GOVERNMENT INSTITUTE OF MEDICAL SCIENCES

Greater Noida, Gautam Buddha Nagar-201310, Tel-0120-2341738, 9999384468
Website: www.gims.ac.in, Email- gimsgnoida16@gmail.com
(AN AUTONOMOUS INSTITUTE UNDER GOVT OF U.P.)

Inviting Expression of Interest (EOI)

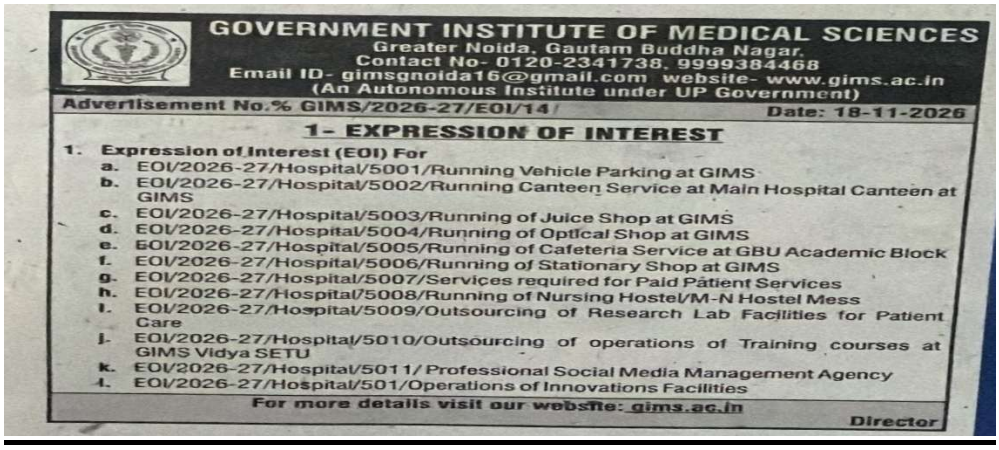
For Empanelment of Professional Social Media Management Agency for GIMS, G. Noida

Government Institute of Medical Sciences (GIMS) Greater Noida invites the **Expression of Interest (EOI) for Empanelment of Professional Social Media Management Agency for GIMS, G. Noida**.

Sl. No.	EOI No.	Opening Date & Time	Last Date & Time for submission
1.	GIMS/2026-27/EOI/14 Expression of Interest for Empanelment of Professional Social Media Management Agency for GIMS G. Noida	Date: 18-11-2026	17.12.2026 till 04:00pm

EOI is to be dropped in the box, kept for this purpose which is available in Administration block
Detailed format of EOI may be downloaded from the website www.gims.ac.in. GIMS reserves the right to reject any or all EOI without assigning any reasons.

1. This EOI is Agency/Firm/Company for **Empanelment of Professional Social Media Management Agency for GIMS G. Noida**
2. Ref. No. GIMS/2026/EOI/14 Date:18.11.2026
3. Advertisement was published in **Hindustan Times and Dainik Jagran, Date 18.11.2026**
4. Last date of submission of application is **17.12.2026 till 04:00pm**
5. Application fee **Rs. 1180/- (One Thousand One Hundred Eighty only)** including 18% GST in form of DD in favor of Director, GIMS Greater Noida payable at Greater Noida.
6. Security deposited of **Rs. 25000/- (Twenty five thousand only)** to be deposited by successful bidders only.



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Advertisement No.% GIMS/2026-27/EOI/14 Date: 18-11-2026

1- EXPRESSION OF INTEREST

1. Expression of Interest (EOI) For
   a. EOI/2026-27/Hospital/5001/Running Vehicle Parking at GIMS
   b. EOI/2026-27/Hospital/5002/Running Canteen Service at Main Hospital Canteen at GIMS
   c. EOI/2026-27/Hospital/5003/Running of Juice Shop at GIMS
   d. EOI/2026-27/Hospital/5004/Running of Optical Shop at GIMS
   e. EOI/2026-27/Hospital/5005/Running of Cafeteria Service at GBU Academic Block
   f. EOI/2026-27/Hospital/5006/Running of Stationary Shop at GIMS
   g. EOI/2026-27/Hospital/5007/Services required for Paid Patient Services
   h. EOI/2026-27/Hospital/5008/Running of Nursing Hostel/M-N Hostel Mess
   i. EOI/2026-27/Hospital/5009/Outsourcing of Research Lab Facilities for Patient Care
   j. EOI/2026-27/Hospital/5010/Outsourcing of operations of Training courses at GIMS Vidya SETU
   k. EOI/2026-27/Hospital/5011/ Professional Social Media Management Agency
   l. EOI/2026-27/Hospital/501/Operations of Innovations Facilities

For more details visit our website: gims.ac.in

Director

Advertised in Hindustan Times and Dainik Jagran Date 18.11.2026

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INTRODUCTION

7. Government Institute of Medical Sciences, Greater Noida, is an autonomous tertiary care institute of Government of UP, with a mission to provide state of the art patient care to all sections of the society and has been envisioned to be in the forefront of providing excellent professional medical education and multi- disciplinary research. The institute is affiliated with Prestigious **Atal Bihari Vajpayee Medical University** Lucknow. GIMS has started MBBS (2019), DNB (2020), College of Nursing (2021), Institute of Paramedical Sciences (2021), Post Graduate courses (MD/MS) (2024) and Super Specialty (2026).
8. GIMS was established with an aim to improve the status of health of the rural and urban population of western Uttar Pradesh, by providing a state-of-the-art health facility as well as facilitating equitable access to quality health care through a revamped health care system, targeted outreach services as well as involvement of community and local bodies. The Mission of the institute is to provide comprehensive medical facilities to each and every life without discrimination along with developing GIMS as a Centre of excellence in the field of health delivery system, medical education and research.
9. The institute has state of the art infrastructure, modular operation theatres, well equipped high-end equipment and NABL accredited laboratories, and highly advanced Skill lab. The faculty at GIMS is from reputed institutions, highly experienced and dedicated, well versed in latest Medical Education Technology and trained in newer curriculum guidelines from the MCI/NMC. The hospital has established multi- disciplinary Research unit (MRU), Viral Research development laboratory, Paramedical training institute and Skill development Centre.
10. The vision of GIMS is to develop it as Centre of Excellence in Patient Care, Medical Education and Biomedical Research. The hospital has an excellent infrastructure, high-end equipments, modular OTs and Skill lab. In last 6 years, the institute has increased its patient workload by more than 4times Surgeries by more than 3.5 times. The institute is performing complex surgeries, joint replacements, laparoscopic surgeries, dialysis and highly intensive care of critically ill patients.
11. GIMS hospital is 630 bedded hospital. GIMS being the only Government Medical college in this region, caters for large no of patients of western UP, Haryana, Uttarakhand and Rajasthan. There are more than 1500 patients are visiting every day and more than 450 patients admitted in the hospital. The total no of patients reported in 2025 were 469040 OPDs and 33654 patients were admitted. GIMS hospital is the only Govt hospital in UP to have NABH and NABL certified by the quality council of India.

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PROPOSAL

12. GIMS is proposing for Empanelment of professional Social Media Management Agency for GIMS G. Noida, for providing hotel booking in Greater Noida for guests from India/International visiting GIMS as Expert Faculty member, as and when required.

Scope of Work

13. Social Media Management- Management of official social media handles including:
    - Instagram
    - Facebook
    - X (Twitter)
    - LinkedIn
    - YouTube
    - Threads (if applicable)
    - Any future digital platform as directed by GIMS.
14. Content Creation- The agency shall develop original content including:
    - Healthcare awareness campaigns
    - Public health advisories
    - Patient education material
    - Institute achievements
    - Faculty accomplishments
    - Medical education updates
    - Academic conferences
    - Research highlights
    - Government initiatives
    - National Health Programs
    - Emergency announcements
    - Health observance days
    - Recruitment and institutional notices

    Content shall include:
    - Static creatives
    - Carousel posts
    - Motion graphics
    - Infographics
    - Posters
    - Reels
    - Short videos
    - Long-form videos
    - YouTube thumbnails
    - Story templates
    - Event promotions
15. Photography & Videography- The agency shall:
    - Cover institutional events.
    - Shoot professional photographs.
    - Record videos of conferences, workshops, ceremonies, patient awareness programs and institute functions.
    - Reel making

- Provide professional editing.
- Drone videography whenever required (subject to statutory permissions).
- Graphic Design- Design all digital creatives in accordance with institutional branding guidelines.

16. Digital Branding- Develop campaigns to improve:
    - Reach
    - Followers
    - Engagement
    - Brand visibility
    - Public awareness
17. Analytics & Reporting- Monthly reports shall include:
    - Followers gained
    - Reach
    - Engagement
    - Impressions
    - Top-performing posts
    - Audience demographics
    - Video views
    - Campaign performance
    - Recommendations

FINANCIAL IMPLICATIONS-

18. The agency will provide specific details of Social media management
19. The booking will be done on credit basis. The payment to the agency will be provided within 7 working days to the agency after deducting the GIMS processing charges.

GIMS RESERVES RIGHT

20. To take final decision regarding empanelment or to modify or scrap the process,
21. To accept or reject the request of any agency for empanelment, and
22. To keep or remove any agency on the panel approved for outsourcing
23. To keep or remove any staff of the service provider involved in any unlawful activities.

ELIGIBILITY CRITERIA

Agency should have:-

24. The Applicant should have at least three years of experience in providing services to Government/Semi Government/Autonomous Body.
25. Registered Company/LLP/Partnership/Proprietorship.
26. Minimum three years of experience in Social Media Management.
27. Experience of handling at least three Government Institutions/Medical Colleges/Universities/Healthcare Organizations/Hospitals or Public Sector Organizations.
28. Annual turnover of at least ₹50 lakh during any one of the last three financial years.
29. Valid GST Registration.

30. Valid PAN.
31. No blacklisting declaration from any Government Department/PSU.
32. Experience in healthcare communication shall be preferred.
33. The Applicant should be registered with the authority concerned of the State or Central Government,
34. The applicant should submit the copy of income tax, PAN, GST certificate with valid registration Number.
35. The Applicant should have their office set up in the 50 KM radius from the GIMS Institute.
36. The Applicant should not have been blacklisted by any Central/State Government/PSU.

GENERAL TERMS AND CONDITIONS

37. GIMS reserves the right to accept or reject any or all EOIs without assigning any reason.
38. Mere submission of EOI shall not confer any right of empanelment.
39. All intellectual property rights of created content shall remain with GIMS.
40. Confidentiality of institutional information shall be maintained.
41. Agency shall not publish any content without written approval.
42. Agency shall ensure factual accuracy of all healthcare-related content.
43. Agency shall comply with all applicable Government regulations.
44. No subcontracting shall be allowed without prior permission.
45. Agency shall nominate a dedicated Single Point of Contact (SPOC) for handling all GIMS Social Media Management with GIMS.
46. The contract may initially be for one year, extendable based on satisfactory performance.
47. GIMS reserves the right to terminate the contract with one month's notice.
48. Penalty may be imposed for delay or poor-quality deliverables. Empanelment of agency will be done on the basis of criteria enumerated in these documents along with professional competence.
49. The date of declaration of qualified/empanelled agency will be at the discretion of GIMS.
50. All the pages of the EOI are to be self attested.
51. The bidder has to furnish an undertaking that the organization has not been blacklisted in the past by any Government Departments /Boards/ Corporations or reputed Private Companies.
52. GIMS reserves the right to accept or reject any or all the EOIs without assigning any reasons thereof.
53. GIMS shall have the right to delete any agency from the panel during the currency of the period of the empanelment, without assigning any reason thereof.
54. The term of contract will be for 3 years, which will be extendable up to 5 years depending upon mutual considerations.

55. SUBMISSION OF PROPOSAL:

Interested agencies may apply for the Empanelment of professional Social Media Management Agency for GIMS, G. Noida. Applications should include details of the empanelment along with the following documents: (self-attested copies). Performa given at

I. Performa given at **Appendix "A"**

II. Performa given at **Appendix "B"**

Interested person/bidders should submit their applications by due date and time to Director, GIMS and Greater Noida. **Appendix A** (Details of agency empanelment) and **Appendix B** (Proforma for rate quotation) **will be submitted in separate sealed envelope**. The envelope must bear **"Expression of Interest for Empanelment of professional Social Media Management Agency for GIMS, G. Noida"** as well as the mailing address and contact information of bidder to facilitate returning the document in case of late submission.

Expression of Interest may drop in the box kept at ground floor, administrative block in GIMS premises. Any Expressions of Interest received after the stipulated period & will not be considered and will be rejected.

56. PROCESS FOR ALLOTMENT OF SPECIFIC JOBS

The **Expression of Interest** received in response will be evaluated by the evaluation committee of GIMS which may also undertake an onsite inspection or the qualified agency will be asked to make a presentation regarding their technical capabilities.

60. Opening of Expression of Interest

First the Technical bid will be opened. There after these EOIs will be evaluated by the Evaluation Committee. Thereafter, Financial bid will be opened by the evaluation committee.

61. Empanelment

Rate quotation will be open for all the technically qualified agencies and order will be issued to the agencies who will quote the lowest amount of processing charges to GIMS.

62. Contact for any query:

Mail ID -gimsgnoida16@gmail.com, 0120-2341736/38, 9999384468

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Appendix-A

PROFORMA

(Self-attested photocopies of documents should be attached with)

Details of Agency Establishment

1. Name & Postal address of Agency
2. Telephones Nos.:

   (i) E-mail:
   (ii) Fax Nos.
   (iii) Mobile No's:

3. Nature of Establishment: (Sole/Partnership/otherwise) and its registration
4. Experience certificates
5. Name & address of Partners or Directors or Owner
6. Commercial Tax Regd. No.:
7. GST No.:
8. PAN No.:
9. TAN No.:
10. Awards of Excellence in the field if any
11. Any other information

Signature of the Proprietor/Authorized Signatory	Rubber Seal indicating complete address: Place: Date:

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Appendix-B

PROFORMA FOR RATE QUOTATION

S. No.	Social Media Management	Amount in Rs.
1	Management of official social media handles	
2	Content Creation	
3	Photography & Videography	

Signature of the Proprietor/Authorized Signatory	Rubber Seal indicating complete address: Place: Date: