

File No DWCD/2035/2024-IT2

Directorate of Women and Child Development

Poojappura , Thiruvananthapuram.

Email wcdirectorate@gmail.com

Dated 07.12.2024

Inviting Expression Of Interest (Re notification)

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, You Tube , 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 empanelled by the PRD Department as per the G.O(M.s) 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)
- Brochure

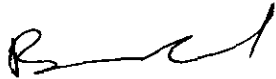
After the presentation the financial bid submitted by the Agencies will be evaluated. The monthly Deliverables by the Agency in detail with per unit cost should also be included separately with the financial proposal. The Financial Proposal should include the following.

| 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 | Brochure | | | |
| 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 the latter day.

Description of services required from the Social Media Agencies are attached along with this notification.


 Director
 Women and Child Development Department

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, You Tube, Twitter, Helo, Instagram, Blog or any such for the better promotion of the activities of the Department.
- Identify target Audience performances 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 One Month.

 Director

FOR Women and Child Development Department