



REoI No: SPMU/NRC/Social Media Agency/388/2016/7 dated July 21, 2017

**REQUEST FOR EXPRESSION OF INTEREST (REoI)
FOR
SELECTION OF SOCIAL MEDIA AGENCY**

ISSUED BY

**OFFICE OF THE STATE COORDINATOR, STATE PROJECT MANAGEMNT UNIT, NATIONAL
REGISTER OF CITIZENS, ASSAM**

**OFFICE OF THE STATE COORDINATOR, NRC, ASSAM
ACHYUT PLAZA, BHANGAGARH, GUWAHATI- 781005**

NOTICE

Expression of Interest (Eol) for Selection of Social Media Agency

The State Coordinator, National Register of Citizens (NRC), Assam invites Expression of Interest (Eol) from reputed Social Media Agencies for taking up monitoring of social media platforms for NRC related posts and also taking up promotional activities on social media platforms on behalf of NRC Update Project being implemented in the state of Assam. Social Media Agencies willing to offer service may download the REol document from the official website www.nrcassam.nic.in.

The sealed envelope affixing Rs. 8.25/- court fee stamp containing response to the Eol should be submitted to the Office of the State Coordinator, NRC, Achyut Plaza, Bharalupar, Bhangagarh, Guwahati- 781005 on or before 07/08/2017 by 2.00 p.m. The cover should be superscripted with the title of the REol on the top of the envelope addressed to the undersigned along with name, address and contact no. of the responder on the bottom left corner of the envelope.

State Coordinator
National Register of Citizens (NRC), Assam

(Read detail on NRC Update Project from our website www.nrcassam.nic.in)

1. Use of Social Media for National Register of Citizens (NRC) Updation

In recent times, Social Media has emerged as an easily available means of expression & communication and also become an important forum for mobilising and forming opinions. It has emerged as an effective medium for various types of communication and an important government-citizen communication tool. Social Media monitoring coupled with its adequate and timely handling and use of Social Media campaigns for NRC Update Project are envisaged to create another channel of communication between NRC Update process and the public. Social media would also be explored to mobilize the civil society to effectively engage in NRC processes. Social media monitoring as well as engagement shall be particularly useful as the date of publication of Draft NRC appears close and NRC related issue would appear centre-stage amongst the public, various stake-holders and political and non-political groups to connect with them immediately with the purpose of dissemination of information, dispelling any rumour or misconception or misgiving and also to monitor social media activities of mischievous elements trying to spread any confusion or rumour with an intent to disrupt the NRC Update process or to create tension amongst the public.

2. SCOPE OF WORK

The scope of work shall include but not limited to the following:

- i. **Creation & Maintenance of Social Media Platforms:** The Agency shall create and maintain NRC's Social Media Platform including but not limited to Facebook Page, Twitter Profile, YouTube Channel, Google Plus, LinkedIn, Instagram, Wikipedia, etc.
- ii. **New Look:** Give all Social Media Platforms fresh look every week by putting up new creative features, theme lines, links etc.
- iii. **Updates:** Regular uploading of informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive contents, interviews, news, quiz, etc as may be decided by NRC authority.
- iv. **Building of content:** The agency is expected to build relevant and interesting content for uploading in social media with aid from office of NRC authority. Ideas and inputs for creatives are to be provided by agency. The agency shall be required to write stories, develop video contents, short documentaries, etc. based on requirement of the project.
- v. **Press Release:** Publishing online press releases (of NRC Assam) on sites as and when required.
- vi. **Multimedia Release:** Issuing multimedia releases within and outside India.
- vii. **Engage with users:** Direct interaction with public by posting updates, replying to queries, suggestions and complaints in consultation with State Project Management Unit (SPMU), NRC, Assam.

- viii. **Publicity:** Publicize all notices, updates, activities as suggested by SPMU with the intention of being impactful to the target audience.
- ix. **Query Management:** All queries received on all platforms must be replied to within 24 hours in consultation with SPMU.
- x. **Gate Keeping:** Moderation of all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate contents, etc.
- xi. **Live Dashboard:** Live dashboard set up at the Office of the State Coordinator, NRC Assam for real time intelligence monitoring of citizen's social media engagements about NRC.
- xii. **Digital Command Centre:** Set up a digital command centre either at the Office of the State Coordinator, NRC Assam or at its own premises with 2 dedicated team members handling social media operations of NRC Assam 24x7.
- xiii. **Media tracking and monitoring:** Use a good industry standard monitoring tool for analyzing comments/remarks about NRC in various media like newspaper, magazines, blogs, social media platforms, etc., both offline & online, national & international.
- xiv. **Tagging:** Create relevant tagging & linkages of content on all platforms.
- xv. **Photo:** A still photo gallery with cataloguing needs to be developed consisting of at least 100 high quality and high resolution aesthetic photographs (Corbis or Getty Images Quality) per month on various aspects/works of NRC Update Project.
- xvi. **Procuring:** Procuring photographs and videos as may be required for one time usage.
- xvii. **Copyright:** Content shared online must be free of any legal encumbrances, or copyright protected. Unauthorized use of content developed by NRC authority must be monitored.
- xviii. **Reporting:** The Agency must submit a monthly 'Effective Analysis and MIS Report' to SPMU on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of NRC Update Project on the Social Media Platforms and the results achieved thereof.
- xix. **Presentation:** Prepare promotional presentations with multi-media contents for NRC Assam as and when required.
- xx. **Script writer:** The Agency must have its own script writer(s) with excellent command over written languages in Assamese, English & Bengali. The Agency, if not by their own, should coordinate with other vendors to translate creatives into any local dialects.

3. Eol Process:

i. Eol Submission:

- The interested agencies are requested to submit a write-up of not more than 1000 words describing how it intends to promote NRC Update Project to establish and maintain mutual understanding between the Project and the public.
- All the deliverables mentioned under scope of work must be addressed.
- Specific detail of software applications/tools to be used for media tracking and monitoring are to be mentioned in the proposal.
- Apart from the scope of work mentioned here, bidders are encouraged to provide their own ideas of social media handling for NRC.
- Along with the proposal, submit the bidder's profile as per table given under 3 (ii).
- The bidders shall be invited for a power point presentation based on the proposal submitted. The Deptt. reserves the right not to invite any bidder for presentation if the written proposal is not found of required standard.
- The Deptt. might go for RFP (Request for Proposal) after receipt of EoI and discussions over PPTs to select the bidder. The criteria for evaluation of bidders shall be mentioned in the RFP.
- No financial bid should be submitted at this stage.

ii. BRIEF PROFILE OF SOCIAL MEDIA AGENCY

(on Agency's Letterhead)

Sl. no.	Particulars	Information
1.	Name of the Agency	
2.	Phone no./website/email id	
3.	Address of Registered/Head office in Assam	
4.	Name of the Proprietor/Partners/Directors	
5.	Legal status of the Agency (Proprietorship/Partnership/Pvt. Ltd./Pub.Ltd.)	
6.	Previous experience in similar works with reputed private companies/PSUs/Government organisations, etc. (documentary evidence to be furnished)	
7.	Annual turnover for the last 3 (three) Financial Years with CA certification to be submitted (2013-2014; 2014-2015; 2015-2016)	

I/We, (Name of the Agency) hereby confirm that the information provided by me/us is true to the best of our knowledge.

It is clearly understood that NRC Assam reserves the right to decide whether or not to consider the Agency for potential business association. NRC Assam also reserves the right to accept or reject any or all of the offers without assigning any reason whatsoever and that NRC Assam reserves all rights to have any number of Agencies as deemed fit on its panel and to award them work at its sole discretion. We hereby state on record that we would be participating in the subsequent stages of the bidding process for empanelment, if called for, assuring best of my/our services.

Date:

Place:

Signature of the authorized person:

Name:

Contact no:

Official Stamp:

iii. **Schedule:** The office will process the EoI in accordance with the following schedule:

Sl. no.	Date	Action
1.	22/07/2017	EoI issued.
2.	22/07/2017 to 28/07/2017	Response to Questions/Queries.
3.	07/08/2017 at 2.00 p.m.	Last date and time for submission of EoI.
4.	11/08/ 2017	Tentative date of Presentation by the bidders.
5.	To be notified later	Tentative date for issuance of RFP to the shortlisted agencies.