KALA ACADEMY GOA
Campal, Panaji – Goa

LIMITED TENDER DOCUMENT

For Engagement of an Agency for Conceptualisation and Management of Official Social Media Accounts and Digital Promotional Activities

Tender Reference No.: KA/Tech-133/Social Media/2026-27/1821

Date of issue: 06/11/2026

Last date and time for submission: 20/11/2026 at **4.00 P.M.**

Date and time of opening: 20/11/2026 at **5.00 P.M**.

Place of submission/opening:- Office of the Member Secretary, Kala Academy Goa, Campal, Panaji – Goa

Note: All blank dates, times, financial particulars and other fields in this document must be completed and approved by the competent authority before the tender is issued. The procurement method, eligibility requirements, Earnest Money Deposit and other financial conditions shall be verified against the rules and orders applicable to Kala Academy Goa.

1. INVITATION TO TENDERER

Sealed Tenders are invited on behalf of the Member Secretary, Kala Academy Goa, Campal, Panaji – Goa, from eligible and experienced agencies for "**Conceptualisation and Management of the official Social Media accounts of Kala Academy Goa, including Facebook, Instagram, YouTube, X (formerly Twitter) and other platforms approved by Kala Academy Goa, and digital promotion of its activities, including publication of approved newspaper advertisement cuttings/clippings on Social Media**", in accordance with this tender document and Annexure A.

i. The agency shall provide the services and deliverables specified in this document. The tenderer shall submit a duly completed and signed tender, together with all required supporting documents and the financial quote in Annexure A.

ii. Kala Academy Goa reserves the right to accept or reject any or all tenders, in accordance with the applicable procurement rules and without being bound to accept the lowest offer or any decision shall be taken by the Competent Authority in accordance with the applicable rules.

MEMBER SECRETARY
KALA ACADEMY GOA

2. IMPORTANT TENDER PARTICULARS

Tendering authority	Member Secretary, Kala Academy Goa
Address	Kala Academy Goa, Campal, Panaji – Goa
Contract period	12 months from the commencement date specified in the work order/agreement; extension up to 12 months may be considered only with prior written approval and in accordance with applicable rules and satisfactory performance.
Earnest Money Deposit (EMD)	Rs.12,500/- by Call Deposit Receipt/Demand Draft/Pay Order, if retained by the Competent Authority after verification of applicable rules. Payable in favour of Kala Academy Goa, Panaji. Any exemption, if applicable, shall be considered only as permitted by the applicable rules.
Tender validity	Three months from the date of opening of the tender, unless extended in writing by mutual agreement or as permitted under applicable rules.
Estimated contract value	To be inserted by Kala Academy Goa before issue, where required under applicable procurement procedure.
Submission deadline	**20/11/2026** at **4.00 P.M.**
Opening date/time	**20/11/2026** at **5.00 P.M.**

3. SUBMISSION OF TENDER

i. The Tender shall be submitted in a sealed envelope superscribed: "**Limited Tender for Conceptualisation and Management of Official Social Media Accounts and Digital Promotional Activities of Kala Academy Goa**", along with the tender reference number.

ii. The tender shall be delivered to the **Office of the Member Secretary, Kala Academy Goa**, at the address specified in this document, on or before the prescribed deadline. Late tenders may be rejected in accordance with the applicable procurement procedure.

iii. The tender shall include: (i) signed tender document; (ii) completed Annexure A; (iii) agency profile and relevant experience; (iv) supporting work orders/completion certificates or client references, where available; (v) details of proposed team; (vi) applicable registration and tax particulars; (vii) declarations required by the tender; and (viii) EMD or valid exemption documents, if applicable.

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iv. All pages of the tender and attachments shall be signed by the tenderer or its duly authorized signatory. Corrections/overwriting shall be authenticated by the signatory.

v. A tender containing material deviations from the requirements may be treated as non-responsive, subject to the applicable procurement rules.

vi. Tenderers may attend the opening through an authorized representative, if permitted by the tendering authority. The representative should carry an authorization letter.

4. ELIGIBILITY AND SUPPORTING DOCUMENTS

The tenderer shall meet the eligibility requirements approved for this procurement and submit documentary evidence. The requirements shall be proportionate to the scope and estimated value and shall not be framed to favour any particular bidder.

i. A brief profile of the agency and details of its legal constitution and registered/business address.

ii. Evidence of relevant experience in social media management, digital communication, content creation or comparable assignments.

iii. Details of the proposed personnel and their relevant skills/experience.

iv. Copies of applicable registrations, PAN and GST registration, where applicable.

v. A list of comparable assignments, with work orders, completion certificates or client references where available.

vi. A declaration of any actual or potential conflict of interest relevant to the contract.

vii. Any additional eligibility documents expressly specified in the tender notice.

Kala Academy Goa may verify information furnished by the tenderer. Material misrepresentation may result in rejection or other action permitted under the tender and applicable rules.

5. SCOPE OF WORK

The agency shall perform the following services, subject to the approved content plan, written instructions and scope/pricing schedule in Annexure A:

i. Manage and update the official Facebook, Instagram, YouTube, X and any other social media accounts specifically authorised by Kala Academy Goa.

ii. Prepare and maintain a proposed monthly content calendar for approval by the designated officer.

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iii. Prepare captions, text, hashtags, graphics, posters and other digital content for approved institutional activities, programmes, competitions, workshops and cultural events.

iv. Upload and share materials supplied or approved by Kala Academy Goa within 48 hours of receipt, unless a different timeline is approved or the material requires clarification.

v. Upload event videos and other material supplied by Kala Academy Goa to the authorized YouTube channel and other relevant platforms.

vi. Publish approved newspaper cuttings/clippings, photographs, advertisements or information relating to Kala Academy Goa from publications such as Gomantak, Gomantak Times, Navhind Times, Herald, The Times of India, Lokmat, Tarun Bharat, Dainik Herald, Goan Varta, Navaprabha or other publications approved by Kala Academy Goa, subject to copyright and other applicable rights/permissions.

vii. Monitor routine comments and messages as directed, and refer substantive, sensitive, complaint-related or policy matters to the designated Kala Academy officer. The agency shall not make commitments or issue official responses without authorization.

viii. Provide periodic reports on content published, deliverables completed, engagement metrics and paid campaigns, where applicable.

ix. Perform any additional work only where it is described in the tender or separately approved in writing by the competent authority. Additional work and fees shall not be imposed unilaterally.

The exact number of posts, videos, campaign deliverables, event-coverage assignments and any response-time standards shall be stated in Annexure A or an approved service-level schedule. Any live coverage hours, including the previously proposed 9:00 a.m. to 6:00 p.m. window, must be confirmed and specified before issue of the tender.

6. CONTENT APPROVAL AND OFFICIAL COMMUNICATION

i. All content to be published in the name of Kala Academy Goa shall be approved in advance by the officer(s) designated in writing by Kala Academy Goa, except for any narrowly defined routine content expressly pre-approved in writing.

ii. The agency shall not publish political endorsements, personal opinions, unauthorized statements, confidential information, misleading announcements, defamatory content, obscene material or any content inconsistent with applicable law or Kala Academy Goa's written instructions.

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iii. The agency shall not alter official announcements, programme dates, venue details, competition results or institutional statements without approval.

iv. The agency shall promptly correct or remove content when instructed by Kala Academy Goa and shall preserve a record of the instruction and action taken.

v. The agency shall not use the Kala Academy name, logo or branding for its own promotion, portfolio or publicity without prior written permission.

7. OWNERSHIP, ADMINISTRATIVE CONTROL AND ACCESS TO OFFICIAL ACCOUNTS

All official social media accounts, pages, channels, audience/follower relationships, account histories, analytics, associated institutional content and recovery mechanisms shall remain under the ownership and control of Kala Academy Goa. The agency shall not register or maintain an official account in a manner that gives the agency or an individual employee exclusive control.

i. The primary email address, telephone number, recovery details and highest-level administrative control shall remain with Kala Academy Goa or its authorized officers.

ii. Access shall be provided only to personnel approved by Kala Academy Goa and only to the extent necessary to perform the contract. Where a platform supports role-based access, suitable limited roles shall be used.

iii. The agency shall use strong, unique credentials and multi-factor authentication wherever available, and shall not share credentials through insecure channels or with unauthorized persons.

iv. The agency shall not change account ownership, recovery information, administrators, payment settings or security settings without prior written approval.

v. The agency shall not sell, transfer, pledge, monetize, suspend, delete or otherwise dispose of any official account or its audience/data.

vi. Kala Academy Goa may suspend or revoke access where required for security, operational or contractual reasons.

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8. CYBERSECURITY AND INCIDENT REPORTING

The agency shall maintain reasonable administrative and technical safeguards to protect official accounts, credentials, content and information accessed during the contract.

i. The agency shall prevent unauthorized access, use, alteration, disclosure, copying, deletion or loss of official content and account information.

ii. The agency shall notify the designated Kala Academy officer immediately upon becoming aware of a suspected or actual account compromise, unauthorized login or publication, credential disclosure, impersonation, malware incident or loss of personal/institutional data.

iii. The agency shall preserve relevant records and cooperate with Kala Academy Goa, platform providers and competent authorities in incident response, account recovery and any reporting required by applicable law or directions.

iv. The agency shall not install unauthorized applications, grant third-party access or use unofficial automation or follower/engagement manipulation services on official accounts.

v. The agency shall not retain access after its personnel leave the assignment or after the contract ends.

9. CONFIDENTIALITY AND DATA PROTECTION

The agency may receive unpublished programme information, contact details, photographs, videos, messages, account analytics and other information in connection with the services. Such information shall be used only for performance of the contract and in accordance with Kala Academy Goa's written instructions.

i. The agency shall keep confidential all non-public information obtained during the contract and shall disclose it only to authorized personnel who need it for the services.

ii. The agency shall collect or process personal information only to the extent necessary for the authorized work and shall not sell, reuse, disclose or retain it for independent purposes.

iii. The agency shall implement appropriate access controls and safeguards and shall promptly notify Kala Academy Goa of any suspected or actual unauthorized disclosure or breach.

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iv. The agency shall ensure that any approved subcontractor or personnel who handle information are bound by equivalent confidentiality and security obligations. Subcontracting itself requires prior written approval where required by the contract.

v. On expiry or termination, the agency shall return or securely delete information as instructed by Kala Academy Goa, except where retention is required by applicable law, and shall confirm completion in writing when requested.

The selected agency shall be required to comply with the applicable provisions of the Information Technology Act, 2000, the Digital Personal Data Protection Act, 2023, and the rules and directions in force thereunder, to the extent applicable, along with other relevant laws, government instructions and social media platform policies. The parties shall observe the provisions and obligations that are legally in force and applicable during the contract period.

10. COPYRIGHT, INTELLECTUAL PROPERTY AND PERMISSIONS

i. The agency shall ensure that materials created or supplied by it for publication are original or are used under permissions/licences sufficient for the intended use.

ii. The agency shall not upload third-party photographs, music, videos, artwork, newspaper material or other protected content unless the necessary rights, permissions or lawful basis for the intended use have been confirmed.

iii. The tenderer shall identify any third-party tools, stock assets, fonts, music or other licensed material incorporated into deliverables and state any material restrictions on Kala Academy Goa's future use.

iv. For content specifically commissioned and paid for under this contract, the rights assigned or licensed to Kala Academy Goa shall be as specified in the agreement. The agency shall hand over final deliverables and editable/source files where included in the scope.

v. The agency shall not reuse commissioned material for other clients or in its own promotional materials without prior written permission from Kala Academy Goa.

vi. The agency shall promptly inform Kala Academy Goa of any copyright claim or takedown notice relating to content handled under the contract and shall assist in resolving it.

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11. PERFORMANCE, REPORTING AND PAYMENT

i. The agency shall submit a monthly report showing the content published, deliverables completed, pending items, campaign details and available reach/engagement analytics.

ii. Payments shall be made against invoices for services actually rendered, subject to verification and certification by the designated officer and applicable financial procedures. No advance shall be payable unless specifically approved in accordance with applicable rules and stated in the contract.

iii. The tender shall state whether invoices are monthly or at another approved interval. For this draft, monthly billing is proposed to align payment with verification of services; the final interval must be confirmed before issue and used consistently throughout the document.

iv. Rates shall be quoted in the financial schedule with taxes shown separately or included as expressly instructed in Annexure A. The tender shall state the applicable treatment of statutory taxes and deductions.

v. Payment shall be subject to satisfactory performance, submission of required reports and supporting documents, and any lawful deductions or recoveries.

vi. The agency shall not claim additional fees for services already included in the accepted scope. Any variation must be approved in writing by the competent authority before the work is undertaken.

12. EMD, SECURITY AND CONTRACT AGREEMENT

The original tender provides for an EMD of ₹12,500/-. Before issue, the competent authority shall confirm whether the EMD amount, accepted instruments, exemptions, refund and forfeiture conditions are consistent with the procurement rules applicable to this tender.

i. Where EMD is required, it shall be submitted in the form and in favour of the payee stated in the final tender notice. Unsuccessful bidders' EMD shall be returned within the period prescribed in the tender and applicable rules.

ii. The successful bidder's EMD may be treated as part of the security deposit only if expressly permitted by the applicable rules and stated in the final tender.

iii. Any forfeiture shall be limited to circumstances authorised by the tender and applicable rules, after following the prescribed procedure.

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iv. The successful tenderer shall execute a written agreement in the form approved by Kala Academy Goa before commencement of services. Stamp duty and execution formalities shall be as required by applicable law.

v. The work order and agreement shall specify the commencement date, contract period, accepted rates, deliverables, reporting arrangements and authorized officers.

13. CONTRACT PERIOD, EXTENSION AND TERMINATION

The proposed contract period is 12 months from the commencement date stated in the work order/agreement. An extension of up to 12 months may be considered only with prior written approval, satisfactory performance, availability of funds and compliance with the applicable procurement rules. No extension is automatic.

i. Either party may request termination by giving one month's written notice, subject to the final agreement and applicable law.

ii. Kala Academy Goa may terminate the contract for material breach, repeated failure to perform, unauthorized publication, misuse of accounts, security breach, misconduct or other grounds stated in the agreement, after following the applicable procedure.

iii. Where urgent protective action is necessary, Kala Academy Goa may immediately suspend the agency's access to official accounts pending review.

iv. Any cure period, immediate termination right or emergency step shall be governed by the final agreement and applicable law. The original draft's proposed 48-hour termination provision should be reviewed and expressly approved before use.

v. Upon expiry or termination, the agency shall immediately cooperate in transferring all account access, content, records, analytics, source files and other contract deliverables to Kala Academy Goa and shall cease representing itself as the Academy's agency.

14. HANDOVER OF DIGITAL ASSETS

On expiry, termination or written request by Kala Academy Goa, the agency shall, within the period specified by Kala Academy Goa:

i. Provide all final content, approved drafts, editable design files, videos, photographs, captions, content calendars, reports and records created or maintained under the contract, to the extent included in the agreed scope.

ii. Provide a complete list of official accounts, connected applications, authorized users and access permissions handled by the agency.

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iii. Assist Kala Academy Goa in confirming or restoring sole institutional control of account recovery details and administrative permissions.

iv. Remove its own and its personnel's access and ensure that no unauthorized copies of credentials or confidential information are retained.

v. Provide a written handover and deletion/return confirmation when requested.

15. LIABILITY, STAFF AND SUBCONTRACTING

i. The agency shall be responsible for its personnel and for ensuring that they comply with the tender, the agreement and lawful instructions of Kala Academy Goa.

ii. The agency shall remain responsible for its contractual obligations notwithstanding any personnel changes. Replacement of key personnel should be notified to and approved by Kala Academy Goa where required.

iii. The agency shall not subcontract all or any material part of the work without prior written approval where such approval is required under the contract.

iv. The agency shall be responsible, subject to applicable law and the agreement, for loss or damage arising from its breach, negligence, unauthorized acts or infringement of third-party rights.

v. The agency shall promptly report any incident involving its staff while performing the services. Employment-related obligations concerning the agency's personnel shall remain with the agency, in accordance with applicable law.

16. EVALUATION AND ACCEPTANCE

Tenders shall be examined for responsiveness, eligibility, technical suitability and financial offer in accordance with the evaluation method specified in the final tender notice and applicable procurement rules. The tender document must state whether selection will be based on the lowest responsive financial offer, a quality-and-cost method or another permitted method. No unstated evaluation criterion shall be introduced after bids are received.

Kala Academy Goa may seek clarifications where permitted by the applicable procurement procedure. Clarifications shall not be used to permit a material change in the bid or to confer an unfair advantage.

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17. DISPUTES AND GOVERNING LAW

The contract shall be governed by the laws in force in India and applicable in Goa. Any dispute shall first be addressed through the procedure stated in the agreement. If arbitration is adopted, the arbitration clause, appointment mechanism, seat/place, language and applicable procedure shall be expressly stated in the agreement and shall comply with the Arbitration and Conciliation Act, 1996, as amended. The original wording giving Kala Academy unilateral appointment of an arbitrator should be reviewed by the competent legal authority before inclusion.

Nothing in this clause shall exclude any statutory remedy or jurisdiction that cannot lawfully be excluded by contract.

18. RESERVATION OF RIGHTS

Kala Academy Goa reserves the rights available to it under the tender and applicable rules, including to reject non-responsive tenders, cancel or modify the procurement process before award where legally permissible, verify submitted information and take action for material misrepresentation or breach. Any exercise of these rights shall be in accordance with applicable rules and the terms of the tender.

19. ACCEPTANCE BY TENDERER

I/We have read and understood the tender document and its annexures and agree to comply with the conditions stated therein. I/We certify that the information submitted is true and complete to the best of my/our knowledge and that the signatory is authorised to submit this tender.

Name of tenderer/agency: _____

Name and designation of authorised signatory: _____

Address: _____

Telephone/email: _____

PAN: _____ GSTIN (if applicable): _____

Date: _____ Place: _____

Signature and seal: _____

ANNEXURE A

SCOPE OF SERVICES AND FINANCIAL QUOTATION

Tender Reference No.: KA/Tech-133/Social Media/2026-27/_____

Name of tenderer/agency: _____

Instructions: The tenderer shall quote rates against each item. Kala Academy Goa shall confirm the final quantities/frequency and whether the quote is monthly, annual or for the full contract period before issuing the tender. Any item not required should be marked "Not quoted" only if permitted by the tender.

Sr. No.	Activity/service	Minimum description / deliverable	Amount
1	Facebook page management	Regular approved updates, photo/text posts, scheduling and monitoring; live coverage only if specified.	
2	Instagram management	Approved photo/video uploads, captions, hashtags and content scheduling.	
3	YouTube channel management	Channel management and upload of videos supplied/approved by Kala Academy Goa.	
4	X (formerly Twitter) management	Approved updates, posts and relevant hashtags.	
5	Other approved platforms	Only platforms specifically authorised in writing by Kala Academy Goa.	
6	Newspaper cuttings/clippings	Upload approved clippings/advertisements/information from newspapers and publications relating to Kala Academy, subject to permissions and applicable rights.	
7	Monthly reporting	Report of posts, deliverables, reach/engagement analytics and campaign records.	
		Total	
		GST as applicable	
		Total Amount	

Any other charges (must be disclosed): _____

I/We confirm that the above rates includes all costs required to deliver the services described in the final tender, except those expressly identified as separately payable and approved.

Place: _____

Date: _____

_____

Signature and Seal of Tenderer:

ANNEXURE B

BIDDER DECLARATIONS

i. I/We have read the tender document and accept its terms, subject to any clarification formally issued by Kala Academy Goa.

ii. The information and documents submitted with this tender are true and correct. No material information has been knowingly withheld.

iii. I/We have disclosed any actual or potential conflict of interest relevant to this engagement.

iv. I/We shall not publish content on behalf of Kala Academy Goa without the required authorisation.

v. I/We shall protect official accounts, credentials, confidential information and personal data accessed in connection with the services.

vi. I/We shall comply with applicable laws, rules, government instructions and social media platform policies relevant to the services.

vii. I/We shall obtain or verify the necessary rights and permissions for third-party content supplied or created by us for publication.

viii. I/We shall disclose any proposed subcontracting and shall not subcontract where prohibited or without required written approval.

ix. I/We understand that acceptance of a tender and commencement of services are subject to approval by the competent authority and execution of the required agreement.

Name of Agency: _____

Name/designation of Authorised Signatory: _____

Signature and seal: _____

Place: _____

Date: _____

ANNEXURE C

SUGGESTED MONTHLY PERFORMANCE REPORT

Platform/activity	Content/deliverables published	Reach/engagement or evidence	Remarks / pending action

Reporting month: _____ Submitted by: _____

Agency representative signature: _____

Verified by Kala Academy Goa: _____ Date: _____