

EXPRESSION OF INTEREST
FOR EMPANELMENT OF MULTIMEDIA AGENCIES
FOR THE CLIENT'S COMMUNICATION AND OUTREACH MANDATE

National Institute for Smart Government

Architecting e-Government

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1. INTRODUCTION

The National Institute for Smart Government (NISG), a not-for-profit company incorporated under Section 8 of the Companies Act, 2013, has been playing a key role in providing consulting, manpower provisioning and project support services to Central and State Governments, Public Sector Undertakings and other public institutions across India. More details about NISG and its role may be accessed at <https://www.nisg.org>.

As part of its corporate policy, NISG has been working with external organisations to support it in various engagements. Such external organisations are identified and empanelled with NISG on the basis of an open and transparent process. Based on experience and evolving requirements, NISG periodically refines the eligibility criteria and scope of empanelment so as to align with its strategic objectives and the specific needs of the assignments at hand.

Pursuant to an engagement with the Client ("the Client"), NISG is responsible for the deployment of twenty (20) qualified professionals to support the Client's communication, outreach and multimedia mandate. The said deployment is proposed to be operationalised through a specialised Social Media and Multimedia Agency to be empanelled by NISG for this purpose.

Accordingly, NISG invites Expression of Interest from competent and experienced Indian Social Media and Multimedia Agencies for empanelment in accordance with this document. For the purpose of this document, the selected organisation shall be denoted by the term "Empanelled Agency" or "the Agency".

2. EMPANELMENT LANDSCAPE

2.1 Need for an Empanelled Agency

NISG views its partner community in the area of communication and outreach as a strategic resource and an enabler in the achievement of the Client's objectives. The Client's mandate is multi-dimensional in nature — it encompasses strategic communication, content design, digital and social media execution, public relations, influencer engagement, event activation and on-ground outreach. These activities cannot be discharged through the deployment of resources in isolation and require a dedicated agency with established processes, vendor networks, creative depth and accountability for outcomes.

NISG accordingly invites medium and large Social Media and Multimedia Agencies with demonstrated capability in government communication, digital campaigns, social media monitoring and on-ground execution to apply for empanelment under this invitation.

2.2 Scope of Work

The Empanelled Agency, working in close coordination with NISG and the Client, shall be responsible for the following:

- a) Assisting NISG in the assessment of skill sets, sourcing, identification and onboarding of suitable candidates for the twenty (20) positions specified in Annexure-I, and ensuring continuity of deployment and timely replacement of resources where required.

- b) Strategic communication, content design and editorial planning across digital and traditional channels, including drafting, editing and dissemination of press releases, briefs and official statements for the Client.
- c) Day-to-day planning, execution and management of the Client's official social media handles, including production of social media creatives, short-form video, infographics and supporting visual assets, with analytics-led optimisation.
- d) Social media monitoring, listening and sentiment tracking across platforms, with periodic reports to NISG and the Client.
- e) Public relations and media coordination, including press relations, spokesperson support, identification and management of influencer collaborations, and stakeholder engagement initiatives.
- f) Conceptualisation, planning and execution of events, launches and field activations, including vendor coordination, production support and post-event reporting.
- g) Monthly and quarterly performance reports against agreed Key Result Areas and Key Performance Indicators, and participation in quarterly performance review meetings convened by the Client.

2.3 Period of Empanelment

The term of empanelment shall ordinarily be for a period of three (3) years from the date of empanelment, extendable by mutual consent. NISG reserves the right to periodically review the performance of the Empanelled Agency and to delist the Agency at any time if it is found to be in breach of the terms and conditions or for not performing to professional standards expected of it.

2.4 Responsibilities and Obligations of the Agency

Standards of Performance.

The Agency shall perform the services and carry out its obligations with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The Agency shall at all times act as a faithful advisor to NISG and shall support and safeguard the legitimate interests of NISG and the Client in all dealings with third parties.

Agency Personnel.

The Agency shall employ and provide qualified and experienced personnel as required to perform the services under the assignment. Where domain or subject-specific expertise is required, the Agency shall engage specialists on a case-to-case basis to ensure effective delivery.

Conflict of Interest.

NISG requires that the Agency provides professional, objective and impartial advice and at all times holds NISG's and the Client's interest paramount. The Agency shall strictly avoid conflicts with other assignments or its own corporate interests and shall act without any consideration for future work. The Agency shall refrain from responding to requests related to NISG or the Client's projects where a conflict of interest exists.

3. AGENCY SELECTION CRITERIA

Applicant Agencies shall be evaluated against the following parameters. Each parameter carries the marks indicated below, aggregating to a total of one hundred (100) marks.

S.No.	Criterion	Requirement	Marks	Cut Off Marks
1	Years in Operation	Five (5) years or more from date of incorporation	10	10
2	Average Annual Turnover	₹50,00,000 or more in last three (3) financial years	10	10
3	On-Payroll Strength	Ten (10) or more resources on payroll as on date of submission	10	10
4	Social Media Project Experience	Three (3) or more social media projects executed in the last five (5) years	10	10
5	Social Media Monitoring Experience	At least one (1) social media monitoring project executed in the last five (5) years	10	10
6	Detailed Presentation	Presentation covering organisational capability, case studies, team structure and proposed approach	30	15
7	CVs of Proposed Resources	CVs of twenty (20) proposed resources mapped to the role-wise positions at Annexure-I (one mark per compliant CV)	20	10
	Total		100	75

Presentation Scoring Rubric (30 Marks)

The thirty (30) marks reserved for the detailed presentation at S.No. 6 above shall be evaluated against the following sub-criteria. Evaluators shall record their scores under each sub-criterion to ensure traceability of the evaluation.

Sub-Criterion	Marks
Organisational Capability and Track Record	5 Marks
Case Studies of Comparable Work (Government / Public Sector Communication)	5 Marks
Proposed Team Structure and Key Personnel	5 Marks
Proposed Approach and Methodology	15 Marks
Total	30 Marks

CV Submission and Scoring (20 Marks). The Applicant shall submit, along with the application, the curricula vitae (CVs) of twenty (20) proposed resources mapped to the role-wise positions set out at Annexure-I. Each CV shall be evaluated against the minimum experience and role requirements specified therein. One (1) mark shall be awarded for each compliant CV, aggregating to a maximum of twenty (20) marks. CVs that do not meet the minimum experience requirement, or that are submitted without supporting credentials, shall not be awarded the mark.

Applicants must satisfy the minimum requirement under each of the parameters at S.No. 1 to 5. Failure to meet any of these shall render the application non-responsive. The detailed presentation at S.No. 6 shall be submitted in PDF format by email, along with the application and all supporting documents. All claims under the parameters above shall be supported by documentary evidence as specified in Annexure-III. The final selection shall be made by the Evaluation Committee constituted for this purpose, on the basis of the aggregate scores recorded against the evaluation parameters and sub-criteria set out herein.

4. PROCESS OF EMPANELMENT

4.1 How to Apply

NISG shall publish this document on its website <https://www.nisg.org> for the benefit of interested parties. The following procedure shall be followed by Applicants:

- a) Queries on this empanelment may be submitted by email to bipinchand.sharma@nisg.org by the last date for pre-application queries set out in Section 4.5. NISG shall publish consolidated responses to all queries on its website www.nisg.org. Published responses shall be deemed binding on all Applicants.
- b) Interested Applicants are required to read the document completely and satisfy themselves that they fulfil the eligibility and selection criteria set out in Section 3.
- c) Fill the Summary of Profile in the format prescribed at Annexure-II completely. Profiles with incomplete or ambiguous information are liable to be rejected and no correspondence shall be entertained in this regard.
- d) The covering letter and Summary of Profile shall be printed on the Applicant's letterhead and every page shall be signed and stamped by the Authorised Signatory.
- e) A detailed presentation (PPT) shall be submitted along with all other documents. The scanned copy of the application, in PDF format, including the presentation and all Annexures, shall be sent by email to bipinchand.sharma@nisg.org
- f) All mandatory documents and declarations listed at Annexure-III shall accompany the application.

4.2 Evaluation by NISG

NISG shall evaluate the proposals before accepting any application for empanelment. For this purpose, NISG may ask for evidence of past work experience, credentials from customers, annual reports, balance sheets and other supporting documents. The Applicant shall be required to submit a detailed presentation in PDF format as part of the evaluation process.

4.3 Award of Empanelment

After scrutinising the complete details, NISG shall determine if the Applicant can be empanelled. The Applicant shall be informed of the decision in writing. The selected Applicant shall be required to sign a Letter of Affirmation before being formally empanelled.

It is hereby clarified that empanelment with NISG does not, by itself, confer any right on the Empanelled Agency to be awarded any specific assignment. The award of any assignment shall be governed by the terms of the work order or contract issued separately.

Commercial Terms — Rates Locked.

The rates for deployment of the twenty (20) resources, the NISG Management Fee and applicable Goods and Services Tax stand as set out in Annexure-I and shall remain unchanged. No revision, escalation or re-negotiation of the said rates shall be entertained at any stage of the empanelment or during the execution of the engagement.

The Applicant securing the highest aggregate evaluation score shall be considered for award of the engagement, and the corresponding Work Order shall be issued by NISG accordingly.

Assignment of Work.

The engagement under this empanelment shall be assigned directly to the Applicant securing the highest aggregate evaluation score, by issue of a Work Order. Any subsequent or additional engagements arising under this empanelment shall, by default, also be assigned to the said Applicant on the same locked rates set out at Annexure-I, subject to satisfactory performance.

4.4 Disqualifications

NISG may, at its sole discretion and at any time during the evaluation of the application, disqualify any Applicant if the Applicant has:

- a) Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements.
- b) Exhibited a record of poor performance such as abandoning works, not properly completing contractual obligations, inordinately delaying completion or financial failures in any project in the preceding three years.
- c) Submitted a proposal that is not accompanied by the required documentation or is otherwise non-responsive.
- d) Failed to provide clarifications when sought.
- e) Been declared ineligible by the Government of India, any State or Union Territory Government, or any Public Sector Undertaking for corrupt or fraudulent practices, or has otherwise been blacklisted.

4.5 Indicative Timeline

The indicative timeline for the empanelment process is set out below. NISG reserves the right to revise the indicative dates set out above, and any such revision shall be notified on NISG's website at www.nisg.org.

Activity	Indicative Date
EOI Publication on www.nisg.org	21-05-2026
Last Date for Pre-Application Queries	22-05-2026, 2 PM
Last Date for Submission of Applications	29-05-2026, 2 PM
Communication of Empanelment Decision	To be announced
Signing of Letter of Affirmation	To be announced

5. TERMS AND CONDITIONS

The following terms and conditions are of a general nature and are set out here for the information of prospective Applicants. Every assignment shall be awarded subject to the specific terms and conditions applicable to that assignment, which shall be imposed through specific contracts and agreements to be signed for that engagement.

5.1 Nativity.

The Applicant Agency must be registered in India.

5.2 Relationship.

Nothing mentioned herein shall be construed as a relationship of master and servant, or of principal and agent, as between NISG and the Empanelled Agency. The Agency shall have complete charge of its personnel in performing the services under the assignments executed with NISG from time to time and shall be fully responsible for the services performed by them or on its behalf.

5.3 Intellectual Property Rights.

No services covered under the assignment-specific contract awarded to the Agency shall be sold or disposed of by the Agency in violation of any right of any third party. The Agency shall indemnify NISG and the Client from all actions, costs, claims, demands, expenses and liabilities resulting from any actual or alleged infringement of intellectual property rights.

5.4 Right to Accept or Reject the Application.

NISG reserves the right to accept or reject any application for empanelment and to annul the empanelment process at any time prior to empanelment. Unsuccessful Applicants shall, upon written request made within fifteen (15) days of the communication of the decision, be informed of the general grounds on which their application was not accepted.

5.5 No Obligation.

Empanelment with NISG does not guarantee that the Empanelled Agency shall be invited to bid for, or be awarded, any specific project or assignment.

5.6 Performance Assessment.

The Agency's performance shall be assessed during the course of the assignment, and any deficiencies and shortfalls shall be dealt with in accordance with the contract terms.

5.7 Fraud and Corruption.

NISG requires that the Empanelled Agency observes the highest standards of ethics during the performance and execution of the awarded contract(s). NISG shall reject any application or terminate any engagement where the Applicant or the Empanelled Agency is found to have engaged in corrupt, fraudulent, unfair or coercive trade practices, as those expressions are commonly understood. The Agency and its personnel shall not, at any time without the prior written consent of NISG, communicate to any person or entity any confidential information acquired in the course of the contract.

5.8 Anti-National and Privacy-Violating Activities.

The Applicant shall not be engaged, directly or indirectly, in any anti-national activity or any activity that violates the privacy, data protection or information security rights of any individual or entity. The Applicant shall comply with all applicable data protection and information security laws in India.

5.9 Applicable Law.

This empanelment and any assignment awarded pursuant hereto shall be governed by the laws of the Republic of India.

5.10 Legal Jurisdiction.

All legal disputes between the parties shall be subject to the jurisdiction of the courts at New Delhi.

5.11 Resolution of Disputes.

If any dispute arises between the parties, NISG and the Empanelled Agency shall attempt to resolve the same amicably and through mutual discussion. If the disputes persist, they may be referred to arbitration in accordance with the terms of the contract for that assignment.

5.12 Additional Work and Out-of-Scope Activities.

Any work or activity falling outside the defined scope of resource deployment set out in this document and the Work Order issued pursuant hereto shall be treated as additional work. For any such additional work, NISG shall ask the Empanelled Agency to submit a separate proposal, which shall be taken up only upon written approval by NISG.

5.13 Public Disclosure.

This empanelment process and the contracts awarded pursuant hereto shall be subject to applicable disclosure norms under the Right to Information Act, 2005 and the Central Vigilance Commission guidelines, where applicable to NISG.

ANNEXURE-I

Team Structure, Roles and Rates

The Empanelled Agency shall deploy a total of twenty (20) resources across two functional units of the Client. The role-wise team structure, indicative experience, headcount and rates are set out below.

The rates indicated herein, including the NISG Management Fee and applicable Goods and Services Tax, shall remain unchanged throughout the term of the engagement.

Unit A — 15 Resources

S.No.	Role	Min. Exp.	Count	CTC / Resource (₹)	Total CTC / Year (₹)
1	Content Creator / Copy Writer	2 Yrs.	2	10,00,000	20,00,000
2	Graphic Designer / Graphic Content Creator	Fresher	2	7,20,000	14,40,000
3	Video Editor	1 Yr.	1	9,00,000	9,00,000
4	Photographer (Still & Video)	1 Yr.	1	9,00,000	9,00,000
5	Editor – Press Release	3 Yrs.	1	12,00,000	12,00,000
6	Team Lead	5 Yrs.	1	18,00,000	18,00,000
7	Research Associate	3 Yrs.	1	12,00,000	12,00,000
8	Manager – Public Relations	3 Yrs.	1	12,00,000	12,00,000
9	Manager – Social Media Influencer	3 Yrs.	1	12,00,000	12,00,000
10	Event Planner	1 Yr.	1	9,00,000	9,00,000
11	Young Professional	Fresher	2	7,20,000	14,40,000
12	Consultant – Media	3 Yrs.	1	12,00,000	12,00,000
	Total CTC for 1st Year		15		1,41,80,000
	NISG Management Fee @ 15% of CTC				21,27,000
	GST @ 18% (on CTC + NISG Mgmt Fee)				29,35,260
	Total Cost for 1st Year — Unit A				1,92,42,260

Unit B — 5 Resources

S.No.	Role	Min. Exp.	Count	CTC / Resource (₹)	Total CTC / Year (₹)
1	Content Creator / Copy Writer	2 Yrs.	1	10,00,000	10,00,000

S.No.	Role	Min. Exp.	Count	CTC / Resource (₹)	Total CTC / Year (₹)
2	Video & Graphics Editor	1 Yr.	1	9,00,000	9,00,000
3	Team Lead	5 Yrs.	1	18,00,000	18,00,000
4	Young Professional	Fresher	2	7,20,000	14,40,000
	Total CTC for 1st Year		5		51,40,000
	NISG Management Fee @ 15% of CTC				7,71,000
	GST @ 18% (on CTC + NISG Mgmt Fee)				10,63,980
	Total Cost for 1st Year — Unit B				69,74,980

Grand Total — Twenty (20) Resources

Total Cost for 1st Year	₹ 2,62,17,240
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Notes:

- All amounts are in Indian Rupees (₹).
- The CTC values are inclusive of all statutory components borne by the employer.
- Number of resources can be increased or decreased as per the requirement of the project. The empanelled agency will be served with the prior notice in this regard.
- Travel and lodging expenses for official work shall be borne by the Client on an actuals basis and shall not form part of the rates above.
- Equipment, software subscriptions, monitoring tools and AI tools required by the deployed resources shall be provided by the Client.

ANNEXURE-II

Summary of Profile

(To be printed on the Applicant's letterhead and signed on every page by the Authorised Signatory)

A. Basic Information

Name of the organisation	
Address for correspondence	
Name of contact person	
Email	
Telephone / Mobile	
Ever blacklisted by Government of India or any other government agency?	

B. Professional Information

Date of incorporation		Years in operation
Years of experience in the domain		No. of resources on payroll (regular employees)
No. of social media projects executed in last 5 years		No. of social media monitoring projects executed in last 5 years
ISO certification (if any)		MSME / Startup India registration

C. Financial Information

Average annual turnover of the last three (3) financial years, in Indian Rupees:

Financial Year	Turnover (₹ Cr)	Net Worth / Profit (₹ Cr)

D. Areas of Work

State the names of a few major customers and projects executed in the following areas. Attach a separate sheet if required.

- Social media campaigns and content production
- Social media monitoring and listening
- Public relations, media coordination and influencer engagement
- Event management and on-ground activation
- Government communication and public outreach programmes

ANNEXURE-III

Mandatory Documents and Declarations

Applicants shall submit, along with the Summary of Profile at Annexure-II, self-attested copies of the following documents and declarations. All declarations shall be furnished on the company letterhead, signed by the Authorised Signatory under official seal.

S.No.	Document / Declaration
1	Memorandum of Association (MOA)
2	Articles of Association (AOA)
3	MSME / Startup India Registration / Consortium Agreement (as applicable)
4	Audited Balance Sheet, Profit & Loss Account, Net Worth Certificate and Income Tax Returns for the last three (3) financial years
5	Work Orders / Letters of Award / Completion Certificates evidencing relevant project experience
6	Self-declaration of Non-Blacklisting by any Government Department, PSU or statutory authority
7	Self-declaration that the Applicant and its directors / partners have not been convicted of any criminal offence or held guilty of any economic offence or moral turpitude
8	Conflict of Interest Declaration disclosing any actual or potential conflict with NISG, the Client or their affiliates
9	Code of Integrity Undertaking affirming abstention from corrupt, fraudulent, collusive, coercive or obstructive practices
10	ISO Certification (where applicable)
11	Self-declaration that the Applicant is not engaged in any anti-national activity or any activity that violates the privacy, data protection or information security rights of any individual or entity
12	Curricula Vitae (CVs) of twenty (20) proposed resources mapped to the role-wise positions at Annexure-I

Note on "Affiliates" (Item 8). For the purpose of the Conflict of Interest Declaration at Item 8 above, "affiliates" includes any entity that, directly or indirectly, controls, is controlled by, or is under common control with NISG or the Client. Further particulars of the Client shall be shared with shortlisted Applicants under a confidentiality undertaking.

Signature of Authorised Signatory

Name | Designation | Date | Seal of the Applicant