

No. DWCD/1019/2022-PMMVY2

Women and Child Development  
Department, Poojapura  
Date: 18/04/2022  
E-Mail:directorate.wcd@kerala.gov.in  
Phone No.0471-2346534

### Inviting Expression of interest

Women and Child Development Department is looking for agencies to manage the online Social Media activities of the department. The key activities include management of all social media platforms like facebook, Youtube, Twitter, Helo, Instagram, Blog and creating content to disseminate the information effectively through the use of animations, GIFs, designs etc.

The contract will be for a period of one year. The expression of interest shall include the social media management done by the agency, potential areas for expansion of department presence on online media and a financial estimate.

#### Terms and Conditions:-

1. The agency must be empaneled by the PRD department as per the G.O (Ms) No.6/2020/I&PRD Dated 02/11/2020- (Category B Social Media Creatives).
2. The agency must have at least 2 years of experience in handling social media of any government departments.
3. The agency must have at least 5 years of working experience in the field of handling social media.

The final decision on whether to accept or cancel the expression of interest rests with the Director of Women and Child Development Department.

The Expression of Interest from eligible agencies should be sent to the following address- Director, Women and Child Development Department., Poojappura, Thiruvananthapuram on or before 7 days from the date of this letter.

Description of services required from the social media agency are attached along with this notification.

Yours Faithfully



Director

Women and Child Development

**SOPHY JACOB**  
PEN 457974  
Assistant Director  
Women and Child Development Department  
Thiruvananthapuram - 695 012

