

SREENARAYANAGURU OPEN UNIVERSITY

(Established by the Government of Kerala)

QUOTATION NOTICE

Ref. No.: SGOU/Admission 2026-Social Media/109/2026-27

Date:11/06/2026

Sub:

Sealed Quotations are invited for Digital Marketing, Social Media Management and Online Advertisement Services for Sreenarayanaguru Open University, Kollam.

Quotation Schedule

Particulars	Details
Quotation System	Technical Bid and Financial Bid in separate sealed covers
Last Date of Submission	On or before June 20 th ,2026, at 5.00 PM
Opening of Technical Bid	June 22 nd ,2026 at 11.30 AM
Opening of Financial Bid	June 27 th ,2026, at 11.30 AM
Address for Submission	The Registrar, Sreenarayanaguru Open University, Headquarters, Kollam – 691001

The complete quotation/tender document and any subsequent amendments, corrigenda, or updates, if any, shall be made available on the University's website.

INTRODUCTION

Sreenarayanaguru Open University is the first Open University established by the Government of Kerala with a mission to provide accessible, inclusive, and flexible higher education to all sections of society, including working professionals, women, differently-abled learners, expatriates, tribal communities, senior citizens and marginalized groups.

The University presently offers 30 UGC-approved Undergraduate and Postgraduate Programmes and 5 Diploma and Certificate Programmes through Open and Distance Learning (ODL) mode and is committed to expanding educational opportunities across Kerala and beyond.

To strengthen the outreach and learner engagement, the University intends to engage a professional agency for Digital Marketing, Social Media Management, Online Advertisement Campaigns, Content Creation and Brand Promotion for the admission promotion 2026-27.

PART A – DIGITAL MARKETING ACTIVITIES

The selected Service Provider (SP) shall:

1. Devise and execute digital marketing strategies for admissions and learner enrolment.
2. Promote SGOU programmes, admission related news, learner services and university initiatives through digital platforms.
3. Create and manage Google Ads, Meta Ads, YouTube Ads and Search Engine Marketing campaigns.
4. Improve visibility of the University website through Search Engine Optimization (SEO).
5. Generate quality admission leads.
6. Provide weekly and monthly analytics reports.
7. Suggest innovative digital outreach strategies to improve admissions and brand visibility.

Scope of Work

- Google Ads Campaign Management
- Meta Ads (Facebook & Instagram)
- YouTube Advertisement Campaigns
- Search Engine Optimization (SEO)
- Pay Per Click (PPC) Campaigns
- Lead Generation Campaigns
- Landing Page Optimization
- Keyword Analysis and Ranking Improvement
- Analytics and Reporting

PART B – SOCIAL MEDIA MANAGEMENT

The selected Service Provider shall:

1. Manage official social media platforms of SGOU during the contract period.
2. Develop and execute social media content strategies.

3. Promote admissions, academic programmes, university events, seminars, webinars, convocation, outreach programmes and learner success stories during the said period
4. Enhance engagement and follower growth across social media channels.
5. Undertake online reputation management.

Platforms

- Facebook
- Instagram
- YouTube
- WhatsApp Channel
- Official Website

Monthly Deliverables

Item	Quantity
Social Media Posters	10 per month
Admission Campaign Creatives	10 per month
Reels/Short Videos	10 per month
Motion Graphics Videos	4 per month
Special Day Creatives	8 per month
Success Story Videos/Testimonial Videos	4 per month
Blog Articles	4 per month
Social Media Content Writing	As Required
Event Coverage & Live Updates	As Required

CONTENT OWNERSHIP

1. All content created shall be the sole property of SGOU.
2. The Service Provider shall maintain backup and archival of all content.
3. Complete content archive shall be handed over to the University every month.
4. No content shall be used, reproduced or transferred without prior approval of SGOU.

ELIGIBILITY CRITERIA

The bidder shall:

1. Be a registered Company/Agency/LLP in India.
2. Have minimum **three years' experience** in Digital Marketing and Social Media Management.
3. Have executed similar assignments for Universities, Government Departments, Educational Institutions, PSUs or reputed organizations.
4. Possess valid GST and PAN registration.
5. Have minimum average annual turnover of **₹25 Lakhs** during the last three financial years.
6. Not have been blacklisted by any Government Department or Institution.
7. Have qualified personnel for content creation, graphic design, videography and digital marketing.

PERIOD OF CONTRACT

The contract shall be for **3 Months** extendable till the admission closure date or as decided by the University

REPORTING REQUIREMENTS

The Service Provider shall submit:

Weekly Reports

- Reach
- Impressions
- Engagement
- Leads Generated
- Advertisement Performance
- Campaign Insights

Monthly Reports

- Follower Growth
- Website Traffic
- Conversion Analysis
- Campaign ROI
- Recommendations

PAYMENT TERMS

1. Payment shall be released monthly upon submission of invoices and approval of deliverables.
2. Advertisement expenditure on Google/Meta shall be reimbursed on actuals based on original invoices.
3. No commission shall be paid on advertisement spend.

PENALTY

Failure to deliver approved content, campaign reports, or agreed services within timelines may attract a penalty up to **0.5% of contract value per day**, subject to a maximum of **10% of contract value**.

UNIVERSITY'S RIGHT

SGOU reserves the right to:

- Accept or reject any quotation.
- Cancel the quotation process without assigning reasons.
- Modify the scope of work if required.

Only those bidders who qualify in the Technical Bid evaluation shall be considered for the opening of the Financial Bid.

DOCUMENTS TO BE SUBMITTED

Technical Bid

- Expression of Interest
- Company Profile
- GST & PAN Copies
- Registration Certificate
- Experience Certificates
- Details of successfully completed previously done works in this regard
- Copies of the audited Financial Statements/Annual Accounts of the company, duly supporting the annual turnover claimed by the bidder/ Turnover Certificate
- Non-Blacklisting Certificate

Financial Bid

Separate sealed cover containing:

Sl. No	Description	Amount (₹)
1	Digital Marketing Services	
2	Social Media Management Services	
3	Content Creation & Video Production	
	Total	

The Technical Bid and Financial Bid, duly completed in the prescribed format, shall be submitted in separate sealed covers and must reach the address mentioned above either by Registered Post, Speed Post, or by direct submission to the office on or before the date and time specified in the notification.

REGISTRAR
Sreenarayanaguru Open University
Kollam – 691001

Bid for Social Media, Digital Marketing, Branding and Admission Promotion Activities for Sreenarayanaguru Open University (SGOU)

(Applicant's Expression of Interest)

To,

The Registrar
Sreenarayanaguru Open University
Kollam, Kerala

Sub: Submission of bid for Social Media, Digital Marketing, Branding and Admission Promotion Activities for Sreenarayanaguru Open University (SGOU)

Dear Sir/Madam,

As instructed, we attach the following documents:

1. Applicant's Expression of Interest .
2. Contact Details .
3. Experience of the Organization .
4. Company Profile.
5. The Tender Document signed and stamped on each page.
6. Affidavit as prescribed .
7. Technical Compliance Sheet as prescribed.
8. Agreement to the Scope of Work defined by signing and stamping on each page.
9. The filled-up Financial Bid as provided duly signed and stamped.

Sincerely Yours,

Signature of the Authorized Signatory

Full Name of Authorized Signatory

Designation

Name of Firm/Agency

Seal/Stamp

Date:

Place:

Encl: As above

Note: This is to be furnished on the letterhead of the bidder.

ANNEXURE – I

(ON NON-JUDICIAL STAMP PAPER OF Rs.100/-)

AFFIDAVIT

I/We _____ Partner(s)/Legal
Attorney/Proprietor(s)/Accredited Representative(s) of M/s
_____ solemnly declare that:

1. I/We are submitting quotation for Social Media, Digital Marketing, Branding and Admission Promotion Activities of Sreenarayanaguru Open University against Tender Notice No. _____ dated _____.
2. All information furnished by me/us in respect of fulfillment of eligibility criteria and information given in this quotation is complete, correct and true. All documents/credentials submitted along with this quotation are genuine, true and valid.
3. My/Our bid shall remain valid for a period of 180 days from the last date fixed for the bid submission in accordance with the bidding documents and shall be binding upon us and may be accepted at any time before the expiry of the period.
4. The Price-Bid submitted by me/us is “WITHOUT ANY CONDITION”.
5. If any information or document submitted is found to be false/incorrect, SGOU may cancel my/our quotation and can take any action as deemed fit including termination of the contract, forfeiture of all dues including blacklisting of my/our firm and all partners of the firm etc.
6. I/We also declare that the Government of India or any other Government body has not issued any show-cause notice or declared us ineligible or blacklisted us on charges of engaging in corrupt, fraudulent, collusive or coercive practices or any failure/lapses of serious nature.
7. Our firm has not been involved in any hacking incidents and is not having any pending case with cybercrime.
8. I/We understand that SGOU's decision will be final for the evaluation of Technical Bids.
9. I/We have gone through all terms & conditions of the tender notice before submitting the same and accept the same along with the technical specification and all other

conditions mentioned in the documents, including the condition that SGOU is not bound to accept the lowest bid.

(Signature of the Bidder with Seal)

Date:

TECHNICAL COMPLIANCE SHEET

Sl. No. | Document to be Attached | Whether Submitted | Mention Page Number | Deviations if any

1. Applicant's Expression of Interest | Yes/No
2. Organizational Details | Yes/No
3. Experience in related fields | Yes/No
4. Company Profile | Yes/No
5. Minimum 2 Years of Experience in Digital Marketing, Social Media Marketing and Branding Activities | Yes/No
6. The Bidder should have a cumulative turnover of Rupees 50 Lakhs in the last two financial years | Yes/No
7. Financial Bid | Yes/No
8. The Bid document signed & stamped on each page | Yes/No
9. Documents asked in the Eligibility Criteria Clause | Yes/No
10. Affidavit (On Non-Judicial Stamp Paper) as per Annexure-I | Yes/No
11. Whether agree to the scope as prescribed.
Deviation, if any, must be reported by attaching separate sheet. | Yes/No

TERMS & CONDITIONS

1. Quotations shall be submitted in a sealed cover with proper superscription, clearly indicating " **Bid for Social Media, Digital Marketing, Branding and Admission Promotion Activities for Sreenarayanaguru Open University (SGOU)**". Quotations received after the prescribed date and time and incomplete quotations shall be summarily rejected. The University shall not be responsible for any delay, loss, misplacement, or premature opening due to improper sealing or superscription.
2. A duly signed Compliance Report in the prescribed format, demonstrating conformity with all the specifications and eligibility criteria stipulated in the quotation/tender document, shall be submitted along with the bid documents.
3. Only GST-compliant firms/agencies shall participate in the quotation process. The bidder shall furnish a valid GST Registration Certificate and quote GST separately in the financial bid.
4. The bidder shall possess proven experience in executing social media advertising campaigns for Government Departments, Universities, Educational Institutions, Public Sector Undertakings, or reputed organizations. Documentary evidence shall be submitted along with the quotation.
5. The successful bidder shall execute the campaign strictly in accordance with the specifications, schedule, and targets approved by the University. All creatives, content, and advertisements shall be published only after obtaining prior approval from the University.
6. No advance payment shall be made. Payment shall be released only after satisfactory completion of the campaign and submission of invoice, campaign analytics reports, and other supporting documents. Payment shall be made through online transfer to the bank account furnished by the bidder. The bidder shall provide Bank Account Number, IFSC Code, Bank Name, and Branch details along with the quotation.
7. Only those bidders who qualify in the Technical Bid evaluation shall be considered for the opening of the Financial Bid
8. Quotations containing price variation clauses or conditions such as "subject to revision" or similar stipulations shall be rejected.
9. The University is not bound to accept the lowest quotation. The decision shall be based on factors including technical compliance, experience, quality of service, campaign strategy, expected outcomes, and overall suitability to the University's requirements.
10. The successful bidder shall maintain strict confidentiality regarding all information, data, and materials provided by the University and shall not use them for any purpose other than the approved campaign.
11. The Registrar, Sreenarayanaguru Open University, reserves the right to accept or reject any quotation in full or in part without assigning any reason whatsoever. Any terms and conditions imposed by the bidder contrary to those specified in this quotation notice shall not be acceptable.
12. The provisions of the Kerala State Store Purchase Manual and other applicable Government rules shall govern this quotation process.

13. The agency shall ensure timely execution of the campaign and provide prompt support throughout the campaign period.