

The Punjab School Education Board (PSEB) is inviting Expression of Interest (EOI) from experienced media and content creation agencies to manage its official digital platforms and produce high-quality podcast content.

Key Dates and Times

PSEB/PRO/EOI/2025/01 Dated : 11-08-2025

Activity	Date	Time (IST)	Mode of Submi-ssion / Event Location
Date of Issue of EOI	12-08-2025	10:00 AM	PSEB Website (www.pseb.ac.in)
Last Date & Time for Submission of EOI	28-08-2025	04:00 PM	Physical copy only, at The Secretary, Punjab School Education Board, Phase 8, S.A.S. Nagar (Mohali), Punjab 160062
Date & Time for Presentation	03-09-2025	10:30 AM Onwards	Chairman Office Committee Room of Punjab School Education Board
Date & Time for Opening of Technical Bids	04-09-2025	04:00 PM	Office of The Secretary, Punjab School Education Board, Phase 8, S.A.S. Nagar (Mohali), Punjab 160062
Date & Time for Opening of Financial Bids	To be intimated later on		Office of The Secretary, Punjab School Education Board, Phase 8, S.A.S. Nagar (Mohali), Punjab 160062

TERMS & CONDITIONS: Punjab School Education Board

- Expression of Interest (EOI)

These terms and conditions govern the submission and evaluation of Expressions of Interest (EOI) for the Empanelment of Media & Content Agencies for Social Media Management and Podcast Production by the Punjab School Education Board (PSEB).

1. EOI Submission & Opening

- **Submission Deadline:** The Expression of Interest (EOI), comprising separate Technical and Financial bids in sealed envelopes, must reach the PSEB office authorized personnel on or before **August 28, 2025, at 04:00 PM (IST)**.
 - **Address:** The sealed offer should be addressed to **The Secretary, Punjab School Education Board, Phase-8, S.A.S. Nagar (Mohali), Punjab 160062**.
 - **Envelope Sealing:** Offers will only be accepted in properly sealed envelopes, clearly super-scribed: **“EOI for Empanelment of Media & Content Agencies PSEB”**. The main envelope must contain two separate sealed envelopes labeled "Envelope 1: Technical Bid" and "Envelope 2: Financial Bid" respectively.
 - **Bid Opening:** The Date and Time of opening of **Technical Part and the Financial Part of the EOI shall be intimated later (after the presentation)**
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2. General Submission Requirements

- **Signature:** Each document and paper submitted by the participating agency must be **duly signed** by an authorized signatory.
 - **Earnest Money Deposit (EMD):** To participate in this EOI, bidders/agencies/parties must submit a **Demand Draft of Rs. 2000/- (Rupees Two Thousand Only)** in the name of **"Secretary, Punjab School Education Board, Phase-8, Mohali, Punjab"** along with their Technical Bid. Submissions received without the EMD will be summarily rejected.
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3. Empanelment & Work Allotment

- **Allotment Basis:** Empanelled agencies may be allotted work based on their **suitability, demonstrated performance, and PSEB's internal requirements**. Empanelment does not guarantee work allotment.
 - **Presentations/Discussions:** Shortlisted agencies may be **called for presentations and discussions** before final empanelment.
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4. Financial & Payment Terms

- **Security Money:** The **cost of one full podcast episode** (as quoted in the Financial Bid) will be kept as security money by PSEB.
 - **Payment Basis:** Payments for accepted work will be made on an **episode basis** after the receipt of complete bills.
 - **No Interest on Delay:** No interest will be paid by PSEB for any delay in payments.
 - **Deliverables for Payment:** Bills must be forwarded to PSEB along with a **DVD/Pen Drive of the approved program in the required format**. A copy of the released work order is also to be attached with the bill.
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5. Content Ownership & Usage

- **Exclusive Use:** All programs and content prepared under this empanelment will be **exclusively for PSEB's use** and shall **not be used by any party/agency for any other purpose** without prior written consent from PSEB.
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6. Performance, Penalty & Termination

- **Unsatisfactory Services:** If at any stage the services provided by the empanelled agency are found to be unsatisfactory, PSEB reserves the right to **terminate the contract by giving one month's notice**.
 - **Timely Submission:** Failure by the agency to submit the episode/job on time will result in the work being **completed at the risk and cost of the defaulting party**. Furthermore, the **agency will be liable to be blacklisted** from future engagements with PSEB.
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7. Legal Compliance & Dispute Resolution

- **Agency Compliance:** The empanelled agency will be solely responsible for complying with all applicable **laws, statutory provisions, terms and conditions, and guidelines** of the government and concerned statutory authorities. PSEB shall not be responsible for any violation by the agency.
 - **Right to Reject:** The department reserves the right to **reject any or all EOI offers without assigning any reason** whatsoever.
 - **Final Decision:** In case of any dispute, the **decision of the Secretary, PSEB, will be final** and binding on all parties.
 - **Jurisdiction:** All disputes are subject to **Mohali Jurisdiction**.
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8. Updates & Contact Information

- **Updates:** For any updates and further information regarding this EOI, please visit PSEB's official website: **www.pseb.ac.in**.
- **Contact:**
 - **Phone No.:** 0172-5227361
 - **Email:** psebpro@gmail.com

SCOPE OF WORK

1. Strategic Content Planning and Calendar Creation

The empanelled agency will be responsible for developing a robust content strategy tailored to PSEB's objectives. This includes:

- **Content Strategy Development:** Crafting an overarching content strategy that aligns with PSEB's policies, achievements, and public-focused initiatives. This includes identifying key messages, target audiences, and desired outcomes for all digital platforms.
 - **Content Calendar Management:** Creating and maintaining a detailed, forward-looking content calendar for all specified digital platforms (YouTube, Instagram, Facebook, and website). This calendar should outline themes, content types, posting schedules, and key dates relevant to PSEB's activities.
 - **Come Up with New Ideas:** They'll constantly brainstorm fresh and exciting content for both our social media and podcast episodes. Their ideas will always be relevant and interesting to the different groups of people PSEB wants to connect with.
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2. Podcast Production

The agency will handle the end-to-end production of high-quality podcast episodes, each 22-25 minutes in duration, with specific segment requirements:

- **Conceptualization and Scripting:** Developing compelling concepts and writing detailed scripts for each podcast episode, covering Celebrity Interview and Outdoor Feature segments.
 - **Filming and Recording:**
 - **Celebrity Interview Segment (15-17 minutes):** Conducting and recording interviews with designated celebrities or prominent figures. This includes professional studio setup, high-fidelity audio recording, and quality video capture.
 - **Outdoor Feature Segment (5-7 minutes):** Filming on-location features that highlight PSEB's impact, initiatives, or success stories in outdoor settings. This requires professional equipment and crew for field recording.
 - **Editing:** Comprehensive post-production editing of podcast episodes, including:
 - Video editing for seamless flow, visual appeal, and adherence to timeframes.
 - Audio editing, mixing, and mastering for professional sound quality.
 - Integration of intro/outro music, sound effects, and relevant graphics.
 - **Quality Assurance:** Ensuring all podcast episodes meet high production standards in terms of audio-visual quality, content clarity, and storytelling effectiveness.
 - **Delivery:** Providing final approved podcast episodes in the required digital formats (e.g., DVD/Pen Drive) as specified by PSEB.
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3. Daily Social Media Management and Content Posting

The agency will actively manage and update PSEB's official digital presence on a daily basis:

- **Content Posting:** Daily scheduling and posting of content (text, images, videos, links) across PSEB's official YouTube channel, Instagram, Facebook page, and website.
 - **Community Engagement:** Actively monitoring comments, messages, and mentions across all platforms, and providing timely, professional, and accurate responses as per PSEB's guidelines.
 - **Live Event Coverage:** Covering PSEB events and functions digitally, including live updates, photo/video sharing, and post-event highlight summaries on social media platforms.
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4. Creative Material and Campaign Design

The agency will be responsible for all creative visual and campaign development:

- **Creative Material Design:** Designing high-quality, engaging creative assets for social media, including static posts, infographics, banners, and digital advertisements.
 - **Campaign Conceptualization and Execution:** Developing and executing creative campaigns to promote specific PSEB policies, initiatives, or awareness drives across digital platforms.
 - **Reels Production:** Conceptualizing, filming, and editing short-form video content (reels) optimized for platforms like Instagram and Facebook, ensuring they are trending and highly shareable.
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5. Platform Optimisation, Analytics, and Engagement Enhancement

To ensure maximum impact and continuous improvement, the agency will perform:

- Regularly optimise PSEB's digital platforms for better visibility, user experience, and performance (e.g., updating profiles, optimizing keywords for YouTube, website SEO basic review).
- Conduct regular (e.g., monthly) reviews of digital platform analytics to assess content performance, audience engagement, reach, and other key metrics.
- Develop and implement strategies to continuously increase audience engagement, follower growth, and overall public interaction with PSEB's digital content.

TECHNICAL BID

For Empanelment of Media & Content Agencies for Social Media Management and Podcast Production.

Ref No.: PSEB/PRO/EOI/2025/01

Dated: 11-08-2025

Submitted By: Agency Name, Agency's Full Registered Address, Contact Person
Name/ Designation Mobile No. Email ID]

SECTION 1: COVER PAGE & INTRODUCTION

1.1. EOI Reference: This Technical Bid is submitted in response to the Punjab School Education Board's (PSEB) Expression of Interest (EOI) for Empanelment of Media & Content Agencies for Social Media Management and Podcast Production, bearing **Ref No.: PSEB/PRO/EOI/2025/01** and **Dated: August 11, 2025**.

1.2. Agency Submission Details:

- **Legal Name of Agency:**
- **Correspondence Address:**
- **Contact Person:**
- **Contact Mobile No.:**
- **Contact Email ID:**

1.3. Declaration of Compliance: We, _____, hereby confirm that we have thoroughly read, understood, and agree to comply with all the terms, conditions, objectives, and scope of work as stipulated in the aforementioned EOI document. We possess the requisite experience, expertise, and resources to effectively execute the services required by PSEB.

SECTION 2: AGENCY PROFILE & REGISTRATION DETAILS

2.1. Basic Information:

- **Legal Name of Agency:**
- **Type of Entity:**
- **Date of Establishment/Incorporation:**
- **Registered Office Address:**

2.2. Legal & Financial Registrations:

- **Registration Number:**
 - *Self-attested copy of Registration Certificate attached as Annexure A.1*
- **Permanent Account Number (PAN):**
 - *Self-attested copy of PAN Card attached as Annexure A.2*
- **Goods and Services Tax Identification Number (GSTIN):**
 - *Self-attested copy of GST Registration Certificate attached as Annexure A.3*

2.3. Banking Information:

- **Banker's Name/ IFSC:**
- **Branch Address:**

2.4. Brief Agency Overview:

SECTION 3: ELIGIBILITY CRITERIA COMPLIANCE STATEMENT

This section confirms our agency's adherence to the mandatory eligibility criteria outlined in Section 3 of the PSEB EOI.

3.1. Legal Registration:

- **Compliance:** YES/NO. ()
- **Supporting Annexure:** **Annexure** for our Registration Certificate.

3.2. Minimum 3 Years of Experience:

3.3. Prior Experience with Government/Educational Institutions (Preferred):

3.4. Availability of In-house Team of Creative and Technical Professionals:

SECTION 4: RELEVANT EXPERIENCE & PORTFOLIO

Page 4

This section showcases our agency's proven track record in delivering high-quality media and content services.

4.1. Overall Agency Experience:

- **Total Years in Industry:**

4.2. Experience in Podcast Production:

- **Project 1:**
 - **Project Name:**
 - **Client Name:**
 - **Duration:**
 - **Brief Description:**

- **Project 2:**
 - **Project Name:**
 - **Client Name:**
 - **Duration:**
 - **Brief Description:**

- **Project 3:**
 - **Project Name:**
 - **Client Name:**
 - **Duration:**
 - **Brief Description:**

4.3. Experience in Social Media Management:

- **Project 1:**
 - **Project Name:**
 - **Client Name:**
 - **Duration:**
 - **Platforms Managed:** Facebook, Instagram, YouTube etc.
 - **Key Responsibilities:**
 - **Achieved Outcomes/Metrics:** For example achieved a 40% increase in follower growth
- **Project 2:**
 - **Project Name:**
 - **Client Name:**
 - **Duration:**
 - **Platforms Managed:** Facebook, Instagram, YouTube etc.
 - **Key Responsibilities:**
 - **Achieved Outcomes/Metrics:** For example achieved a 40% increase in follower growth

(Add more projects if relevant)

4.4. Experience in Content Creation (Campaigns, Reels, Event Coverage):

Project 1:

- **Project Name:**
- **Client Name:**
- **Type of Content:**
- **Brief Description:**

- **Project 2:**
 - **Project Name:**
 - **Client Name:**
 - **Type of Content:**
 - **Brief Description:**

(Add more projects if relevant.)

SECTION 5: DECLARATIONS & ATTACHMENTS

5.1. Declarations:

- 1. We hereby solemnly declare that all information furnished in this Technical Bid is true, accurate, and complete in all respects to the best of our knowledge and belief.
- 2. We understand that any false information or misrepresentation of facts found at any stage may lead to the disqualification or termination of our empanelment/contract.
- 3. We confirm that we have read, understood, and accept all the terms and conditions, scope of work, and eligibility criteria specified in the EOI document Ref No. PSEB/PRO/EOI/2025/01 dated August 11, 2025, and agree to abide by them without any deviation.
- 4. We confirm that our agency has not been blacklisted by any Central/State Government Department, PSU, or any other public body in India.

5.2. Undertaking:

We undertake that should our agency be empanelled by the Punjab School Education Board, we shall diligently and professionally perform all services as per the agreed scope of work, maintaining the highest standards of professionalism and quality. We are committed to fostering a long-term partnership with PSEB.

5.3. List of Annexures (Mandatory Supporting Documents): The following mandatory documents are enclosed with this Technical Bid:

- **Annexure** : Agency Registration Certificate
- **Annexure** : PAN Card Copy of the Agency
- **Annexure** : GST Registration Certificate of the Agency
- **Proof of EMD** : Demand Draft of Rs. 2000/- (Rupees Two Thousand Only) in favor of "Secretary, Punjab School Education Board, Phase-8, Mohali, Punjab"

For & on behalf of [Your Agency Name]
Signature:
Name: [Name of Authorized Signatory]
Designation: [Designation of Authorized Signatory]
Company Seal:
Date: dd/mm/yyyy

Place:

FINANCIAL BID

Part A: Podcast Production Services (Per Episode Cost)

This section outlines the cost for producing one full podcast episode of **22-25 minutes**, including both the celebrity interview and outdoor feature segments.

S. No.	Description of Service (Per Episode - 22-25 mins)	Unit Rate (INR)	GST Rate (%)	GST Amount (INR)	Total Cost (INR) (Unit Rate + GST)
1.	Celebrity Interview Segment (15-17 mins)				
	a. Concept Development & Scripting				
	b. Pre-production (Guest Coordination, Logistics, Scheduling)				
	c. Filming/Recording (Studio/ Location Setup, Professional Camera/ Audio Equipment, Crew)				
	d. Post-production (Video Editing, Sound Mixing, Audio Mastering, Basic Graphics)				
2.	Outdoor Feature Segment (5-7 mins)				
	a. Concept Development & Scripting				
	b. Location Scouting & Logistics (Permissions, Travel)				
	c. Filming/Recording (On-site Equipment, Crew, Drone if applicable)				
	d. Post-production (Video Editing, Sound Design, Color Grading, Graphics)				
3.	Overall Episode Integration & Final Delivery				
	a. Final Assembly of both segments, Graphics (Intro/Outro), Background Music Integration				
	b. Quality Assurance, Review & Revisions (up to 2 rounds)				
	c. Delivery in specified format (High-Res Digital Files, DVD/Pen Drive)				
4.	Total Cost per Podcast Episode (Excluding GST)				
5.	Total GST on Podcast Episode (Item-wise sum)				
6.	Grand Total Cost per Podcast Episode				

Part B: Social Media Management Services (Monthly Retainer)

This section details the monthly retainer fee for comprehensive management of PSEB's official digital platforms.

S. No.	Description of Service (Monthly)	Unit Rate (INR)	GST Rate (%)	GST Amount (INR)	Total Cost (INR) (Unit Rate + GST)
1.	Strategic Content Planning & Calendar Creation				
2.	Daily Content Posting & Management (YouTube, Instagram, Facebook, Website)				
	a. Content Curation & Scheduling (across all specified platforms)				
	b. Community Management & Engagement (Monitoring, Response to comments/ messages)				
3.	Designing Creative Material (Static Posts, Infographics, Banners)				
4.	Designing & Production of Reels/Short Videos (Estimated [e.g., 8-10] per month)				
5.	Coverage of PSEB Events/Functions (Estimated [e.g., 2] events per month)				
6.	Platform Optimisation & Monthly Analytics Review (Detailed Reports)				
7.	Engagement Enhancement Strategies & Campaign Execution				
8.	Total Monthly Cost for Social Media Management (Excluding GST)				
9.	Total Monthly GST on Social Media Management (Item-wise sum)				
10.	Grand Total Monthly Cost for Social Media Management (D+E)				

Part C: Additional Services (Optional/On-Demand - Quote per Requirement)

These services will be quoted and charged on a case-by-case basis as per specific requirements from PSEB.

S. No.	Description of Service	Unit of Measurement	Rate (INR) (Excluding GST)	Remarks
1.	Specialized Marketing Campaign Development	Per Campaign		(Detailed proposal and cost will be provided upon request)
2.	High-Resolution Professional Photography Services	Per Day/Event		(Includes equipment, photographer, and post-processing)
3.	Professional Voice-Over Artist (if external talent required)	Per Hour/Project		(Based on talent fees and usage rights)
4.	Stock Media Licensing (for specific content beyond standard)	Per Item		(Actual cost of licensed assets)
5.	Ad Campaign Management (Digital Paid Advertising)	% of Ad Spend		(Percentage of actual ad spend for management fees)
6.	Any other services not explicitly covered above	As Agreed		(Will be quoted separately based on scope)

Declaration:

We hereby declare that:

1. The rates quoted in this Financial Bid are firm, fixed, and valid for the duration of the empanelment, as per the terms and conditions outlined in the EOI document.
2. We have meticulously reviewed and understood all the terms and conditions of the EOI document and unequivocally agree to abide by them.
3. All information provided in this financial bid is accurate, complete, and truthful to the best of our knowledge and belief.
4. We acknowledge and understand that the cost of one episode, as detailed in Part A, will be retained by PSEB as security money.

Yours faithfully,

For & on behalf of [Your Agency Name]

Signature:

(Authorized Signatory)

Name:

Designation:

Company Seal:

Date: _____

Place: _____

AFFIDAVIT BY THE BIDDER

(To be submitted on Non-Judicial Stamp Paper of appropriate value, duly attested by a Notary Public)

I, [Deponent's Name], son/daughter/wife of [Father's/Husband's Name], aged [Age] years, and residing at [Deponent's Full Residential Address], do hereby solemnly affirm and declare as under:

- 1. That I am the [Designation, e.g., Proprietor/Partner/Director/Authorized Signatory] of [Your Agency Name], having its registered office at [Your Agency's Full Registered Address], and am duly authorized to execute this affidavit on behalf of the said agency.
- 2. That our agency, [Your Agency Name], has submitted the Expression of Interest (EOI) for "Empanelment of Media & Content Agencies for Social Media Management and Podcast Production" in response to PSEB's EOI Ref No. **PSEB/PRO/EOI/2025/_____** dated **August 12, 2025**.
- 3. That all the information, statements, and documents furnished in our Technical Bid, Financial Bid, and all accompanying Annexures for the aforementioned EOI are **true, correct, and complete** to the best of my knowledge and belief, and based on the records available with the agency.
- 4. That our agency, [Your Agency Name], has **not been blacklisted** by any Central Government Department, State Government Department, Public Sector Undertaking (PSU), Statutory Body, or any other public/private organization in India for any reason whatsoever, at the time of submitting this EOI.
- 5. That our agency fully understands and agrees that if any information furnished in this EOI, including this affidavit, is found to be false, incorrect, or misleading at any stage, our EOI shall be liable for rejection, and PSEB shall have the right to take any legal action as deemed fit, including blacklisting our agency for future engagements.
- 6. That our agency accepts all the Terms & Conditions, Scope of Work, and Eligibility Criteria as stipulated in the EOI document, without any deviations or reservations.
- 7. That I/we shall produce all the original documents, as and when required by PSEB, for verification.

Deponent Signature: (Full Name of Deponent)

Verification:

I, the above-named Deponent, do hereby verify that the contents of this affidavit are true and correct to my knowledge and belief and nothing material has been concealed there from.

Place: _____

Date: _____

Deponent Signature: (Full Name of Deponent)

Attestation by Notary Public:

Solemnly affirmed and signed before me by the Deponent, who is personally known to me / identified by [Identifier's Name] on this [Day] day of [Month], 2025.

(Seal and Signature of Notary Public)