



महाराष्ट्र शासन

नियोजन विभाग, महाराष्ट्र राज्य

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जा.क्र./सारथी/ माहिती व तंत्रज्ञान विभाग/ जाहिरात प्रसिध्दी /दरपत्रक /

दिनांक : १२/०६/२०२५

१३/०६/२०२५

### दरपत्रके मागविण्यात येत आहेत

छत्रपती शाहू महाराज संशोधन, प्रशिक्षण व मानव विकास संस्था (सारथी), पुणे संस्थेकरिता कार्यालयातील विविध विभागांतर्गत सुरु असणा-या विविध योजना व उपक्रमांची फ़ेसबुक पेजद्वारे जाहिरात तयार करणे व व्हिडिओ बनविणे तसेच विशेष प्रसंगी Paid Advertisement Campaign चालविणे. You Tube Channel साठी कार्यालयातील विविध विभागांच्या योजना व प्रकल्पाविषयी माहिती देणारे व्हिडिओ तयार करणे व तदनुषंगिक काम करणे करिता विविध जाहिरात संस्थांकडून दरपत्रके मागविण्यात येत आहेत.

जाहिरातीसाठीचे आवश्यक निकष, अटी शर्ती सारथी, पुणे संकेतस्थळावर लिंक: [www.sarthi-maharashtrgov.in](http://www.sarthi-maharashtrgov.in) > सूचना फलक > जाहिरात दरपत्रक > पहावी. दरपत्रके सारथी कार्यालयास सादर करावयाची अंतिम मुदत दि. १९/०६/२०२५ पर्यंत सायंकाळी ०५:०० वाजेपर्यंत आहे यात सदर दरपत्रके अटी शर्तीच्या अधीन राहून, दि. १९/०६/२०२५ पर्यंत सायंकाळी ०५:०० वाजेपर्यंत सारथी, संस्थेच्या मुख्य कार्यालयात सीलबंद लिफाफ्यात सादर करण्यात यावी.

व्यवस्थापकीय संचालक

छत्रपती शाहू महाराज संशोधन प्रशिक्षण  
व मानव विकास संस्था (सारथी ) पुणे  
सी.टी. सर्व्हें.१७३,  
बी/१, गोपाळगणेश आगरकर रोड,  
पुणे - ४११ ००४.

छत्रपती शाहू महाराज संशोधन, प्रशिक्षण व मानव विकास संस्था ('सारथी') पुणे कार्यालयातील विविध विभागांतर्गत सुरु असणा-या विविध योजना व उपक्रमांची फ़ेसबुक पेजद्वारे जाहिरात तयार करणे व व्हिडिओ बनविणे तसेच विशेष प्रसंगी Paid Advertisement Campaign चालविणे, You Tube Channel साठी कार्यालयातील विविध विभागांच्या योजना व प्रकल्पाविषयी माहिती देणारे व्हिडिओ तयार करणे व तदनुषंगिक काम करणे करीता दरकरार करण्याकरीता मा. व्यवस्थापकीय संचालक "सारथी " पुणे यांचे वतीने सक्षम, अनुभवी व अधिकृत पुरवठादारा कडून दरपत्रके मागविण्यात येत आहेत. त्याचा तपशील खालील प्रमाणे आहे.

### **Facebook Page Management: Detailed Scope of Work**

#### **1. Content Creation and Management**

- I. **Content Calendar:** Develop and maintain a content calendar to ensure consistent and strategic posting.
- II. **Post Creation:** Create engaging posts (text, images, videos) aligned with the Sarthi's projects.
- III. **Hashtags and Tags, Post Description:** Hashtag and tag research and implementation, as well as post description writing, are part of the page handling work and are included without needing to charge separately for them.
- IV. **Post Scheduling:** Schedule posts at optimal times for maximum engagement on Facebook.

#### **2. Community Management**

- I. **Engagement:** Monitor and respond to comments and messages promptly on the Facebook page.
- II. **Community Interaction:** Engage with the audience through likes, replies, and interactive posts on Facebook.
- III. **Moderation:** Manage negative interactions and remove spam.

#### **3. Analytics and Reporting**

- I. **Performance Metrics:** Track key metrics such as reach, engagement, and follower growth on Facebook.
- II. **Reports:** Provide monthly performance reports with insights and recommendations. Track key metrics such as reach, engagement, and follower growth.
- III. **Strategy Refinement:** Use data to refine strategies and improve results on Facebook.

#### **4) Page Optimization:** Page optimization tasks are part of the page handling work and are Included without needing to charge separately for them.

- **Profile and Cover Photos:** Ensure professional and brand-aligned visuals.
- **About Section:** Optimize with relevant information and keywords.
- **Call-to-Action Buttons:** Set up and optimize for desired actions (e.g., Visit Website, Contact Us).
- **SEO:** Implement strategies to improve page visibility on Facebook search.
- **Regular Audits:** Conduct audits to ensure ongoing optimization of the Facebook page.



## 5) Content Creation (IMAGE & Video)

- ✓ Image Creation: Design and create images for posts.
- ✓ Cost per Image: Rs ...../- (Specify the cost per image included in the package)
- ✓ Video Creation: Cost per Video Production: ( inclusive of Script, Produce high-quality video, editing, and post-production with required graphics)
- ✓ a) Reel (up to 2 minutes): Rs [Cost for YouTube Shorts]/
- ✓ b) Short Video (up to 3 minutes): Rs [Cost for short video]/-
- ✓ c) Medium Video (3-5 min.): Rs [Cost for medium video]/-
- ✓ d) Long Video (6 to 10 min.) : Rs [Cost for long video]/-
- ✓ e) Thumbnail Creation: Design visually appealing thumbnails to increase click-through rates. Cost per Attractive Thumbnail: Rs [Cost for attractive thumbnail]/-

## 6). Ad Management

- Campaign Creation: Develop, launch, and manage Facebook ad campaigns.
- Optimization: Continuously monitor and optimize ad performance.
- Reporting: Provide detailed reports on ad spend and results for Facebook ads.
- ✓ The cost of the paid advertisements will be decided by Sarthi. Payment will be released after the selected vendor submits the YouTube-generated invoice to Sarthi.

## 7) Video Shoting Charges: Rs.[ Cost per day ]

## 8). Create Banners and Flex:

Types of Banners by Material :

1. Wooden Banner (Wood-Frame or Full Wooden) :Rs. [ Rate as per Sq. Ft.]
2. Flex Banner (Normal / Star Flex) Rs. [ Rate as per Sq. Ft.]
3. Vinyl with Foam Board / Sunboard Rs. [ Rate as per Sq. Ft.]
4. Cloth Banner (Canvas or Satin Print) Rs. [ Rate as per Sq. Ft.]
5. Acrylic Boards (with Glow or without Rs. [ Rate as per Sq. Ft.]

## You Tube Channel: - Scope of Work

**1. Content Strategy:** Develop and implement a comprehensive content strategy aligned with the channel's goals and target audience.

- I. **Title and Description Optimization:** Optimize video titles and descriptions with relevant keywords to improve search ability. (This service is included as part of Content Creation and Management, without any additional charge)
- II. **Tagging and Metadata:** Research and implement effective tags and metadata to improve video visibility. (This service is included as part of Content Creation and Management, without any additional charge)
- III. **Livestream Management:** Organize and manage Livestream events, including setup, moderation, and audience interaction. (Specify the cost per each service)



## 2. Channel Optimization

- I. **Channel Design:** Ensure branding consistency across the channel with professional banner art, profile picture, and channel layout.
- II. **Playlist Creation:** Organize videos into playlists to improve channel navigation and viewer retention.
- III. **SEO Optimization:** Implement strategies to improve the channel's visibility in YouTube search results and recommendations.
- IV. **Audience Interaction:** Respond to comments, messages, and feedback promptly to foster community engagement.
- V. **Monetization Strategy:** Develop and implement a monetization strategy, including ad revenue, sponsorships, and merchandise.

## 3. Analytics and Reporting

- I. **Performance Tracking:** Monitor key metrics such as views, watch time, subscriber growth, and audience demographics.
- II. **Insights and Recommendations:** Provide regular reports with insights and recommendations for content optimization and audience growth.
- III. **Strategy Refinement:** Use data analysis to refine content strategy and improve overall channel performance.

## Promotion and Marketing

**Paid Advertising:** Develop and execute paid advertising campaigns on YouTube to promote channel content.

The cost of the paid advertisements will be decided by Sarthi. Payment will be released after the selected vendor submits the YouTube-generated invoice to Sarthi.

## Content Creation for YouTube Channel -

### Video Production:

- I. **Cost per Video Production: (inclusive of Script, Produce high-quality video, editing, and post-production with required graphics)**
- II. **YouTube Shorts (up to 2 minutes):** Rs [Cost for YouTube Shorts]/
- III. **Short Video (up to 3 minutes):** Rs [Cost for short video]/-
- IV. **Medium Video (3-5 min.):** Rs [Cost for medium video]/-
- V. **Long Video (6 to 10 min.) :** Rs [Cost for long video]/-
- VI. **Thumbnail Creation:** Design visually appealing thumbnails to increase click-through rates. **Cost per Attractive Thumbnail:** Rs [Cost for attractive thumbnail]/-

### 7) Video Shoting Charges: Rs.[ Cost per day ]

### 8). Create Banners and Flex:

Types of Banners by Material :

1. **Wooden Banner (Wood-Frame or Full Wooden) :**Rs. [ Rate as per Sq. Ft.]
2. **Flex Banner (Normal / Star Flex)** Rs. [ Rate as per Sq. Ft.]
3. **Vinyl with Foam Board / Sunboard** Rs. [ Rate as per Sq. Ft.]
4. **Cloth Banner (Canvas or Satin Print)** Rs. [ Rate as per Sq. Ft.]
5. **Acrylic Boards (with Glow or without)** Rs. [ Rate as per Sq. Ft.]



## Instagram Page [scope of work]

1. Page handling: Rate [ per month ]
2. Paid Campaign Service Cost

## अटी व शर्ती

१. दरपत्रके "सारथी" कार्यालयातील संगणक शाखेमध्ये कार्यालयीन कामाच्या दिवशी दिनांक १२/०६/२०२५ ते १९/०६/२०२५ सकाळी ११:०० ते सांयकाळी ५:०० वाजेपर्यंत सादर करावी.
२. जाहिरात प्रसिध्दी दरपत्रक सीलबंद लिफाफ्यात दिनांक १९/०६/२०२५ दुपारी ५.०० वाजेपर्यंत "सारथी" कार्यालयात सादर करावे. सिलबंद लिफाफ्यावर "जाहिरात प्रसिध्दी करण्याकरीताचे दरपत्रक" असे नमूद करून खालील पत्त्यावर सादर करावे. विहित दिनांकानंतर आलेल्या दरपत्रकांचा विचार करण्यात येणार नाही.
३. विहित दिनांक व वेळेत प्राप्त झालेली दरपत्रके दिनांक २०/०६/२०२५ रोजी सकाळी ११.०० वाजता उपस्थित समिती सदस्या समक्ष / निविदाधारका समक्ष सारथी कार्यालयात उघडण्यात येतील.
४. दरपत्रक मंजूर झाल्यानंतर पुरवठादारास, पुरवठा आदेश देण्यात येतील.
५. सारथी संस्थेकडून कार्यालयाच्या आवश्यकतेनुसार पुरवठा करण्याचे आदेश देण्यात येतील. त्यानुसार जाहिरात प्रसिध्द करण्याची तसेच नमूद स्कोप ऑफ वर्क (Scope of Work) नुसार सेवा देणे आपणास बंधनकारक राहील.
६. फ़ेसबुक पेजद्वारे जाहिरात तयार करणे व व्हिडिओ बनविणे तसेच विशेष प्रसंगी Paid Advertisement Campaign चालविणे, याकरिता स्वतंत्र दर नमूद करणे गरजेचे आहे.
७. You Tube Channel करिता प्रत्येकी बाबींचे दर प्रति नग प्रमाणे देणे बंधनकारक आहे.
८. Instagram page करिता देखील स्वतंत्र दर देणे बंधनकारक आहे.
९. सदर जाहिरात व व्हिडिओ बनविण्याकरीता होणारा खर्च हा अग्रिम दिला जाणार नाही. सदरचा खर्च हा जाहिरात व व्हिडिओ प्रसिध्द केल्यानंतर कार्यालयास देयक प्राप्त झाल्यानंतर दिला जाईल.
१०. जाहिरात सेवेची मागणी एक वेळा किंवा कार्यालयीन कामकाजाच्या आवश्यकते नुसार टप्प्या टप्प्याने कळवण्यात येईल त्यानुसार सेवा देणे बंधनकारक असेल.
११. पुरवठादाराने आकर्षक जाहिरात व व्हिडिओ तयार करणे बंधनकारक असून सदर जाहिरातींची संहिता कार्यालयातील प्राधिकृत अधिका-याकडून मंजूर करून घेणे, तयार झालेली जाहिरात व व्हिडिओ, जिंगल प्रत्यक्ष अवलोकनार्थ कार्यालयास सादर करून त्यास मान्यता मिळाल्यानंतरच प्रसिध्दी / प्रसारीत करणे बंधनकारक राहील.
१४. दरपत्रके स्विकारण्याचा अथवा कोणतेही कारण न देता रद्द करण्याचा अधिकार मा. व्यवस्थापकीय संचालक यांनी राखून ठेवला आहे.



डॉ. शिवाजी पाटील

व्यवस्थापकीय संचालक

छत्रपती शाहू महाराज संशोधन प्रशिक्षण व ,  
मानव त्रिकास संस्था (सारथी ), पुणे.

## Request for Quotation (RFQ)

### Social Media Management Services (Facebook, Instagram, YouTube)

#### 1. Facebook Page Management:

Sr. No.	Service Component	Description	Rate (INR)
1.	Monthly Page Management	Including content calendar, post creation, scheduling, engagement, analytics, reporting, and optimization	Rs. [ ] per image
2.	Cost per Image	Design of engaging post images	Rs. [ ] per image
3.	Video Creation Reels (up to 2 mins)	Script + Shoot + Edit	Rs. [ ] per video
4.	Video Creation Short (up to 3 mins)	Script + Shoot + Edit	Rs. [ ] per video
5.	Video Creation Medium (3-5 mins)	Script + Shoot + Edit	Rs. [ ] per video
6.	Video Creation Long (6-10 mins)	Script + Shoot + Edit	Rs. [ ] per video
7.	Thumbnail Creation	-	Rs. [ ] per thumbnail
8.	Ad Management (Service Charges Only)	Excludes ad spend, includes campaign creation and optimization	Rs. [ ] per month
9.	Livestream Setup & Management	Basic Livestream (Single Camera, Basic Graphics) Standard (2 Cameras, Branding, Better Audio) Advanced (Multi-cam, Live Switching, On-screen Name Tags, Zoom Integration):	Rs. [ ] per event
10.	Video Shooting Charges	-	Rs. [ ] per day
11.	Banner & Flex Printing	Rates as per below per Sq. Ft.: <ul style="list-style-type: none"><li>• Wooden Banner</li><li>• Flex Banner (Normal / Star)</li><li>• Vinyl with Foam/Sun board</li><li>• Cloth Banner (Canvas/Satin)</li><li>• Acrylic Board (Glow/Non-Glow)</li></ul>	[ ] per Sq. Ft. (specify each)
Total Cost [T1]			Rs. [ ]

## 2. YouTube Channel Management:

Sr. No.	Service Component	Description	Rate (INR)
1.	Channel Management	Content strategy, optimization, audience engagement, analytics, and reporting	Rs. [ ] per month
2.	Video Production Shorts (up to 2 mins)	Design of engaging post images	Rs. [ ] per video
3.	Short Video (up to 3 mins)	Script + Shoot + Edit	Rs. [ ] per video
4.	Medium Video (3-5 mins)	Script + Shoot + Edit	Rs. [ ] per video
5.	Long Video (6-10 mins)	Script + Shoot + Edit	Rs. [ ] per video
6.	Thumbnail Design	-	Rs. [ ] per thumbnail
7.	Livestream Setup & Management	Basic Livestream (Single Camera, Basic Graphics) Standard (2 Cameras, Branding, Better Audio) Advanced (Multi-cam, Live Switching, On-screen Name Tags, Zoom Integration):	Rs. [ ] per event
8.	Video Shooting Charges		Rs. [ ] per day
9.	Banner & Flex Printing (Same as Facebook)	Rates as per below per Sq. Ft.: <ul style="list-style-type: none"> <li>• Wooden Banner</li> <li>• Flex Banner (Normal / Star)</li> <li>• Vinyl with Foam/Sun board</li> <li>• Cloth Banner (Canvas/Satin)</li> <li>• Acrylic Board (Glow/Non-Glow)</li> </ul>	[ ] per Sq. Ft. (specify each)
10.	Paid Campaign on YouTube Channel Service Charges if any		Rs. [ ] per campaign
<b>Total Cost [T2]</b>			<b>Rs. [ ]</b>

### 3. Instagram Page Management:

Sr. No.	Service Component	Description	Rate (INR)
1.	Page Handling	Monthly management – includes content, posting, engagement, and optimization	Rs. [ ] per month
2.	Paid Campaign Setup & Management	Service fee only; ad budget separate)	Rs. [ ] per campaign
Total Cost [T3]			Rs. [ ]

#### Note:

1. Quotation will be finalized as lowest vendor with total costing of all 03 items.
2. Total Quotation cost = T1+ T2+T3
3. Incomplete submission will be treated as cancelled.
4. Vendor should submit all-inclusive rates for all items mentioned herewith.
5. Any illegal or wrong submission will not be entertained means treated to be cancelled.

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