

**NATIONAL INSTITUTE OF SECURITIES MARKETS  
Plot No. IS-1 & IS-2, Patalganga Industrial Area,  
Mohopada, Rasayani, Dist. Raigad,  
Near Navi Mumbai, Maharashtra 410 222**

**Application Form  
(Reference no. NISM/PMD/01/2024)**

**Expression of Interest -  
Shortlisting of Agencies for Website Revamp, Mobile App  
Development, SEO, and Digital & Social Media Marketing  
Activities for NISM**

**Last date of submission of Applications is September 9, 2024.**

**Shortlisting of Agencies for Website Revamp, Mobile App Development, SEO and Digital & Social Media Marketing Activities for NISM**

**Undertaking (On the letterhead of the Agency)**

**The General Manager, Partnership and Marketing Department,**  
National Institute of Securities Markets (NISM),  
Plot No. IS 1 & 2, Patalganga Industrial Area,  
Mohopada, Rasayani, Dist. Raigad,  
Near Navi Mumbai, Maharashtra 410 222.

Dear Sir,

I/We have read and understood the 'Notice Inviting Application' for Shortlisting of Agencies comprising nature of work, eligibility criteria, list of enclosures to be submitted, general rules, and instructions to the intending applicants.

I/We do hereby declare that the information furnished in the application form from pages 1 to \_\_\_\_\_ and in the supplementary sheets from pages \_\_\_\_\_ to \_\_\_\_\_ is correct to the best of my/our knowledge and belief. I/We am/are also aware that the shortlisting will be cancelled at any stage in case the statements and documents furnished are found to be false.

We authorize NISM to approach individuals, employers, firms, and corporations to verify our competence and general reputation. **The undersigned is fully authorized to sign and submit this application form on behalf of the organization, he/she represents.**

I/We am/are hereby submitting the complete Application Form (Part I, II, III & IV) including the requisite copies of enclosures duly signed and sealed on each page.

**Yours faithfully,**

**Signature:**

**Name:**

**Designation:**

**Enclosure:** (i) Notice inviting Application (ii) Application form PART I (iii) Application form PART II (iii) Application form PART III (iv) Application form PART IV (v) Copies of enclosures as per check list.

**Shortlisting of Agencies for Website Revamp, Mobile App Development, SEO and Digital & Social Media Marketing Activities for NISM**

**Notice Inviting Application**

**NATIONAL INSTITUTE OF SECURITIES MARKETS (NISM)**

**(Reference no. NISM/PMD/01/2024)**

**Shortlisting of Agencies for Website Revamp, Mobile App Development, SEO, and Digital & Social Media Marketing Activities for NISM**

Applications are invited from the eligible Agencies to provide Website Revamping, Mobile App Development, comprehensive Digital Marketing, SEO, and Social Media Marketing for the National Institute of Securities Markets (NISM) to enhance its online presence, increase brand visibility, lead generation, and drive engagement through various digital channels and position NISM as the Capacity Building Institute for the Securities Markets. The estimated cost of work is approximately Rs.3,00,00,000/- (Rupees Three Crore only) for a period of 3 years.

NISM is a public trust, established by the Securities and Exchange Board of India (SEBI), the regulator for securities markets in India. The institute carries out a wide range of capacity-building activities at various levels aimed at enhancing the quality standards in securities markets. It is an autonomous body governed by its Board of Governors.

NISM has embarked on a fast-track expansion of its activities, both domestically and internationally, which will position the institute as a leading global player in knowledge dissemination and skills enhancement in the financial market domain.

***Brief Scope of Work:***

The scope of work of the selected agency includes, but is not limited to:

**1. Social Media Marketing:**

- Content Creation: Develop engaging content for NISM's social media channels (LinkedIn, Facebook, Instagram, X (Twitter), YouTube, WhatsApp).
- Design: Create visually appealing graphics and videos that align with NISM's brand.
- Scheduling and Posting: Manage daily updates across all platforms.
- Community Management: Monitor and respond to comments and messages to engage with followers.

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- Analytics and Reporting: Provide regular performance reports with insights and recommendations.
- Campaigns: Develop and execute organic and paid campaigns to boost reach and engagement.

### **2. Digital Marketing Ads:**

- Strategy Development: Create a tailored digital marketing strategy for NISM's programs and events.
- Campaign Management: Plan and optimize Google, LinkedIn and Meta ads (Display, Search, YouTube) based on budget.
- Ad Design and Content: Develop compelling ad copy and designs including video ads.
- Performance Tracking: Monitor and adjust ads to maximize ROI.
- Reporting: Provide detailed performance reports and insights.

### **3. Search Engine Optimization (SEO):**

- SEO Strategy: Develop and implement a comprehensive SEO strategy (on-page, off-page, technical).
- Keyword Research: Target up to 20 high-impact keywords per month.
- Content Optimization: Update with 4 blog posts and 2 offsite articles monthly.
- Link Building: Acquire high-quality backlinks through various strategies.
- Technical SEO: Address technical issues for better performance and rankings.
- Analytics and Reporting: Provide monthly performance reports with recommendations.

### **4. Website Revamp and Maintenance:**

- UI/UX Design: Redesign the website to enhance user experience and aesthetics.
- Development: Implement the design for a responsive and fast website.
- WordPress Update: Revamp the WordPress CMS for easier content management.
- Content Updates: Regularly update the website with new content provided by NISM.
- Maintenance and Support: Offer ongoing technical support and performance optimization.
- Analytics Integration: Set up tools to monitor website performance and user behaviour.

### **5. NISM App Development and Maintenance:**

- App Development: Design and develop a cross-platform app with a user-friendly interface.

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- Integration: Connect the app with NISM’s systems for real-time updates.
- Ongoing Maintenance: Provide regular updates, bug fixes, and support.
- Performance Monitoring: Track app performance and user engagement with analytics.

**Eligibility Criteria**

The Agency fulfilling the following criteria may apply:

1. The Agency should have satisfactorily completed at least any of the following work(s) during the last 7 years as on March 31, 2024:
  - a. One similar work\* costing not less than Rs. 2,40,00,000 /- (Rs Two Crore Forty Lakhs only).

OR
  - b. Two similar works\* each costing not less than Rs. 1,50,00,000 /- (Rs One Crore Fifty Lakhs only).

OR
  - c. Three similar works\* each costing not less than Rs. 1,20,00,000 /- (Rs One Crore Twenty Lakhs only).

The period of 7 years for the purpose of having completed similar work(s) shall be from (01.03.2017 to 31.03.2024).

and

2. The annual average turnover of the agency should not be less than Rs. 90,00,000 /- (Rupees Ninety Lakhs only) during the last 3 years ending March 31, 2024.

And

3. The agency should have valid GST registration.

\* Similar completed Digital Marketing and Website Development work(s) means SEO, Digital Marketing, Social Media Marketing, and Website and App Development assignments/Projects completed for market entities in the BFSI sector, large HEIs or other organizations.

The agency will enclose necessary certificates/documents in support of the requirements mentioned at 1. to 3. above.

For this purpose, “Cost of Work” shall mean the gross value of completed work/assignment.

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### Process for submission of application form

The interested agency may submit its application form in **online mode**. The process is as under:

Application forms can be downloaded from the website <https://www.tenderwizard.com/NISM>. The duly filled-in application form as per the prescribed format along with necessary enclosures will be uploaded on <https://www.tenderwizard.com/NISM>. The last date for submission of applications is September 9, 2024.

The interested agency must register itself on <https://www.tenderwizard.com/NISM> by paying registration fee for an amount of Rs. 2,000/- (Exclusive of GST) in order to participate in the process. However, applying for shortlisting is free of cost. Class-3 Digital Signature Certificate (DSC) is a must to participate in the process.

For queries relating to the Tender Wizard website (online mode), please contact on the details provided under the Contact Us section of the website <https://www.tenderwizard.com/NISM>

**The last date of submission of applications is up to **September 9, 2024**.**

For further details, please contact *Ms. Rajalakshmi R S, Senior Assistant. Manager, PMD-[rajalakshmi.rs@nism.ac.in](mailto:rajalakshmi.rs@nism.ac.in)* or reach at +91-22-66735131.

### General Rules and Instructions for Applicants:

1. Joint ventures are not accepted.
2. Intending applicants are required to submit their full details giving details about their organization, experience, competence, and adequate evidence of their financial standing, etc., in the enclosed statements which will be kept confidential. Incomplete applications or applications without proper proof for establishing their credentials may not be considered for shortlisting.
3. If the space in the proforma is insufficient for furnishing full details, the information shall be supplemented in separate sheets of paper stating therein the part of the statement and serial number. Separate sheets shall be used for each part.
4. **Each page of the 'Application Form' shall be signed.** The application shall be signed by person/persons on behalf of the organization having the necessary authorization / Power of Attorney to do so.
5. The agency should fulfil all the criteria as detailed in the eligibility criteria. The agency not satisfying any of the eligibility criteria as detailed above will not be considered for shortlisting.

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6. The intending agency is advised to enclose scanned copies of all relevant documents as mentioned in the list of enclosures and other required documents wherever required. Incomplete applications or applications with missing documents will not be considered for shortlisting. **However, the agency is also advised not to attach un-necessary / irrelevant documents with the application, making it cumbersome for scrutiny. Only documents which have been asked should be submitted to expedite the process.**
7. The Institute reserves the right to enquire with the various clients to verify the genuineness and to ensure the conformity with the details given. Further, the Institute reserves the right to reject any application(s), if the information gathered is not in line with respect to the submissions made by the applicant.
8. The Institute reserves the right to reject any or all the applications without assigning any reason thereof. The Institute also reserves the right to restrict number of applicants for tendering at its sole discretion. The decision of the Institute in this regard shall be final and binding on all concerned.
9. The shortlisted agencies will only be informed for further participation in the tender process and tender documents will be issued to shortlisted agencies only.
10. No costs incurred by the applicant will be reimbursed by the Institute for attending discussions in providing necessary clarifications.
11. Applications containing false and/or inadequate information are liable for rejection. The applicant shall be disqualified at any stage at their risk and cost if they are found to have "Made untrue or false representation in the forms, statements and attachments submitted in proof of qualification and requirements."
12. While filling up the application form with regard to the list of important works completed or in hand, the applicant shall include only those works which individually cost not less than Rs. 1,20,00,000/- for similar work.
13. The shortlisting shall be valid for a period of three years.
14. It is intended to engage the services of the agency for a total period of 3 years. However, the initial contract period shall be for one year. If the performance of the agency is found to be satisfactory, the contract period for the 2nd and 3rd years will be extended based on the pre-defined mechanism specified in the bid documents.

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**Shortlisting of Agencies for Website Revamp, Mobile App Development, SEO and Digital & Social Media Marketing Activities for NISM**

**APPLICATION FORM**

**PART I**

1.	Name of the Organization	
2.	Type of the Organization (Whether sole / Proprietorship / Partnership / Private Ltd. / Ltd. or Co-operative body etc.)	
3.	Name of the Proprietor / Partners / Directors in the Organization	
4.	a. Registered office address  b. Office address through which this contract will be handled.	
5.	Name of the authorized representative	
6.	E-Mail ID:	



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7.	Tel. No.	
8.	Mobile No.	
9.	GST Registration No.	
10.	PAN No.	
11.	Year of Establishment	
12.	<ul style="list-style-type: none"> <li>• Yearly turnover of the agency for the last 3 years ending March 31, 2024. Enclose relevant documents in support of the same.2021-2022</li> <li>• 2022-2023</li> <li>• 2023-2024</li> </ul>	
13.	Years of experience in similar works.	
14.	Indicate, if involved in any litigation. Any Civil suits pending in any of the works executed. Furnish details, If any.	
15.	Important large works/assignments executed during the last 7 years (costing not less than <b>Rs. 1,20,00,000/-</b> for similar works only) by the applicant. The full address of the clients for whom the works have been executed including name of contact persons and mobile nos.	Details to be furnished in the prescribed proforma (Part II). Please attach completion certificate or any other relevant document/s in support of the work/s completed clearly showing the value, nature of the work executed, duration of the work etc. which should be considered as per the criteria mentioned in the advertisement.

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16.	Important large works (costing not less than <b>Rs. 1,20,00,000/-</b> for similar works only) on which the applicant is engaged at present and their estimated cost. The full address of the clients, along with the name of the contact person and telephone no. shall be indicated against each work.	Details to be furnished in the prescribed Proforma (Part III)
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**Shortlisting of Agencies for Website Revamp, Mobile App Development, SEO and Digital & Social Media Marketing Activities for NISM**

**CHECK LIST OF ENCLOSURES (TO BE FILLED BY THE AGENCY)**

**Check List for Enclosures**

Please state whether the following enclosures have been enclosed or not.

#	List of Testimonials	Enclosed	Not enclosed
1)	Undertaking		
2)	Notice Inviting Application for shortlisting of Agencies duly signed		
3)	Application form Part I duly filled		
4)	Application form Part II duly filled		
5)	Application form Part III duly filled		
6)	Application form Part IV duly filled		
7)	Completion certificate or any other relevant document/s in support of the work/s completed clearly showing the value, nature of the work executed, duration of the work etc. which should be considered as per the criteria mentioned in the advertisement. <b>Merely submission of work order will not suffice as valid document towards completion certificate.</b>		
8)	Necessary documents in support of annual turnover for the last three years ending March 31, 2024.		
9)	Any other relevant documents. Please specify.		

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**APPLICATION FORM**

**PART II**

**List of important similar works executed by the agency during the last Seven years ending March 31, 2024, each costing not less than Rs. 1,20,00,000 /-**

<b>#</b>	<b>Name of the work and location</b>	<b>Name of the Client, Contact person, mobile no. &amp; email ID</b>	<b>Work order value (Rs. in Lakh)</b>	<b>Final bill value (Rs. in Lakh)</b>	<b>Date of commencement</b>	<b>Date of completion</b>	<b>Whether the work was left in between or contract was terminated from the either side. Give details.</b>	<b>Any other relevant information</b>
1	2	3	4	5	6	7	8	9

*Signature and seal of the Applicant*

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**APPLICATION FORM**

**PART III**

**List of important similar works in hand costing not less than Rs. 1,20,00,000 /-**

<b>#</b>	<b>Name of the work and location</b>	<b>Name of the Client, contact person, mobile no. &amp; email ID</b>	<b>Work order value (Rs. in Lakh)</b>	<b>Period of Contract (Year(s))</b>	<b>Present status of the contract</b>	<b>Any other relevant information</b>
1	2	3	4	5	6	7

**APPLICATION FORM**

*Signature and seal of the Applicant*

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**PART IV**

**List of personnel with details about their qualifications, experience, etc.:**

#	Name	Age	Qualification	Designation	Total Experience (No. of years)	Details of similar work(s) handled	Date from which employed in the present organization	Any other remarks
1	2	3	4	5	6	7	8	9

*Signature and seal of the Applicant*