



## **EXPRESSION OF INTEREST (EOI)**

**Expression of Interest invited to engage an agency empaneled with Information and Public Relations Department for the IEC and Social Media Campaign of various projects of Social Justice Department, Government of Kerala.**

Social Justice Department (herein after referred as SJD) is the nodal Department for implementation of various schemes for the empowerment of Differently abled, Senior Citizens, Destitute, Probationers, and Transgenders

SJD wishes to engage an agency empaneled with Information and Public Relations Department towards social media campaign for disseminating information on the various projects implemented by the Department. (A brief note on the various schemes of the department is attached for reference).

We would like to invite proposals from the empaneled agencies (as per the G.O.(Ms)No.6/2020/I&PRD Dated, 02/11/2020 under CATEGORY B – Social Media Creative) for social media campaign to be launched by SJD for various programmes.

### **SCOPE OF WORK**

The selected bidder shall carry out all the activities mentioned in the scope of work but not limited to the following:

- Provide consultancy to the SJD on Digital Marketing & Social Media Strategy from time-to-time.
- Prepare a communication strategy for raising the profile and media presence for the schemes and activities of the Department.
- Study & analyze the existing Digital Marketing & Social Media strategies and plan accordingly.
- Create and execute a comprehensive digital marketing and social media plan for SJD. The plan would also have monthly milestones.
- Provide consultancy to the SJD on management of social media channels/handler (Malayalam & English).

- Structure and implement advertising campaigns.
- Run social media campaigns to enhance the reach of various schemes and projects and to ensure delivery of the campaign content.
- Content development and creative : The content is expected to be in the form of written slogans, attractive pictorials, Ad creatives & stories etc for printed versions, audio jingle, video clips etc for electronic media and for theater Ads.
- Maintain all Social Media platforms with correct information, monitor comments and messages, interact with fans and followers, amplify positive content, manage criticism positively analyze performance, engage matrices and maintenance for all platforms including.
  - a. Facebook
  - b. Twitter
  - c. Instagram
  - d. YouTube
  - e. WhatsApp/Telegram
  - f. Any new platform that SJD may decide to join
- The selected agency shall provide monthly reports of entire activities/ engagement on social media.
- The agencies empaneled by the Department are expected to come up with innovative methods of reaching beneficiaries of the Department all over the State.
- The selected agency should develop and design online banner advertisement for SJD.
- The interests of the Department and Government shall be protected at all times.

**OTHER TERMS AND CONDITIONS**

- The Agency should submit the duly filled financial bid along with the proposal in a separate sealed cover.
- The price/unit content need to be entered in the financial bid.
- The selected agency is expected to maintain high level of professional ethics & shall not act in any manner which is detrimental to the Department's interest. Agency should maintain confidentiality in matters



disclosed till proper instruction is received for publication. Department reserves the right to impose penalty in case of any violation of the above.

- The selected agency should be able to execute assignments at short notices & even on public holidays and during emergency situations.
- Ownership of all promotional materials created will be vested with the Department and prior approval of the artwork, copy, layout etc. should be taken from the Department before publishing of the same.

### **TECHNICAL EVALUATION CRITERIA**

- Technical evaluation will be marked out of 100 with due weightage to technical capabilities of competing bidder as given Annexure II.
- The Technical Bids will be opened by a Technical Committee and marks will be given based on the criteria detailed in the Technical Bid document and creative & strategy presentation. Technical marks obtained will be referred to as technical scores (St). Agencies will be ranked based on technical score (St), and only agencies who have scored 60 or more marks will be qualified for financial evaluation.
- The technical evaluation shall be strictly based on the information as given in the supporting documents. It is the responsibility of the bidder to provide all supporting documents as necessary to fulfill the eligibility criteria. In case, information as required by Department has not been provided by the applicant, SJD reserves the right to proceed with the evaluation based on information made available and may not request the applicants for further information. The right to request additional information shall be exercised by SJD solely at its discretion.

### **FINANCIAL BID**

- The financial bids (in Annexure III) of the agencies that have scored 60 or more technical score (St) will be opened on 25.01.2022 .The lowest financial proposal (Fm) will be given a financial Score (Sf) of 100 points. The financial scores of the other financial proposals will be determined using the following formula.

$$Sf=100 \times Fm/F;$$

In which Sf is the financial score, Fm is the lowest financial proposal, and F is the financial proposal under consideration.

### **COMBINED TECHNICAL AND FINANCIAL SCORE**

For final evolution, the agencies will be ranked in accordance with their combined technical (St) and financial (Sf) scores with weightage. Since digital marketing requires domain knowledge with creative competence, the technical score (St) will be given 80% weightage and financial score (Sf) will be given 20% weightage, so that the combined score will be:

$$S = St \times Tw + Sf \times Fw;$$

Where S is the combined score, Tw and Fw are weights assigned to technical score and financial score respectively, ie

0.80:0.20

#### **SELECTION OF THE AGENCY:**

a) The agency with highest combined technical & financial score(S) will be selected, based on the above QCBS System. In the event of two or more agencies obtaining the same highest combined technical and financial score(S), the agency with maximum technical score will be selected.

#### **SUBMISSION OF EOI**

##### **NUMBER OF COPIES AND MODE**

The information to be submitted by the applicants in their EOIs is described below in the checklist. The applicant shall place one (1) original + one (1) copy of the Expression of Interest in a sealed envelope and send it directly to the Director, SJD.

#### **CHECKLIST**

Applicants are required to organize their Expression of Interest in the following Parts. The Parts should be clearly identifiable.

- Part 1- Brief profile of the Applicant (to be submitted in the format in Annexure 1 along with supporting documents)
- Part 2- Supporting documents to substantiate the claims in Serial No 1 to



- 3 of the Technical Evaluation Criteria in Annexure -II
- Part 3- Audited financial statement of the company/gross receipts for the last three financial years.
- The agency shall make a presentation of the conceptual design before the technical committee which should have all the components to evaluate the agency as detailed in Sl no 4 of the Technical Evaluation criteria attached as Annexure II

The EOI organized as above, shall be placed in a sealed envelope, with the following inscription: *Proposal to engage an agency empaneled with Information and Public Relations Department for the IEC and social media campaign of various projects of SJD*".

The Applicant can submit the EOI by registered post/courier or submit the EOI in person, so as to reach the under mentioned address by the time and date stipulated below. The Director of Social Justice shall not be responsible for any delay in submission of the EOI.


#### DISCLAIMER

Though adequate care has been taken in the preparation of this Expression of Interest Document, the applicant should satisfy himself that the document is complete in all respects. SJD reserves the right to reject any or all of the EOIs submitted in response to this Expression of Interest at any stage without assigning any reasons.

SJD reserves the right to change any or all of the provisions of this Expression of Interest. Such changes would be intimated to all parties procuring this Expression of Interest

#### LAST DATE OF SUBMISSION OF EoI

The Applicants are required to submit their Expression of Interest latest by 4.PM on 25-01-2022 to Director of Social Justice, 5th Floor, VikasBhavan, Thiruvananthapuram 695011.

  
for Director  
Social Justice Department

**PREETHY WILSON**  
Assistant Director  
Directorate of Social Justice  
Vikas Bhavan, Thiruvananthapuram-33

Annexure -1

Brief Profile

Sl No	Particulars	Details
1	Name	
2	Year of Establishment	
3	Address of Registered Office	
4	Address of Office in Thiruvananthapuram	
5	Details of branches/associates outside Thiruvananthapuram (details of offices in Kerala to be given separately)	
6	Company profile (include brief profiles of team members/full time employees)	
7	Legal status of Proposer -(proprietor/partnership/private ltd/public ltd)	
8	Service Tax Registration (enclose copy)	
9	PAN no (enclose copy)	
10	Contact details of CEO/head of the agency (name, address, phone, email, mobile)	
11	Work Experience (provide details of clients)	
12	Experience in handling skill development, training and corporate communications	
13	Proposed Strategy and IEC Plan for the Department (in detail)	

**DECLARATION**

Certified that the particulars furnished above are true and correct.

Date

Signature of authorized signatory



## Annexure -II

Technical Evaluation Criteria

Sl No	Head	Marks in main criteria	Marks in sub criteria
1.	<b>Experience of Bidder or leadership of the firm in Social Media Management</b>	20	
	<ul style="list-style-type: none"> <li>3years experience (minimum of which 2 shall be within the period 2018-2021)</li> </ul>		10
	<ul style="list-style-type: none"> <li>Additional Experience for each year (2 marks each up to a maximum of 10 marks)</li> </ul>		2+2+2+2+2
2.	<b>Social Media Management /Digital Marketing</b> The bidder should have completed/executing assignment of Social Media Management for State Government/ Govt Department/ Ministry of Central Government/ Public Sector Unit.	20	
3.	<b>Area of operation</b>	10	
	<ul style="list-style-type: none"> <li>National</li> </ul>		5
	<ul style="list-style-type: none"> <li>International</li> </ul>		5
4.	<b>Conceptual Design</b>	50	
	Understanding of the objectives		5
	Knowledge about the target audience/beneficiaries.		5
	Demonstration of creativity in promotional Videos/audio jingles developed		10
	Use of digital media /graphics		10
	Element of social media influencer marketing.		10
	Element of digital campaigns, event promotions		5
	Prospect of the design to be used for amplifying posts, likes, handlers, reach engagement, online advertisement etc		5
	<b>Total</b>	<b>100</b>	

- Copies of the work order/letter of awards/certificates issued/approved by the client and attested by the authorized signatory should be attached for Sl NO 1,2 and 3
- The Technical Committee will give marks based on the documentary evidence wherever required in support of the claim.
- The agency will be required to make a presentation covering all points mentioned in Sl no 4 above). The Technical Committee members will evaluate the conceptual design and award the grades

Name of evaluator(s):

Signature:

Date:

(Name of the proposer)



## Annexure III:

## Financial Bid

Name of the Bidder/				
Sl No	Item Description	Monthly Rate in INR(Excluded Tax)	Monthly Rate in INR(Included Tax)	Total rate for one year (Including tax)
1	Social Media Monitoring and Management			
1.1	Management of social Media Plan and Strategy,			
1.2	Content for Social Media (10 posts per month)			
	Instagram			
	Twitter			
	Facebook			
	Whatsapp			
	Telegram			
1.3	Any new platform the Department may decide to join			
	Audio Visual Content (1-minute 30 sec short videos (2/ month)			
	Youtube			
	instagram			
2	Facebook			
	<b>Online Banner Creative</b>			
2	Design and Developing online banner advertisement to display in popular website (728*90 pixels) (2/month)			
3	Outdoor campaign adds (related to various day celebrations )			