

EXPRESSION OF INTEREST (EOI)

FOR ENGAGEMENT OF SOCIAL MEDIA NETWORK MANAGEMENT AGENCY

FOR

CONTENT CREATION & OPERATIONALIZATION, IMPROVISATION,

MANAGING, MONITORING & HANDLING OF THE SOCIAL MEDIA PLATFORMS,

WEBSITE /PORTAL DEVELOPMENT & MAINTENANCE

FOR

THE DEPARTMENT OF WOMEN EMPOWERMENT & CHILD DEVELOPMENT,

GOVT. OF UTTARAKHAND.

Directorate of WECD,
Nanda Ki Chowki,
Chakrata Road, Sudhwala,
Dehradun
Pin – 248007

Contact Person : Dr. S.K.Singh (Dy. Director),
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The Directorate of Women Empowerment & Child Development, Govt. of Uttarakhand invites sealed Expression of Interest (EOI) for engagement of social media network management agency for content creation & operationalization, improvisation, managing, monitoring & handling of the social media platforms, website /portal development & maintenance for the Department of Women Empowerment & Child Development, Govt. of Uttarakhand in its complete form in all respects as specified in detail in the EOI (formats & Annexure) along with a notarized affidavit regarding “non- blacklist” from any of the Departments (govt/semi-govt/Non-Govt/PSU etc)., in sealed envelope latest by 18.06.2022 upto 1400 hrs. at the Directorate of Women Empowerment & Child Development, Near Nanda Ki Chowki, Sudhowala, Chakrata Road, Dehradun, addressed to “The Director, Directorate of Women Empowerment & Child Development, Uttarakhand” containing duly filled and self-attached EOI with non-refundable fee of Rs 25,000.00 in the form of Demand Draft, payable to "Director, WECD Uttarakhand, Dehradun", clearly mentioning the title of the EOI on the envelope.

The received EOIs will be checked/ scrutinized by the formed committee on 18.06.2022 at 3pm. The Applicants meeting the qualification criteria (as mentioned in the EOI) will be invited for detailed presentation.

Thereafter, the shortlisted applicants need to submit their financial details against their deliverables before the selection committee of The Directorate of Women Empowerment & Child Development, Govt of Uttarakhand either on same day or next working day , in a sealed envelope.

The details containing the qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. can be downloaded from the department’s website wecd.uk.gov.in.....

Further details, if any, may be obtained from the Directorate of Women Empowerment & Child Development, Govt. of Uttarakhand during working hours 10 am – 5pm .

Note: The Director, Women Empowerment & Child Development, Govt. of Uttarakhand or any of its designates reserves the right to cancel this request for EoI and/or invite afresh with or without amendments, without liability or any obligation for such request for EoI and without assigning any reason. Information provided at this stage is indicative and the Director, WECD, Govt of Uttarakhand reserves the right to amend /add further details in the EoI.

Disclaimer:

The information contained in this Expression of Interest document ("EOI") or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

The Directorate of Women Empowerment & Child Development, Govt. of Uttarakhand, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI. All information contained in the EOI, to be subsequently provided / clarified are in good faith.

The Directorate of Women Empowerment & Child Development, Uttarakhand, reserves the right to cancel or withdraw the EOI without prior notice.

Section I: General

Directorate of Women Empowerment & Child Development, Govt. of Uttarakhand, (WECD), desires to engage a credible professional “Social Network Management Agency” on EOI basis for content creation & operationalization, improvisation, managing, monitoring & handling of the social media platforms, website /portal development & maintenance for the Department of Women Empowerment & Child Development, Govt. of Uttarakhand, for dissemination of information and creating awareness about the various schemes & programmes of WECD, Govt of Uttarakhand for apt information, education and communication.

In this context, Expression of Interest (EOI) is invited from credible professional agencies. For this purpose, scope of work to be taken care by the agency has been broadly spelt out in Annexure I. The agency must have in-house production facility. All other requirements such as manpower, tools, creative content, etc. will have to be met by the agency. The Agency must have expertise in these activities. The entire data will also be stored / archived and the firm has the responsibility to provide it to WECD, Govt of Uttarakhand and maintain the backup, storage and recovery mechanism.

1.1. EOI Processing Fees & Deadline :

The Directorate of Women Empowerment & Child Development, Govt. of Uttarakhand invites sealed Expression of Interest (EOI) for engagement of social media network management agency for content creation & operationalization, improvisation, managing, monitoring & handling of the social media platforms, website /portal development & maintenance for the Department of Women Empowerment & Child Development, Govt. of Uttarakhand in its complete form in all respects as specified in detail in the EOI (formats & Annexure) along with a notarized affidavit regarding “non- blacklist” from any of the Departments (govt/semi-govt/Non-Govt/PSU etc)., in sealed envelope latest by 18.06.2022 upto 1400 hrs. at the Directorate of Women Empowerment & Child Development, Near Nanda Ki Chowki, Sudhowala, Chakrata Road, Dehradun, addressed to “The Director, Directorate of Women Empowerment & Child Development, Uttarakhand” containing duly filled and self- attached EOI with non-refundable fee of Rs 25,000.00 in the form of Demand Draft, payable to "Director, WECD Uttarakhand, Dehradun”, clearly mentioning the title of the EOI on the envelope.

1.2 Qualification Criteria: Following will be the minimum pre-qualification criteria for the participating agencies, which should possess all the following pre-qualification criterias. Responses not meeting the following minimum pre-qualification criteria, will not be accepted for further evaluation process.

Sr.	Pre-qualification Criteria	Supporting Compliance document
1.	The agency (firm/ company/ partnership/ proprietorship,etc.) must be registered in Uttarakhand.	Copy of Registration certificate (if any)
2.	The agency must be in business of creative, advertising, market research, production, Media Platform , film making , IEC activities , etc for more than 03 years as on 31.03.2022	Udyog Adhar Certificate
3.	The agency must be registered in Income Tax (PAN No).	PAN Card copy
4.	The agency must be registered under GST in Uttarakhand	GST Registration copy.
5.	The average turnover of the agency for last 3 financial years (2019-20, 2020-21, 2021-22) should be at least Rs 40 lakhs.	The turnover certificate duly signed and attested by the Chartered Accountant
6.	The agency should not be blacklisted by any Central Govt. / State Govt. / PSU/Govt. Bodies	Notarized affidavit to be attached
7.	The agency must have their in-house production setup with minimum editing space for at least 10 employees.	<ol style="list-style-type: none"> 1. Photograph of the office showing the editing set up for at least 10 employees. 2. Photograph of the production as well as editing set up
8.	Weightage shall be given to agency having prior experience of IEC / Social Media with any Central/State Govt./Govt.Autonomous Bodies, etc.	Related work order copies

1.3 Evaluation Criteria and Method of Evaluation:

- a. Screening of EOIs shall be carried out as per eligibility conditions mentioned in this document (EOI) , based on verification of testimonials submitted.

EOI will be evaluated for short listing inter alia based on their past experience of handling similar type of project, strength of their man power, financial strength of the agency to the selection committee, whose decision will be final.

- b. EOIs meeting the pre- Qualification criteria need to give their detailed presentation in front of the committee, on the basis of which the agency will be shortlisted for further process.

- c. The shortlisted agency/ agencies, based on their presentation given, will be asked to submit their financial proposal against the deliverables as mentioned in the EOI, in sealed envelope, addressed to The Director, Directorate of Women Empowerment & Child Development , Govt of Uttarakhand , mentioning “Financial Proposal” on the envelope.
- d. The Director, Directorate of Women Empowerment & Child Development , Govt of Uttarakhand will take up references and reserves the right to cancel any or all the proposals.
- e. All pages including formats, annexure or any other relevant documents to be duly signed and attested by the authorized signatory.

1.4. Format 1

S.No	Organization Contact Details	
1.	Name of Organization	
2.	Main areas of business	
3.	Type of Organization Firm/ Company/ Proprietorship/ partnership firm	
4.	Whether the firm has been blacklisted by any CentralGovt. / State Govt./PSU/ Govt. Bodies / Autonomous? If yes, details thereof.	
5.	Address of the registered office in Uttarakhand with contact details , email id and website url.	
6.	Detail of the contact person (Attach CV)	
7.	Address of city office / branches (if any)	
8.	Contact Person with telephone no. & e-mail ID	
9.	Cancelled Cheque of the firm , addressed to the Director, Women Empowerment & Child Development, Govt of Uttarakhand	

Note : All required documents to be self- attested, signed and duly stamped by the Authorized Signatory .

Signature of Auth Signatory

Full name & Designation

Stamp & Date

1.5.

FORMAT – 2

Experience in Related Fields				
Overview of the past experience of the Organization in all aspects				
Sr. No	Items	Number of Assignments during last 5 Years	Work order copy	Mention the name of Client/ Organization (Enclosed completion certificates)
1.	Experience of assignments of similar nature			
2.	Experience in carrying out similar assignments in Government			
3.	Decision of Evaluating Committee in ascertaining "similar nature" and "similar assignment" will be final.			
	Signature of Auth Signatory			
	Full name & Designation			
	Stamp & Date			

1.6

FORMAT -3

List of professionals in the agency (minimum 7)

Sr. No	Name	Phone No.	Designation	Qualification	Relevant Experience
1.			Content Writer (Hindi/Eng)		
2.			Camera Person		
3.			Video Editor		
4.			Graphic Designer		
5.			Voice Over artist		
6.			Social Media Expert		
7.			Website Developer		

Signature of Auth Signatory

Full name & Designation

Stamp & Date

1.7

FORMAT – 4

Financial Strength of the Organization			
S.No.	Financial Year	Whether profitable Yes/NO	Annual turnover in Rupees (Rs)
1.	2019-2020		
2.	2020-2021		
3.	2021-2022		
4.	The average of the turnover of the last 3 years $\{(2019-20+2020-21+2021-2022)/3\}$		
Note : Kindly enclose CA Certificate as well.			

SCOPE OF WORK

Brief :- Directorate of Women Empowerment & Child Development, Govt. of Uttarakhand, (WECD), desires to engage a credible professional "Social Network Management Agency" on EOI basis for content creation & operationalization, improvisation, managing, monitoring & handling of the social media platforms, website /portal development & maintenance for the Department of Women Empowerment & Child Development, Govt. of Uttarakhand, for dissemination of information and creating awareness about the various schemes & programmes of WECD, Govt of Uttarakhand for apt information, education and communication for the period of 3 years, which may be further extended depending upon the quality of the output delivered.

1. Activation & Setup :-

- Assessment of the current social media platforms and handles along with the Dynamic website development. (Fb/ Twitter/Insta/You tube/Linkedin)
- Creation of new social media platforms which are yet not being used by the department of WECD, Govt of Uttarakhand.
- Situation Assessment concerning public/ target audience.
- Analyzing the presence in regard to digital parameters.
- Analyzing the engagement ratio on the social media platforms.
- Remarks available over social media platforms.
- Analyzing the other sectors presence on social media platforms.
- The past campaigns and initiatives have to be analyzed to create a new future route.
- Linking the social media platforms and the Department's website with the Ministry of Women Empowerment & Child Development, Govt of India.

2. Execution and Controlling Measures

- A predefined social media plan and content calendar for each social media platform inclusive of Content creation and management, giving effective content marketing.
*Create, prepare, and submit social media ideas and programs for WECD, Uttarakhand and respective line departments.
- Social Media Management will include planning, creating, and posting with innovative outreach campaigns.
- Social Media Optimization, including marketing, maintaining, monitoring, and leading to all the social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.) for effective marketing/ advertising strategies.
- Adequate use of Social Media algorithms, keeping the trends in mind, leading by the on-site and off -site support team.

- Preparing the social media communication strategy for effective output.
- Increasing the followers, likes & subscribers organically, using proper hashtags, tagging relevant people and community by creating engaging content and audience.
- Managing live events through social media platforms under the full technical support of the professionals.
- Monitoring: online media, information sources and social channels, Interaction with users: community engagement, replying to comments and other online engagement activities.
- Highlighting the national and international events, seminars, workshops and achievements on all the social media platforms as suggested by the Directorate of Women Empowerment & Child Development, Govt of Uttarakhand.
- Uploading news, events, schemes related information, images, videos on the social media platforms on a daily basis with required communication and strategies.
- Developing a contingency plan to handle the crisis and emergencies effectively.
- Contests and operations: creative input, addition, starting up and monitoring, focusing on engagement and better results & reach
- Impressions and reach have to be increased for better branding and right targeting
*Reporting on every 15 days with accurate insights and achievements.
- Integration of tools to see the ability of growth & development.
- Official Facebook page Development *LinkedIn Profile development.

3. Deliverables :-

1. Minimum 3 posts (Creatives + content) daily on Facebook and Instagram
2. Regular info graphic video creations / bytes of beneficiaries for knowledge sharing.
3. Minimum 4 tweets in a day based on the news/updates/achievements, etc.
4. Regular content submission on Quora and specific other Google platforms.
5. ORM on weekly basis.
6. Co-ordination with electronic media and print media.
7. User friendly Dynamic website development & handling
8. Short Films/ Documentary Films/ Promotional videos will be prepared by the agency as per the Information Dept rates. (as and when required).
9. On observing the competency of the selected agency, In case agency's involvement is required in any other IEC activity apart from social media like Conferences/ events in the department, etc. will be carried about as per the need and requisites.
10. Transport, fooding & lodging for the outdoor interviews/ shoots/ events, etc. will be provided by the Department on actual basis (as and when required).