBMIT SITE SURVEY REPORT is compulsory for each tenderer on bidders Letter head.
11. Non-disclosure of relevant information or furnishing of incorrect information, documents will attract disqualification.
12. The tenders shall remain **valid for a period of 12 Months** after the date of opening of Envelope No. 1 (Technical bid). And Envelop No. 2 (Financial Bid). A bid valid for a shorter period shall be rejected.
13. Committee Decided if any tenderer wishes to lodge any complaint against the other tenderer regarding submission of false documents, information etc.
14. Minimum 1 contract in the preceding 3 years should have been obtained same or similar work from state or central Govt/PSU/Local Bodies/undertaking.
15. Technical bid should contain information regarding the business experience /other details of the firm to judge the suitability of the bidder.
16. Signed & Stamped compliance sheet of the technical specification as per Bid Documents of the offered equipment/item with technical printed literature must be enclosed with the technical bid. Sl. No. of technical brochures should be mentioned against each technical specification to ensure the technical compliance.
17. The bidder/OEM self-declaration stating that he/she is not banned/debarred or black listed by any Central/State Govt. of India/PSU/Organizations/Institutes in India or abroad in prescribed format
18. All the pages of the Bid form are to be signed by the bidder. In case of joint ownership, all owners have to sign on all the pages of the bids (Technical and Financial bids). Incomplete bids and bids lacking in details and without signatures are liable to be rejected.
19. In case of identical lowest bid by more than one bidder, the selection will be made by giving priority to the agency having more work Order of same or similar category of work at any State Govt. / Central Govt/PSU/Local Bodies/undertaking.
20. Agency/firm must have an establishment having good infrastructure in around 200 km in range City preferably from buyer location. Attached copy of valid Shop act registration and Udyam certificate and GST certificate all address should be same.
21. The Agency is required to provide its bank mandate form (RTGS details) or Cancel Cheque along with the Bid documents.
22. Bidder financial standing: The bidder should not be under liquidation; court receivership or similar proceedings should not be bankrupt. Bidder to upload undertaking to this effect with bid.
23. Dedicated No. for 24 x7 Service Support: BIDDER Telephone No. for Service Support.

24. Bidder's offer is liable to be rejected if they don't upload any of the certificates / documents sought in the Bid document, ATC.
25. Counter Terms & Conditions will not be accepted. Also, if any additions/deletions or change in our format will not be allowed
26. Organization reserves the right to accept any Bid or to reject any or all Bids in full or part at its sole discretion without assigning any reasons thereof
27. In case the space in the Bid document is found insufficient, the vendors may attach separate sheets.
28. Certificate from Bidder: We certify that," there is no deviation in the offer submitted by us, from the Bid/tender terms & conditions on GeM Portal. In case if there is any difference in any terms & conditions, the same may be ignored and considered to have been accepted by us in toto as per bid document on GeM"
29. There should not be any deviation in Terms and Conditions as have been stipulated in the Bid documents. However, in the event of imposition of any other condition, which may lead to a deviation with respect to the terms and conditions as mentioned in the Bid document, the vendor is required to attach a separate sheet marking "list of deviations".
30. The organization reserves the right to Remove/ Black list Firm/Agency/Organization/Service provider for a period of five to ten years for any deviation from the agreed Terms and Conditions if any activity is observed which is detrimental to the interest of the Organization. However, any order of blacklisting or removal shall be passed after offering a reasonable opportunity of hearing/show cause to the agency concerned.
31. If the tender documents are signed by the Representative/Partner of the firm, the Power of Attorney towards authorized signatory/partnership deed issued from proprietor in proper manner should be produced along with the tender documents.
32. The rates should be quoted by tenderers only in rate columns provided in GeM portal.
33. The offered rates will be valid for 60 days only from the date of tender opening.
34. The accepted rates will be valid for entire Contractual period of work from the date of execution.
35. The work should be executed as per schedule & scope of works.
36. The transportation charges towards the carrying of materials, equipments and man power will be borne by the tenderer himself.
37. In case of any accidental injury/death to the staff of Contractor within Org. Premises during execution of the work, no Compensation will be awarded from the Administration side.
38. A check list for the submission of documentary proof by the tenderers should be furnished folio wise and attached along with tender form.
39. The Organization Reserves the rights to order/cancel/amend or modify tender without assigning any reasons.
40. If the bidder submits false or forged documents during the tender and if it comes to the notice of the purchaser then such bidder shall be disqualified and blacklisted by the department.
41. If the bidder submits false or forged documents during the tender and if it comes to the notice of the purchaser after work order has been issued to the bidder then, in that case the work order shall be terminated and security deposit shall be forfeited. Such bidders shall be black listed and not allowed to participate in subsequent tenders published by the department.
42. No joint venture shall be allowed.
43. No other charges in addition will be payable on any account over and above the rates quoted.
44. Any dispute arising out or relating to this Bid/agreement shall be deemed to have arisen in Buyer Location and shall be under Jurisdiction of a Court in Buyer location Area

#### **DISPUTE RESOLUTION**

- (a) Any dispute and or difference arising out of or relating to this contract will be resolved through joint discussion by the authorized representatives of both the parties. However, if the disputes are not resolved by joint discussions, then the matter will be referred for adjudication to a sole Arbitrator appointed by AIC- BAMU FOUNDATION for AIC- BAMU

FOUNDATION related for clients related.

- (b) The award of the sole Arbitrator shall be final and binding on all the parties. The arbitration proceeding's shall be governed by the Arbitration and Conciliation Act 1996 as amended from time to time and rules formed thereunder.
- (c) The cost of Arbitration shall be borne by the respective parties. During the pendency of the arbitration proceeding and currency of contract, neither party shall be entitled to suspend the work/service to which the dispute relates on account of the arbitration and payment to the contractor shall continue to be made in terms of the contract. Arbitration proceedings will be held at Aurangabad Maharashtra only.

I. Format for submitting proposal

<<To be executed all pages on the letter head of the Firm & sign, stamp all pages >>

To,

Chief Executive Officer  
Atal Incubation Centre  
Dr. Babasaheb Ambedkar Marathwada University  
Mobile: +91-9312427592  
Tel: +91-240-2403221, Ext. 021  
Email: ceo.aic@bamu.ac.in

Sub: Submission of Expression of Interest for "Empanelment of Agencies/ Firms"

Dear Sir,

Having examined the details given in the Terms and Conditions of the Expression of Interest AIC- BAMU FOUNDATION for the above work, I/we hereby submit the EOI.

1. I/We hereby certify that all the statements made and information are true and correct.
2. I/We have furnished all information as required in "Profile and Business Competencies of The Firm" which is necessary for EOI and have no further pertinent information to supply.
3. I/We also authorize AIC- BAMU FOUNDATION to approach individuals, employees, firms and corporation to verify our competence and general reputation.
4. I/We will make comprehensive presentations before officials of the AIC- BAMU FOUNDATION at various stages to explain the functioning and other matter necessary for the empanelment of the IP firm.
5. I/We submit the following tech documents in support of our suitability, technical know-how and capability for having successfully completed the following assignments.

Signature(s) of Applicant(s) Seal of  
Firm

Address / Address Seal:

No. of Enclosures: