

**FORE School of Jewellery Design (FSJD) | FORE Centre for Political  
Leadership & Governance (FCPLG) | FORE Greening India**  
3rd Floor, B-35, Block B, Qutub Institutional Area, New Delhi – 110016

**REQUEST FOR QUOTATION (RFQ)**

**For Selection of Social Media Optimization (SMO) and Public Relations (PR) Agency**

**1. Introduction**

The three verticals of the **FORE**, comprising:

- **FORE School of Jewellery Design (FSJD)** – an academic institution nurturing creativity, design, and innovation.
- **FORE Centre for Political Leadership & Governance (FCPLG)** – a centre promoting political awareness, leadership development, and governance studies and offering courses short term in the field.
- **FORE Greening India** – an initiative dedicated to sustainability, environmental awareness, and Green practices.

Invites proposals from experienced and qualified agencies specializing in **Social Media Optimization (SMO)** and **Public Relations (PR)**.

**2. Objective of the Engagement**

The objective of this engagement is to:

- **Establish a strong and distinct digital identity** for FSJD, FCPLG, and FORE Greening India, while ensuring alignment with the FORE overarching vision, mission and values.
- **Enhance the visibility, strengthen the credibility, and deepen the engagement** of FSJD, FCPLG, and FORE Greening India among diverse **audiences and communities** including students, academicians, policymakers, corporates, media, and society at large.
- **Promote and highlight the diverse initiatives, programs, events, and activities** of FSJD, FCPLG, and FORE Greening India, without restriction to specific domains, thereby supporting their evolving missions and future directions.
- **Position the three verticals of FORE as a thought leader** in its respective domains through integrated digital communication, social media optimization, and strategic public relations.

**3. Scope of Work**

**I. Social Media Optimization (SMO)**

The selected agency will be required to:

- Manage official social media handles (Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.) for **FSJD, FCPLG, and FORE Greening India**.

  
16/09

- Create, schedule, and publish engaging content for each entity, including:
  - **40 creatives/graphics per month** (campaign visuals, landing pages, creatives, reels, stories etc.).
  - **10 content pieces per month** (blogs, posts, media articles, etc.)
- Actively monitor, respond, and engage with online communities.
- Conceptualize and execute targeted **paid campaigns on Meta & Google** (ad budgets to be borne by respective entities).
- Produce **12 professional-quality videos** for **YouTube** within a year, aligned with brand strategy and communication goals. Covering 8 events in a year (Videography and Photography)
- Provide **monthly analytics reports** with actionable insights for each vertical separately.

## II. Public Relations (PR)

The selected PR agency will be required to:

- Design and execute a **PR strategy** for three verticals of FORE while reflecting a unified FORE's identity.
- Publish thought leadership articles, interviews/quotes etc., relating to relevant industry topics/themes.
- Draft and disseminate **press releases, advisories, and media notes**.
- Secure impactful **media coverage in print, broadcast, and digital platforms**.
- Build and maintain **relationships with journalists, editors, and influencers**.
- Provide PR support for events, conferences, workshops and other engagements.
- Submit **monthly PR monitoring and coverage reports**.

## 4. Technical Requirements

### I. Social Media Optimization (SMO)

Participating agencies for SMO must demonstrate:

- Proven expertise in managing social media accounts for **educational institutions, governance-related bodies, or sustainability initiatives**.
- Strong portfolio of creative designs, digital campaigns, and video production.
- Experience in handling content calendars, paid campaigns, community engagement, and analytics.
- The paid campaigns will be separate and will have separate budget for that.
- Familiarity with the latest digital tools, social media trends, and platform algorithms.
- Ability to produce high-quality multimedia content (creatives, reels, shorts, videos, etc).

### II. Public Relations (PR)

Participating agencies for PR must demonstrate:

- Proven experience in designing and executing **PR strategies** for institutions, think-tanks, corporate entities, or NGOs.

*Done*  
16/09

- Strong media network with **journalists, editors, and influencers** across print, digital, and electronic platforms.
- Proven success in **press release drafting, media placements, and coverage generation.**
- Capability to provide **event support, press conferences, and audience engagement assistance.**
- Ability to **arrange professional videography and photography services** for events, conferences, and initiatives.
- Understanding of **educational PR and CSR initiatives.**

## 5. Evaluation Criteria

Proposals will be assessed based on:

- Relevant **experience and expertise** in SMO/PR.
- **Creativity and quality** of past campaigns.
- **Clarity of technical approach** and adaptability to different audience groups.
- **Cost-effectiveness** and scalability.
- **Client references and testimonials.**

## 6. Submission Guidelines

Interested agencies are requested to submit their proposals including:

- Company profile and relevant experience ( as per the Agency information sheet format)
- Portfolio of previous work, especially related to social media management and video production.

**Proposal must be made in two parts, each part sealed separately and marked appropriately on the envelope for identification. (e.g. Name of the Agency/Quotation for SMO or PR)**

- **Part 1** of proposal must contain: Details covering all activities covered in the 'Scope of Work' pertaining to SMO/PR (Just Technical aspect no pricing)
- **Part 2** of the proposal must contain: Price and commercial terms for SMO/PR.

The last date for the submission of both Technical and Commercial Proposal is **Thursday 25<sup>th</sup> September 2025 by 15:30 Hours.**

**Please note that no proposal is entertained through email and in soft copy format and the proposal must be submitted as per the scope of work defined. Please read all the points carefully before submitting the proposal.**

**Submission Address:**

**AGM(Projects), Foundation f or Organisational Research Education (FORE)  
3rd Floor, B-35, Block B  
Qutub Institutional Area  
New Delhi – 110016**

*Signature*  
16/09

Proposals may be hand-delivered or couriered to the above address.

## 7. Contact for Queries

**Ms. Pratha Chhatwal**

Program Head, FSJD

Ph.no. - +91 8527278270 | email- pratha.chhatwal@foresociety.org

## 8. Terms & Conditions

- We reserve the right to **accept or reject any or all proposals** without assigning reasons.
- The contract will be valid for **one year** from the date of award.
- All intellectual property rights of produced content will remain with the respective entity under the FORE Group.
- Agencies must adhere to **all applicable legal, ethical, and regulatory standards**.

*Pratha*  
16/09

Agency Information Sheet

Name of the Agency	
Legal Name of the Agency	
Year of Establishment	
Name of the Director/promoter	
Head Office and Branch Offices (if any)	
Address	
Email ID	
Contact Number	
Name of the Contact Person	
Number of Employees	
Number of Employees to be engaged for the specific activity	
Total Turnover	
PAN/GST Number	
Number of Prominent Clients	
Enlist some of the successful campaigns done	
Awards won (if any)	
Reference 1 (Name, Designation, Company Name and Contact Number)	
Reference 2 (Name, Designation, Company Name and Contact Number)	

*Aditya*  
16/09