

“ഭരണഭാഷ-മാതൃഭാഷ”

No.DWCD/2035/2024- IT2

വനിത ശിശുവികസന ഡയറക്ടറുടെ കാര്യാലയം,

പുജപ്പുര,തിരുവനന്തപുരം

തീയതി : 01-11-2024

E-Mail:directorate.wcd@kerala.gov.in

Phone No.0471-2346534

വനിത ശിശു വികസന ഡയറക്ടർ
തിരുവനന്തപുരം

ഡയറക്ടർ,

ഇൻഫർമേഷൻ & പബ്ലിക് റിലേഷൻസ് ഡിപ്പാർട്ട്മെന്റ്
തിരുവനന്തപുരം .

സർ,

വിഷയം:- വനിത ശിശുവികസന വകുപ്പ് -ഐ. ടി സെൽ- നവ മാധ്യമങ്ങളുടെ കൈകാര്യം -
മീഡിയ ഏജൻസിയെ തിരഞ്ഞെടുക്കുന്നതിനായി താൽപര്യപത്രം
നവമാധ്യമങ്ങളിലൂടെ പ്രസിദ്ധീകരിക്കുന്നത് സംബന്ധിച്ച്

സൂചന:- 1. വനിത ശിശു വികസന വകുപ്പ് ഡയറക്ടറുടെ ഇതേ നമ്പരായ 18/10/2024
തീയതിയിലെ താൽപര്യപത്രം .

വനിതാ ശിശു വികസന വകുപ്പിന്റെ 2024-25 സാമ്പത്തിക വർഷത്തിലെ
നവമാധ്യമപ്രവർത്തനങ്ങളിലൂടെയുള്ള ബോധവൽക്കരണ പ്രവർത്തനങ്ങൾ കൈകാര്യം
ചെയ്യുന്നതിനായി PRD അംഗീകൃത ഏജൻസികളെ ക്ഷണിക്കുന്നതിനായുള്ള താൽപര്യപത്രം
നവമാധ്യമങ്ങളിലൂടെ (പത്രമാധ്യമങ്ങൾ , ടെലിവിഷൻ, Face Book, FM Radio എന്നിവയിലൂടെ)
പ്രസിദ്ധീകരിക്കുന്നതിന് നടപടി സ്വീകരിക്കുന്നതിന് താൽപര്യപ്പെടുന്നു. താൽപര്യപത്രം പകർപ്പ്
ഇതോടൊപ്പം ഉള്ളടക്കം ചെയ്തുകൊള്ളുന്നു.

വിശ്വസ്തയോടെ,

for വനിത ശിശു വികസന ഡയറക്ടർ

ഉള്ളടക്കം
താൽപര്യപത്രം

File No. DWCD/2035/2024-
IT2

Directorate of Women and Child
Development,

Poojappura,

Thiruvananthapuram,

Dated:

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 expression of department presence on online media and a financial estimate.

Eligibility criteria

1. The agencies must be empaneled by the PRD department as per the G.O (Ms) No.4/2024/I&PRD Dated 20/02/2024
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 process of evaluation

The bids will be appraised on two levels first based on a presentation done by the agency. The agencies fulfilling the eligibility criteria will be called for a presentation before the departmental technical committee on their capabilities, experiences etc and showcase their work done for other clients.

The presentation should also include a strategy suggestion for WCD. The presentation should cover the following areas based on their previous work done for other clients.

- Creative posters
- Animation posters
- Motion posters
- Animation/Short video (30 Sec)
- Reels/ Video(1 minute)

- Brouchure

After the presentation the financial bid submitted by the agencies will be evaluated. The monthly deliverables by the agency in detail with per unit cost should also be included separately with the financial proposal. The financial proposal should include the following.

Sl.No	Particulars	Unit Cost	No. of units/ deliverables per month	Total amount (for one month)
1	Creative Posters			
2	Animation Posters			
3	Animation/Short video (30 Sec)			
4	Motion Posters			
5	Reels			
6	Brouchure			
7	Live streaming of events			
TOTAL				

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 14 days from the date of this notification. The date of the presentation will be intimated to the bidders at a latter day.

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

Director of Women and Child Development

Director

Women and Child Development

Description of service required from the social media agency:

- Create and manage social media pages /handles of the department (Facebook, Youtube, Twitter, Helo, Instagram, Blog etc)
- Creation of any non-paid social media account for department with prior approval in platforms like facebook, Youtube, Twitter, Helo, Instagram, Blog or any such for the better promotion of the activities of the department.
- Identify target audience preferences and build content accordingly.
- Modify the existing department social media handles to increase the awareness among the targeted audience.
- Creation of digital content relevant to the current scenario.
- Monitor and analyze the social media outreach in order to be able to craft strategy proposals.
- Regular updation of the pages.
- Promote department events through social media.
- Content shared online must be copyright protected and unauthorized use must be monitored.
- New look to the social media pages every three months.
- All the services described above shall be put into practice within 1 month.

Director(i/c)

Women and Child Development

Signed by

Bindu Gopinath

Date: 18-10-2024 12:21:22